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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 Mass Communication** | | |
| Level of study | | | | ☒Bachelor ☐ Master’s ☐ Doctoral | | |
| Type of course | | | | ☒ Obligatory ☐ Elective | | |
| Semester | | | | ☐ Autumn ☒Spring | | |
| Year of study | | | | 3rd year | | |
| Number of ECTS allocated | | | | 5 (five) | | |
| Name of lecturer/lecturers | | | | Branislav Stevanovic, Full Professor  Nina Pavlovic, Teaching-Assistant | | |
| Teaching mode | | | | ☒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 importance and peculiarities of sociological deliberation and research of mass communication; revealing of the characteristics of the mass communication as a social process that takes place in a wider context; fingering on the interaction between the media and other social institutions, relationships among the media institutions and their relationships with the audience, developing of students' capabilities to understand the process of mass communication as a determined, as well as a determinant of other social processes. | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| The main issues of the sociology of mass communication, forms and levels of social communication, mass communication as an institutionalized social process, relations of media and other social institutions, censorship - classic, political and market; self-censorship, areas of media production, types of media products, media construction of social reality, social determination of the media technology development, media public. | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| ☒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** | **0-10** | | **Written examination** | | |  |
| **Practical teaching** |  | | **Oral examination** | | | **0-70** |
| **Teaching colloquia** | **0-20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |