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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Media and Society – Doctoral Studies** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | Psychology of the Masses and the Power of the Media | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | Second | | |
| Number of ECTS allocated | | | | 6 | | |
| Name of lecturer/lecturers | | | | Vladimir D. Nešić | | |
| Teaching mode | | | | Lectures 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 to present contemporary theoretical approaches to the interrelationship of mass-media-power. By studying the types of nature and society, students explore ways of shaping the audience, characteristic features and symbols. After completion of the course, students are expected to know how to define the critical and analytical approaches to the crowd psychology - the ability to form certain types of audience; to master the influence of the media, as well as to independently run media operations. | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **1. Introduction: functions, structures, and the importance of crowd 2. Moral panic and media support 3. Groups and their characteristics 4. Leadership and Public Opinion 5. Public Opinion and the crowd 6. Political beliefs and media 7. Identities of global picture in time 8. Changes in the symbolic significance and the new crowd 9. Division of crowd according to the dominant media effect 10. The crystals and the symbols of crowd 11. Religion and media power 12. The elements of power 13. Aspects of power and the power of the media 14. Deontological and regulatory role of the state 15. Media postulates of crowd psychology** | | | | | | |
| **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** | **20** | | **Written examination** | | | **40** |
| **Practical teaching** |  | | **Oral examination** | | | **40** |
| **Teaching colloquia** |  | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |