|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **The Basic studies of Journalism** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | The Analysis of Media Discourses | | |
| Level of study | | | | x☐Bachelor ☐ Master’s ☐ Doctoral | | |
| Type of course | | | | ☐ Obligatory x ☐ Elective | | |
| Semester | | | | ☐ Autumn x ☐Spring | | |
| Year of study | | | | Third | | |
| Number of ECTS allocated | | | | ESPB-6 | | |
| Name of lecturer/lecturers | | | | Cvetanovic V.Ivan | | |
| Teaching mode | | | | x ☐Lectures ☐Group tutorials ☐ Individual tutorials  ☐Laboratory work ☐ Project work ☐ Seminar  ☐Distance learning ☐ Blended learning ☐ Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *To surmount theoretical-methodological frame and the techniques of critical analysis of media discourse of written and visual media. Introduction into the way of creation of media discourse: deconstruction of the power of media and power in media in public.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **The definition and the approach to research. The basic principles of critical analysis of discourse. Methodology of research in critical analysis of discourse. Discourse and power. The techniques of manipulation. Discourse and ideology. The critical analysis of political discourse. Media and power. The language of advertising. The analysis of discourse of interview and TV debate. Critical analysis of discourse of electric medias. Critical analysis of internet. The analysis of news on Internet.** | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| x☐Serbian (complete course) ☐ English (complete course) ☐ Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  ☐Serbian with English mentoring ☐Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **10** | | **Written examination** | | | **40** |
| **Practical teaching** | **20** | | **Oral examination** | | |  |
| **Teaching colloquia** | **30** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |