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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Doctoral studies Media and Society** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | The Media Analytics | | |
| 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 | | | | ESPB-6 | | |
| Name of lecturer/lecturers | | | | Radovic C.Vladeta | | |
| Teaching mode | | | | x ☐Lectures ☐Group tutorials ☐ Individual tutorials  ☐Laboratory work x ☐ Project work x☐ Seminar  ☐Distance learning ☐ Blended learning ☐ Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *The goal of this subject is to prepare students to research and apply analytical reasons in media discourse. The accent is on control the corpus of complex methods of research of auditorium. By the end of course a student should know how to do the most complex research and to analyse media process.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **The basic elements in the science of communicology research and its definition. Auditorium and how to measure it. How to choose the theme and how to determine the subject and the methodology. The scale of measurement. The interview on the spot and methodological principles. The subject and sample of research, Conceptual and methodological review of measuring auditorium. The research of virtual societies. Media planning PR and propaganda. The research on Internet .Interpretation and writing media campaign .** | | | | | | |
| **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** | **20** | | **Written examination** | | |  |
| **Practical teaching** | **50** | | **Oral examination** | | | **30** |
| **Teaching colloquia** |  | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |