

## **PRESENTATIONS OF ASSIGNED READINGS**

### **29 October 2014**

- **FORMULAIC ANALYSIS:** Syvash, Kateryna **Chapter 3** (Genre Studies in Mass Media)
- **HISTORICAL CONTEXT:** Solčiansky, Michal **Chapter 4** (Genre Studies in Mass Media)
- **CULTURAL CONTEXT:** Gardoňová, Kateřina **Chapter 5** (Genre Studies in Mass Media)
- **IDEOLOGICAL APPROACH:** Januška, Tim **Chapter 6** (Genre Studies in Mass Media)
- **PRODUCTION ELEMENTS:** Bandeira José, Mariana **Chapter 7** (Genre Studies in Mass Media)

### **12 November 2014**

- **INDUSTRY PERSPECTIVE:** De Baere, Mathijs **Chapter 8** (Genre Studies in Mass Media)
- **MYTHIC APPROACH:** Menšíková, Alena **Chapter 9** (Genre Studies in Mass Media)
- **NON-VERBAL COMMUNICATION:** Sklenářová, Aneta (Non-Verbal Communication)
- **AUTOBIOGRAPHICAL ANALYSIS:** Hradilíková, Simona (Autobiographical Analysis)
- **THE GENRE OF ADVERTISING:** Budau, Daria **Chapter 13** (Advertising)

### **26 November 2014**

- **NEWS REPORTING:** Sanchez Lopez, Maria Elizabeth (Genre Analysis of Broadcast News folder)
- **NEWS REPORTING:** Dmytriieva, Valeriia (Genre Analysis of Newspapers folder)
- **NEW MEDIA GENRES:** Goncalves da Conceicao, Alberto Diogo (Genre Analysis of New/Digital/Social Media folder)
- **NEW MEDIA GENRES:** Fernandez de los Mozos Francisco, José Pedro (Genre Analysis of New/Digital/Social Media folder)
- **NEW MEDIA GENRES:** Lima de Carvalho Gonçalves da Cunha, Mariana (Genre Analysis of New/Digital/Social Media folder)

**10 December 2014** – **ALL** students present their analyses of selected media genres

The books can be found in the IS Learning Materials:

<https://is.muni.cz/auth/el/1423/podzim2014/ZUR584/um/51183978/?info>