

**CULTURE AND MASS
MEDIA ECONOMY
*WELCOME LESSON***

**BPV_CMME spring 2014
Simona Škarabelová
20th of February 2014**

TODAY TOPICS



- ⦿ Introduction of Teacher
- ⦿ Introduction of Students
- ⦿ Structure of Course CMME – viz TimeTable 2014 in IS:
 - https://is.muni.cz/auth/el/1456/jaro2014/BPV_CMME/op/?lang=en
- ⦿ Other main information about the course
 - Examination form
 - Literature

INTRODUCTION OF TEACHER

- ◉ Mgr. Simona Škarabelová, Ph.D.
- ◉ Department of Public Economy
- ◉ Centre for Nonprofit Research
- ◉ Research and Teachings Topics:
 - Nonprofit Organizations
 - Nonprofit Marketing and Management
 - Communications and Public Relations
 - Culture Economy

INTRODUCTION OF STUDENTS

- ◉ Ask yours neighbor for
 - His/her name
 - His/her expectations of this course
 - Other interesting information
- ◉ Introduce your neighbor



STRUCTURE OF THE COURSE CMME

- ◉ See the TimeTable_CMME_2014 in Informations System of Masaryk University (called „IS“):
 - IS
 - Student
 - Course CMME
 - Study materials posted under the course ESF:BPV_CMME
 - Course-Related Instructions
 - https://is.muni.cz/auth/el/1456/jaro2014/BPV_CMME/op/?lang=en

EXAMINATION FORM:

- 1. Presentation** of selected chapter from professional scientific article (**2 people together**)
- 2. Written essay** on voluntary matters from culture and mass media economy
 - ◉ essays range: 3 - 5 pages of A4
 - ◉ essay put in Study Materials → Homework Vaults → Commitment of Essays.

LITERATURE

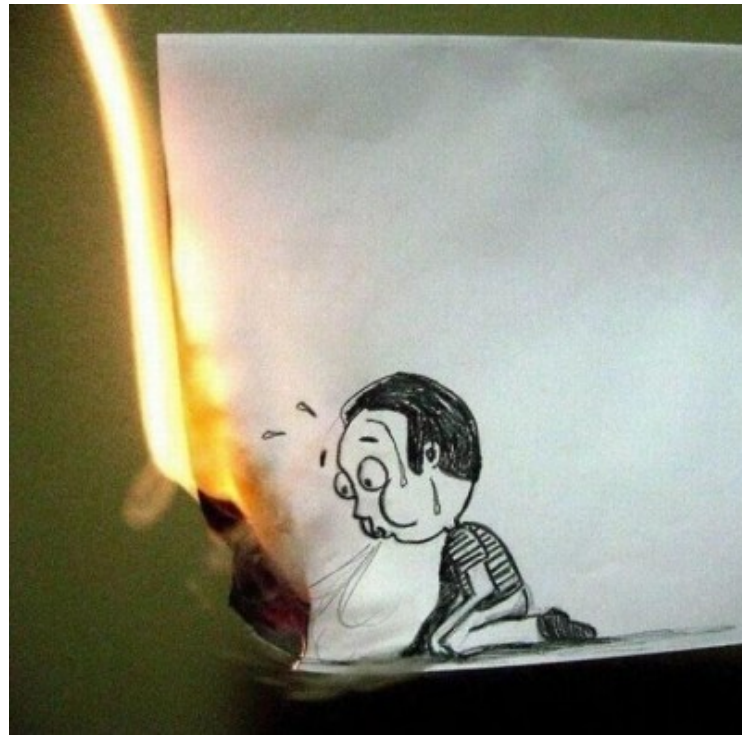
- ❑ Ruth Towse. *A Handbook of Cultural Economics*. 1th ed, Cheltenham (UK). Northampton (USA): Edward Elgar Publishing, 2003. 494 s. ISBN 1 84064 338 2
- ❑ *The politics of culture: policy perspectives for individuals, institutions, and communities*. Edited by Gigi Bradford - Michael Gary - Glenn Wallach. New York : New Press, 2000, 364 s. ISBN 1-56584-572-2.
- ❑ OTHER ON-LINE TEXTS in Study Materials → Learning Materials



HOMework FOR NEXT WEEK

27th of February 2014

- ◉ Find your partner for presentation of professional scientific articles
- ◉ Think about the date of your presentation
- ◉ Google some information about cultural policy in your country



SOME RECOMMENDATIONS FOR CULTURE ENTHUSIAST

- ◉ National Theatre Brno (opera, balet, drama)
 - <http://www.ndbrno.cz/index.php?lang=2>
- ◉ Brno Philharmonic
 - <http://www.filharmonie-brno.cz/en/>
- ◉ City Theatre Brno (musical, drama)
 - <http://www.mdb.cz/programme-108/?m=2014-02&all=1>
- ◉ Jazz Fest Brno
 - <http://www.jazzfestbrno.cz/en/>



SOME RECOMMENDATIONS FOR CULTURE ENTHUSIAST II.

- ◉ University cinema SCALA (ballet, MET, etc.):

- <http://www.kinoscala.cz/en>

- ◉ Cinema ART (ballet)

- <http://kinoart.cz/cykly/balet-bolsoj-teatr-zive>



SOME RECOMMENDATIONS FOR CULTURE ENTHUSIAST III.

○ Architecture:

- Vila Tugendhat <http://www.tugendhat.eu/en/>
- Café Era <http://www.eracafe.cz/>



SOME RECOMMENDATIONS FOR CULTURE ENTHUSIAST IV.

- ◉ Brno Coffee City

- ◉ <http://www.cliche-brunn.cz/en/>

- <http://cafefratelli.cz/index.php?p=homepage>

- <http://www.klafe.cz/en>

- <http://www.cafe-mezzanine.cz/>

- <http://www.falkcafe.cz/>

- <https://www.facebook.com/CafeTungsrarn>

- etc.....

