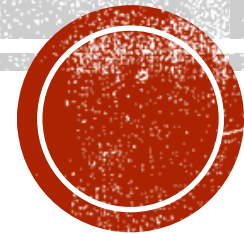


MEDIA AND CULTURE

Week 1



WHAT ARE YOU DOING HERE?

- In Brno?
- In this class?
- In the big picture (i.e. your life)?
- What is the purpose of your participation in this course in this place at this time in relation to your future?

- Have an answer



EDUCATION

- What does it mean to be “educated”?
 - How does one approach this task?
 - How do you approach it?
 - To what end?
-
- What do you know?



MEDIA

- What is the media?
 - Books, Magazines, Radio, Film, TV, The Internet (social media)
- What is “your” media?
- What is media theory?
- What is the purpose of theory?

- Do you control it or does it control you?



CULTURE

- What is culture?
 - What is your culture?
 - How does culture impact you?
 - How do you impact culture?
-
- This semester:
 - Think
 - Because it matters

