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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **Sociology** |
| Study Module (if applicable) |  |
| Course title | Media education |
| Level of study | [x] Bachelor [ ]  Master’s [ ]  Doctoral |
| Type of course | [x]  Obligatory [ ]  Elective |
| Semester  |  [ ]  Autumn [x] Spring |
| Year of study  | 4th year |
| Number of ECTS allocated | 5 (five) |
| Name of lecturer/lecturers | Miloš Jovanović, PHD, Assistent Professor |
| Teaching mode |  [x] Lectures [ ] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [ ]  Project work [ ]  Seminar [ ] Distance learning [ ]  Blended learning [ ]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *Introducing students to the theoretical approaches to media education, as well as the importance and the application of media education* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| **Media education – what and for whom?****Media education - media literacy****Strategies and tools of media manipulation****Media Advertising****The media and violence****Media (re)production of prejudices and stereotypes****The encoding and decoding of media content****Media education and protection of human rights****The ideological intentionality media entertainment****Media education and the development of democracy** |
| **LANGUAGE OF INSTRUCTION** |
| [ ] Serbian (complete course) [ ]  English (complete course) [ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)[x] 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** | **20** |
| **Practical teaching** | **25** | **Oral examination** | **20** |
| **Teaching colloquia** | **25** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |