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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 | Media power and narrative contexts |
| Level of study | [ ] Bachelor [ ]  Master’s [x]  Doctoral |
| Type of course | [ ]  Obligatory [x]  Elective |
| Semester  |  [ ]  Autumn [x] Spring |
| Year of study  | First |
| Number of ECTS allocated | 6 |
| Name of lecturer/lecturers | Tatjana Vulić |
| Teaching mode |  [x] Lectures [x] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [x]  Project work [x]  Seminar [ ] Distance learning [ ]  Blended learning [ ]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *Defining and classification of media power and the impact on the public by constructing narratives and semiological picture. The study of strategic directions of development of communication by modelling of new media forms and expressions.* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| **Main Topics: The concept of media power and models; Global Revolution and the power of information; Semiotics and ideology ; Discourse and persuasive power ; Photography, semiotics and images ; The power of photomontages ; The social impact of traditional media ; From Propaganda to Infotainment ; Information management in conflict and crisis situations ; Modern trends - changes as the only constant.** |
| **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** | **30** | **Written examination** | **-** |
| **Practical teaching** | **-** | **Oral examination** | **40** |
| **Teaching colloquia** | **30** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |