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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 | | | | Sociology of Cinematic Communication | | |
| Level of study | | | | x☐Bachelor ☐ Master’s ☐ Doctoral | | |
| Type of course | | | | ☐ Obligatory ☐x Elective | | |
| Semester | | | | x☐ Autumn ☐Spring | | |
| Year of study | | | | 3nd year | | |
| Number of ECTS allocated | | | | 5 (five) | | |
| Name of lecturer/lecturers | | | | Jelena Petković | | |
| Teaching mode | | | | x☐Lectures ☐Group tutorials x☐ Individual tutorials  ☐Laboratory work ☐ Project work ☐ Seminar  ☐Distance learning ☐ Blended learning ☐ Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| Introducing students to the basic elements of the art of film, in the aesthetic and socio-cultural terms. Pointing to the strong social effect of film and the formation of taste. Sociological analysis of the relation that exists between the film, audience, taste and criticism. Film, ideology, politics. Factors that lead to the retroactive effect of the audience on the creation and production of a film –the communication feedback effect. Research into mass audiences and mass taste in the example of cinematic art. | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| The concept of artistic and cinematic communication; Mass culture and film; Aesthetic factors of cinematic communication (collective creativity in film); Film according to other arts; Commercialization of film and propaganda; The film industry; Cinema audiences; Film and education of taste; Film critic as a communication factor; Mythology and film (Stars System); Film identification and projection; The social role of the genre; Postmodernism and mixing genres. | | | | | | |
| **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** | **0-20** | | **Written examination** | | | **0-50** |
| **Practical teaching** |  | | **Oral examination** | | |  |
| **Teaching colloquia** | **0-30** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |