

CULTURE AND MASS MEDIA ECONOMY *WELCOME LESSON*

BPV_CMME spring 2015

**Guarantee: Simona Škarabelová,
Ph.D.**

**Teacher: one doktoral student from
Department of Public Economy**

17th of February 2015

TODAY TOPICS



- ◉ Introduction of Teacher
- ◉ Introduction of Students
- ◉ Structure of Course CMME –will be sent per E-mail and published in IS:
 - https://is.muni.cz/auth/el/1456/jaro2015/BPV_CMME/
- ◉ Other main information about the course
 - Examination form
 - Literature

INTRODUCTION OF GUARANTEE

- ◉ 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
- ◉ Partnership Foundation
 - Coordinator of Major Donors Campaigne

INTRODUCTION OF STUDENTS

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



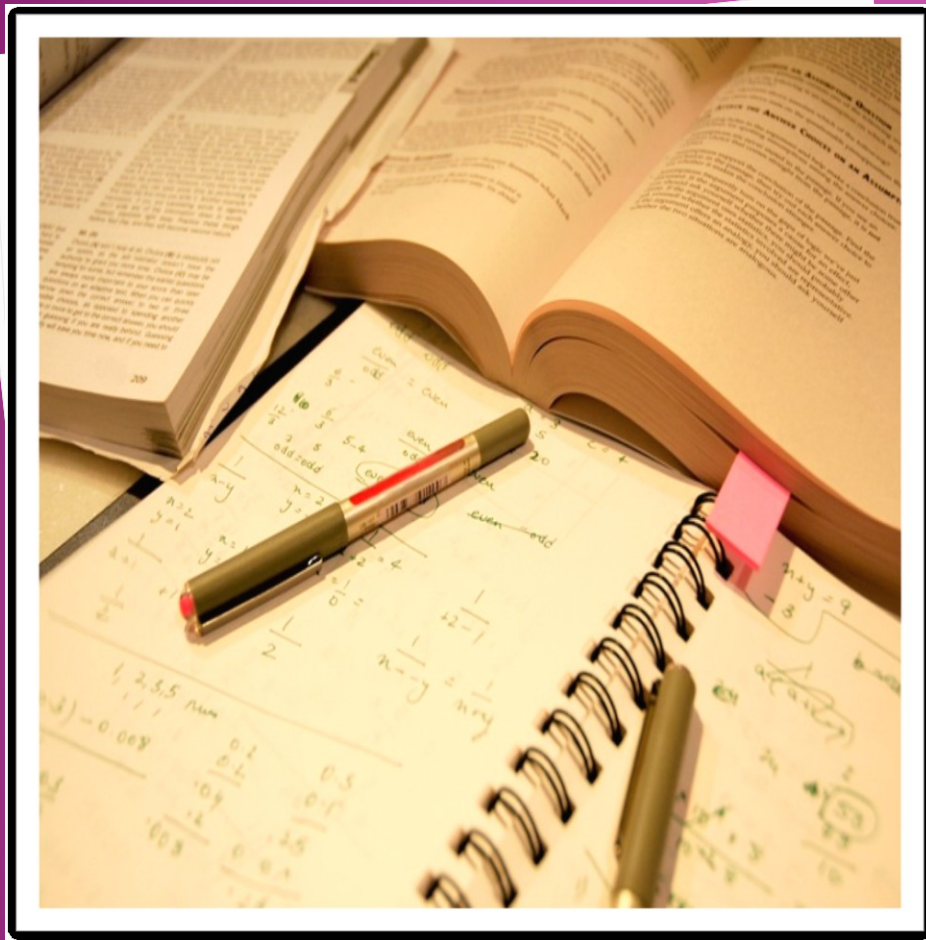
INFORMATION ABOUT THE COURSE CMME

- ◉ See the 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/jaro2015/BPV_CMME/

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 LESSON

- ◉ Find your partner for presentation of professional scientific articles
- ◉ Think 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/en/>
- ◉ Jazz Fest Brno
 - <http://www.jazzfestbrno.cz>



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.....



OTHER RELEVANT INFORMATIONS

⦿ <http://www.gotobrna.cz/en>

GOtoBRNO



Search ...



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FAVORITES

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ABOUT THE CITY

WHERE TO IN BRNO

PLANNER

NEAR BRNO

RESERVATIONS

EVENTS 2015

INFO



Welcome to Brno!