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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 [x]  Doctoral |
| Type of course | [x]  Obligatory [ ]  Elective |
| Semester  |  [ ]  Autumn [x] Spring |
| Year of study  | Second |
| Number of ECTS allocated | 6 |
| Name of lecturer/lecturers | Vladimir D. Nešić |
| Teaching mode |  [x] Lectures [x] Group tutorials [ ]  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 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 crowd2. Moral panic and media support3. Groups and their characteristics4. Leadership and Public Opinion5. Public Opinion and the crowd6. Political beliefs and media7. Identities of global picture in time8. Changes in the symbolic significance and the new crowd9. Division of crowd according to the dominant media effect10. The crystals and the symbols of crowd11. Religion and media power12. The elements of power13. Aspects of power and the power of the media14. Deontological and regulatory role of the state15. Media postulates of crowd psychology** |
| **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** | **40** |
| **Practical teaching** |  | **Oral examination** | **40** |
| **Teaching colloquia** |  | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |