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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 | Modern technologies and communication |
| Level of study | [ ] Bachelor [ ]  Master’s [x]  Doctoral |
| Type of course | [ ]  Obligatory [x]  Elective |
| Semester  |  [x]  Autumn [ ] Spring |
| Year of study  | 2 |
| Number of ECTS allocated | 6 |
| Name of lecturer/lecturers | Dragana Pavlović |
| Teaching mode |  [x] Lectures [x] Group tutorials [x]  Individual tutorials [ ] Laboratory work [ ]  Project work [x]  Seminar [ ] Distance learning [ ]  Blended learning [ ]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *The aim of this course is to help students master the modern media technology, particularly with computer culture and creating a symbolic content. The emphasis is on information platforms essential for the creation and transfer of information, their multiplicity and convergence. After completion of the course the student is expected to independently manage the various IT programs necessary to structure, design and dissemination of information. Electronic global network creates specific and divergent IT culture in which media companies can survive only if you keep pace in the evaluation and management of digital tools.* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| **Information, Internet and multimedia. The technical and technological convergence. Searching, tools and data verification. On-line journalism; models of technology integration. The creation and structuring of content on the Internet; databases on the Web; Web media corporations. On-line editing, links and elements of interactivity; Audio, video and multimedia formats, basic layout of on-line content; design elements. On-line versus journalistic standards; The multimedia - digital software application. New types of electronic literacy, social media and forms of communication. Facebook and journalism; cyber journalist as a global profession** |
| **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** | **50** |
| **Practical teaching** | **30** | **Oral examination** |  |
| **Teaching colloquia** |  | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |