

SYLLABUS	
Title of the course: PUBLIC SERVICE MEDIA - TUTORIAL	
Course lecturer: Viktorija Car, PhD, Associate Professor	
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Study program: MA Journalism Study	
Year of the study: 2nd	
ECTS: 7	
Course description and course objectives:	Students will complete the course with the understanding of history and the process of development of public service media around the world, especially in Europe. They will be introduced with different policy and management models of public service media, their financial systems, and the most important, their role in society whereas public service media (PSM) is an aid to informed citizenship; whereas it is an agency of representative pluralism bringing together different groups in society in a common conversation that shapes public opinion. This course explores the future of traditional public service broadcasting in converged media landscape, using new multimedia platforms.
Course enrolment requirements and entry competences:	Active knowledge of English (speaking and writing) is necessary for class participation and successful completion of this course.
Learning outcomes (at the level of the course):	<p>Learning outcomes (LO):</p> <ol style="list-style-type: none"> 1. Students will develop their skills in academic writing as they will write individual essays on public service media. 2. Students will acquire knowledge about normative aspect of media policy and regulation. 3. Students will acquire knowledge on principles, models of organization and financing, regulation, control, and the role of PSM within media systems. They will be able to describe and compare PSM models in different European countries. They will be able to argument and criticize development of PSM and its future perspectives. They will be able to argument the role of PSM in the society, and to define it as a social capital. 4. As this course is in English, they will develop their English vocabulary with terms on media. 5. Students will gain the ability to critically evaluate PSM of the country they come from. They will be able to argument if PSM does not follow the law in its programming, and they will be able to report it to the national regulator. In this way they are trained to become responsible citizens.
Course content (weekly class schedule):	This is TUTORIAL, not a COURSE – therefore, there are no lectures and seminars on weekly basis, but advising hours. During advising hours students discuss with professor after reading a book.

Required reading:	<p>Donders, Karen (2012) Public Service Media and Policy in Europe. New York: Palgrave Macmillan</p> <p>Donders, Karen and Moe, Hallvard (eds) (2011) Exporting the Public Value Test. Gothenburg: Nordicom.</p> <p>Lowe, Gregory F. And Martin, Fiona (eds) (2014) The Value of Public Service Media. Gothenburg: Nordicom.</p> <p>Lowe, Gregory F. And Steemers, Jeanette (eds) (2012) Regaining the Initiative for Public Service Media. Gothenburg: Nordicom.</p> <p>Scannell, Paddy and Cardiff, David (1991) A Social History of British Broadcasting. Volume One 1922-1939. Oxford: Basil Blackwell.</p>
Student participation and requirements:	<p>Student first have to read the book Donders (2012) and take a written exam. After that, student agrees with a mentor on the topic of the seminar essay. Student is required to prepare a seminar essay of between 4,500 and 5,000 words.</p>
Grading and evaluating student work in class and at the final exam:	<p>written exam (based on the book Donders, 2012) = 50% of total grade</p> <p>seminar essay = 50% of total grade</p>
Grading scale:	<p>2 = satisfactory, 3 = good, 4 = very good, 5 = excellent</p>