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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **The basic studies in communication and PR** |
| Study Module (if applicable) |  |
| Course title | The methodology of Media research |
| Level of study | x☐Bachelor ☐ Master’s ☐ Doctoral |
| Type of course | x☐ Obligatory ☐ Elective |
| Semester  |  ☐ Autumn ☐Spring |
| Year of study  | third |
| Number of ECTS allocated | ESPB-8 |
| 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)** |
| *Adopting the basic knowledge of methodological scientific and research knowledge in the field of media surroundings.* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| **The basic problems of researching media, the structure of information, the relations of information and communication, the research of basic structure of media contribution, verbal statement, the research of basic structure of media statement, the research of media language, the realization of research...** |
| **LANGUAGE OF INSTRUCTION** |
| XSerbian (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** | **30** |
| **Practical teaching** |  | **Oral examination** | **30** |
| **Teaching colloquia** | **30** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |