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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Master in Communicology** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | Conflicts and Public Governing | | |
| Level of study | | | | ☐Bachelor x☐ Master’s ☐ Doctoral | | |
| Type of course | | | | x☐ Obligatory ☐ Elective | | |
| Semester | | | | x☐ Autumn ☐Spring | | |
| Year of study | | | | second | | |
| Number of ECTS allocated | | | | ESPB-7 | | |
| Name of lecturer/lecturers | | | | Radovic C. Vladeta | | |
| Teaching mode | | | | x☐Lectures ☐Group tutorials ☐ Individual tutorials  ☐Laboratory work x☐ Project work ☐ Seminar  ☐Distance learning ☐ Blended learning ☐ Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Students should adopt the basic knowledge in the field of management in the time of crisis and understanding of ruling public and political conflicts, as well as adopting the skills for media prediction, analysis and synthesis of potential danger.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **The basic concept of conflicts, PR and the basic functions. Historical, social, psychological, aesthetic development. The basic strategies and goals of PR in the time of crisis. Mass-media and public relations. Corporative identity and the world of symbols, PR’s public persons, artists. The media relations in contemporary conditions. Modern crisis and its results. The basic concepts and the phases in its development. Ruling in critical moments. Communicational aspects of crisis. Crisis in international community.** | | | | | | |
| **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** | **10** | | **Written examination** | | |  |
| **Practical teaching** | **20** | | **Oral examination** | | | **40** |
| **Teaching colloquia** | **30** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |