



ZURb1614 / CMA17

## **Current issues in research of media and audiences**

Introduction and course organisation

**Marie Jaroň Bedrošová**

marie.bedrosova@mail.muni.cz



## What is the course about?

Series of lectures and discussions about selected topics in the current research of media and media audiences

Department of Media Studies and Journalism

Interdisciplinary Research Team on Internet and Society (IRTIS)





September 20 **Introduction and course organisation**

Marie Jaroň Bedrošová

September 27 **Experimental research in cyberaggression and media aggression**

Marie Jaroň Bedrošová

October 4 **Problematic smartphone use and attention economy**

Jana Blahošová

October 11 **(Social) media and political polarization**

Alena Kluknavská

October 18 **Sexual expression on social media: From Instagram to Reddit**

Michaela Lebedíková

October 25 **Political participation and discussions on SNS**

Karolína Bieliková, Martina Novotná

November 1 **Online safety: Children in the digital space**

Natálie Terčová

November 8 **Fans and the allure of dismantling heteronormative hegemony**

Iveta Jansová

November 15 **Mobile media and homelessness**

Vojtěch Dvořák

November 22 **Exploring the impact of media multitasking on cognitive abilities and well-being**

Shanu Shukla

November 29 **Digital skills**

Natálie Terčová, Štěpán Žádník

December 6 **Media audiences in fragmented media environment and how to handle them**

Klára Smejkal

December 13 **Closing session, feedback**

Marie Jaroň Bedrošová, Iveta Jansová



September 20 **Introduction and course organisation**

Marie Jaroň Bedrošová

September 27 **Experimental research in cyberaggression and media aggression**

Marie Jaroň Bedrošová

October 4 **Problematic smartphone use and attention economy**

Jana Blahošová

October 11 **(Social) media and political polarization**

Alena Kluknavská

October 18 **Sexual expression on social media: From Instagram to Reddit**

Michaela Lebedíková

October 25 **Political participation and discussions on SNS**

Karolína Bieliková, Martina Novotná

November 1 **Online safety: Children in the digital space**

Natálie Terčová

November 8 **Fans and the allure of dismantling heteronormative hegemony**

Iveta Jansová

November 15 **Mobile media and homelessness**

Vojtěch Dvořák

Reading week at Faculty of Arts,  
attendance voluntary

November 22 **Exploring the impact of media multitasking on cognitive abilities and well-being**

Shanu Shukla

November 29 **Digital skills**

Natálie Terčová, Štěpán Žádník

December 6 **Media audiences in fragmented media environment and how to handle them**

Klára Smejkal

December 13 **Closing session, feedback**

Marie Jaroň Bedrošová, Iveta Jansová



## Course organisation

Wednesday 12:00 – 13.40; AVC  
Course guarantor: **Iveta Jansová**

Course organisation and contact:  
**Marie Jaroň Bedrošová**  
[marie.bedrosova@mail.muni.cz](mailto:marie.bedrosova@mail.muni.cz)

General questions about the course or the assignment – write to **Marie Jaroň Bedrošová**

Questions about selected course/assignment topics – write to the **teacher of the relevant lecture**



## Course requirements

Read **weekly reading assignments** before the lecture (interactive syllabus)

**Attendance** at all lectures is not compulsory but **recommended**



# Credit requirements

## Writing a **popularisation text**

Topic taught in the course selected by the student  
(limited amount of students per topic)

**Topic registration** (Topic list in IS)

Deadline: **December 10, 2023**

3 standard pages (1 standard page = 1,800  
characters), including references

Deadline: **January 4, 2023**

Returned assignments need to be revised and  
submitted in a week

If you need to finish the course earlier, write to Marie  
Jaroň Bedrošová

What is popularisation text?



Popularisation  
text



What is popularisation text?

What is the purpose?



Popularisation  
text

What is popularisation text?

What is the purpose?

**Communicating science to the public**

E.g., article about a scientific problem in the media; blog post for the public about new research findings; ...



Popularisation  
text

## Topic

The topic of the popularisation text must be related to some topic taught in the course

But it must not just copy something that has already been presented in the course (i.e., find new academic texts about the topic)

If you are unsure about the suitability of the topic, please consult it with the teacher of the relevant lecture or with Marie Jaroň Bedrošová



# Popularisation text

# What sources to use?

Academic sources



Popularisation  
text



# What sources to use?

## Academic sources

Peer reviewed journal papers

Academic books and chapters



Popularisation  
text

# What sources to use?

## Academic sources

Peer reviewed journal papers

Academic books and chapters

## Where to find them?



Popularisation  
text

# What sources to use?

## Academic sources

Peer reviewed journal papers

Academic books and chapters

## Where to find them?

Databases of scientific articles:

Google Scholar <https://scholar.google.com/>

MUNI electronic sources

<https://ezdroje.muni.cz/prehled/index.php?lang=en&type=abecedne>

E.g., EBSCO (database with social scientific articles and chapters)



Popularisation  
text

# What sources to use?

## Academic sources

Peer reviewed journal papers

Academic books and chapters

## Where to find them?

Databases of scientific articles:

Google Scholar <https://scholar.google.com/>

MUNI electronic sources

<https://ezdroje.muni.cz/prehled/index.php?lang=en&type=abecedne>

E.g., EBSCO (database with social scientific articles and chapters)

**Use at least 2 academic sources**



Popularisation  
text



## What is not a good source?

### Non-academic sources

Not peer-reviewed articles and chapters

Bachelor and master theses

Blogs, comments, news articles, ...

You can use such sources as illustrative examples but they should not make the core of your text



Popularisation  
text

## How to write a popularisation text?

Choose a topic that is relevant and interesting to the public

Think about where you would like to publish your popularisation and for which audience (e.g., wide public, parents of young children) – keep them in mind when writing your text



Popularisation  
text

# How to write a popularisation text?

## Lay-understandable language

Explain and describe all terminology and concepts in an understandable language

Do not unnecessarily use academic and technical terms

But do not „sensationalise“ or „tabloidise“ the topic – keep to the scientific facts, be clear and do not exaggerate or create media panic out of nothing



Popularisation  
text

# How to write a popularisation text?

Even in popularisation texts, **use references!**

Be aware of **plagiarism** (and self-plagiarism)

„How to avoid plagiarism: Student handbook“

■ (Pltýnek et al., 2020)

More about citing and plagiarism during

closing session

the



Popularisation  
text



## Tips

Make the topic interesting for the reader

**Interview an expert** about the topic (e.g., MUNI teacher or another scientist) and ask them questions about your topic

Use **quotations** or comments from the expert in your popularisation

### Use visuals

Pictures

Infographics, boxes with definitions, illustrations

Use figures from your sources (properly cite them!) or create your own



Popularisation  
text

# Sex Education in schools (Iran)

Farahnaz Ghofrani, Autumn 2022



COURSE: Current Issues in Research of Media and Audience

## The female body: a commodity for consumption

Is the female body a commodity for consumption?

It is a question worth asking in a world where women's bodies are constantly objectified in media. It is hard to escape the permanent stream of sexualized and objectified images of females in advertising, television, film, and music, but have you ever thought about the impact this phenomenon has?

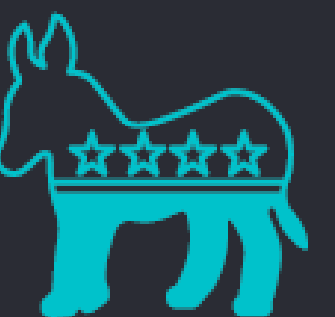
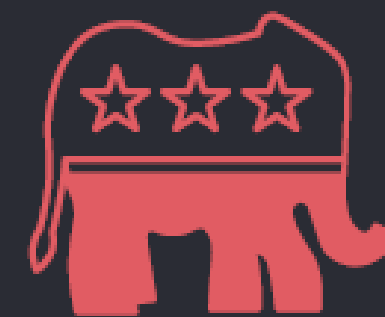
The objectification of women's bodies in media is not new but a pervasive and longstanding issue with essential consequences. The implications of this apparition go beyond just the media. It can lead to the objectification of females in real life, with adverse effects that touch women, men, and society as a whole. It is time to take a critical look at how the media portrays females and consider its influence.

Iunna Titova,  
Autumn 2022

# ALGORITHMS & POLITICAL POLARIZATION

Topic is based on a lecture (Social) Media and political polarization by Mgr. Alena Kluknavská, Ph.D.

## POLITICAL POLARIZATION



Political polarization generally means a division of citizens into two opposing groups based on their political stances (Duignan, n.d.). A commonly used example would be the case of the U.S. political divide between Democrats and Republicans. Political polarization is increasing not only in the U.S. but also across the world (Kubin & von Sikorski, 2021).

## TYPES OF POLITICAL POLARIZATION

There are two types of political polarization; Ideological polarization and affective polarization. Ideological polarization refers to the division of political opinions and beliefs. In contrast, affective polarization refers to how people feel about political allies and opponents (Kubin & von Sikorski, 2021).





## Instagram Will Accept Nudity as Long as Her Name is Emily Ratajkowski

*The Thin Line Between Women's Empowerment and Appealing to the Male Gaze*

### Chapter 1: Instagram's Ban on Nudity

"For a variety of reasons, we don't allow nudity on *Instagram*," states the Community Guidelines of one of the most popular social media platforms dedicated to sharing pictures. Nevertheless, nudity is accepted in some cases: according to Instagram, pictures of women breastfeeding as well as pictures of post-mastectomy scarring are okay. Nudity in art and sculptures is also fine.

In practice, Instagram restrictions regarding nudity are far more complex. For example, there is the case of female versus male nipples. In *Hair, Blood and the Nipple* Faust points out that "social media exercises different degrees of censorship to control the portrayal of male and female identified bodies". And Instagram is no different. Instagram has been known to actively ban content showing female nipples, whereas pictures of male nipples do not receive the same treatment. In reaction, Instagram's dissimilar approach to the female and male body sparked the creation of the #FreetheNipple movement. In the state of New York today, women can publicly show their chests. However, the same freedom is not permitted on the platform. #FreetheNipple movement demands a change.

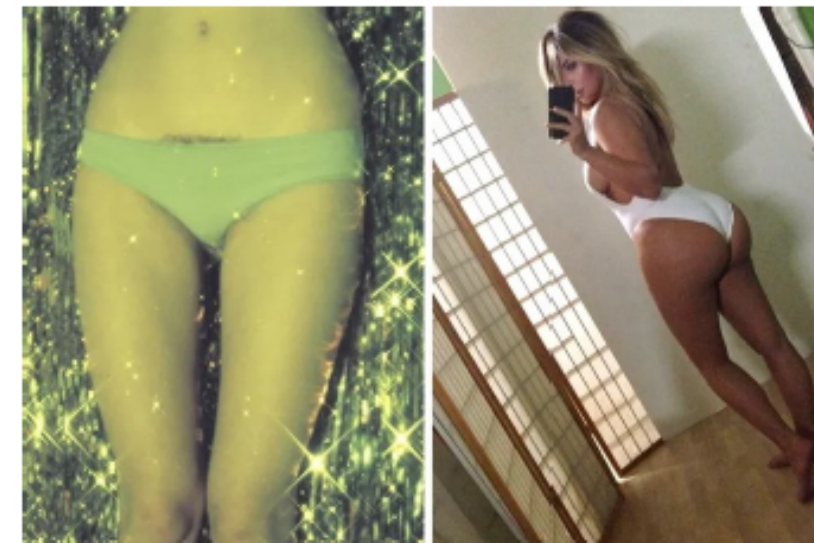
### Chapter 3: Pretty and celebrity privilege

In 2013, female artist Petra Collins posted a picture of herself showing her pubic hair emerging from bikini bottoms, and in effect, Instagram deleted her account. "What I did have was an image of MY body that didn't meet society's standards of femininity," commented Collins on the incident (Collins 2013, as cited in Faust 162). A similar thing happened to Canadian artist Rup



Picture 1: Rup Kaur's post showing menstrual blood; deleted by Instagram

Kaur, who posted a picture showing a little bit of menstrual blood on a fully clothed woman – and Instagram took it down. Instagram has been known to censor content depicting women that does not meet society's expectations of how women should look like. Hair on the female body, menstrual blood, and female nipples are all considered taboo. In contrast, posts showing women conforming to beauty standards of femininity are rewarded with likes.



Picture 2: Left – Collin's controversial post that Instagram removed; Right: Kim Kardashian's post on Instagram that was widely accepted and was not deleted from Instagram

Petra Collins's picture showing pubic hair emerging from her bikini bottom was deleted, while model Emily Ratajkowski regularly posts fully naked images of herself on her Instagram page. Not only there is a certain "pretty privilege" when it comes to posting sexually expressive content on Instagram, but there is also a "celebrity privilege". Sex workers' posts are

routinely banned by Instagram, while nudity of celebrities is tolerated. So much so, that celebrities posting explicit content has become an obvious part of being a celebrity in recent years. To summarize, Instagram will be less likely to ban your nude or semi-nude content in two cases – if you are conforming to beauty standards, or if you are a celebrity.



**Do you have any questions?**

**Marie Jaroň Bedrošová**

marie.bedrosova@mail.muni.cz