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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Media and society** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | Civil society and media | | |
| Level of study | | | | ☐Bachelor ☐ Master’s X Doctoral | | |
| Type of course | | | | ☐ Obligatory☒ Elective | | |
| Semester | | | | Autumn XSpring | | |
| Year of study | | | | Second | | |
| Number of ECTS allocated | | | | 6 | | |
| Name of lecturer/lecturers | | | | Jevtović B. Zoran | | |
| Teaching mode | | | | XLectures ☐Group tutorials ☐ Individual tutorials  ☐Laboratory work ☐ Project work ☐ Seminar  ☐Distance learning ☐ Blended learning ☐ Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *The aim of this course is that students engage in contemporary theoretical approaches to the media and society, according to the clerk of digital frames of Europe and the world. The emphasis is on creating democratic literacy, notions of journalistic objectivity and truth, as well as putting the citizen in the position of information carriers participating in their design, acquisition and distribution. After completion of the course the student is expected to define the critical and analytical approaches to the interpretation of visual communication (artwork, artist, art, art history, media and culture); to master reading and writing contemporary theoretical texts about visual culture; to be capable of the verbal analysis and critical review of theoretical problem.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **Course content**  **1. The analysis of mass and digital media, the new media policy and society;**  **2. Commercial, legal, political, technological and sociological aspects of metamedia;**  **3. Europe and EU media policy contexts;**  **4. The regulation, deregulation, self-regulation and co-regulation;**  **5. European media scene: market analysis;**  **6. Media objectivity from the "rule of the facts" to epistemology;**  **7. The perspective of critical realism in the civil society;**  **8. The ideology and the concept of media persuasion;**  **9. "Constructing the audience" and the power of the media;**  **10. Theory of media and European integration;**  **11. The media, politics and security of the European Union;**  **12. Popular culture, forms and effects;**  **13. Presentation of violence in the media;**  **14 Digital culture and the global society;**  **15. Media literacy and citizen as the bearer of ideas!**  **Practical teaching: Exercise, other modes of teaching, study research work**  **Research work will be organized in the form of essays, creative workshops and polemical clubs, as well as a presentation of video material.** | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| XSerbian (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** | **20** | | **Written examination** | | |  |
| **Practical teaching** |  | | **Oral examination** | | | **40** |
| **Seminar** | **40** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |