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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty** | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **Communication and PR** |
| Study Module (if applicable) |  |
| Course title | History of journalism |
| Level of study | X Bachelor ☐ Master’s ☐ Doctoral |
| Type of course |  Obligatory X Elective |
| Semester  | ☒ Autumn ☐Spring |
| Year of study  | Third |
| Number of ECTS allocated | 7 |
| Name of lecturer/lecturers | Jevtović B. Zoran |
| Teaching mode | XLectures ☐Group tutorials ☐ Individual tutorials☐Laboratory work ☐ Project work ☐ Seminar☐Distance learning ☐ Blended learning ☐ Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *The main objective of this course is to introduce students to the formation of the basic media and journalism, means of social communication and the development of information and communication systems. The emphasis is on the identification of specific development journalism schools, and their way of thinking of appropriate forms of journalistic expression. By studying human communication from cave drawings to the Internet, we see an effort of political elites to impose control on information of public opinion, and the necessity of freedom of expression in building a democratic society. After this course, students will better understand the political, economic, social and technological impacts on journalism and the media, which are in dialectical interplay with the environment in which they operate. Comparing the dominant examples of American, European and national practices, students will be enable that authority, critically and creatively interpret phenomena and processes of the past, with the intention of identifying them in the present and then use them as a desirable paradigm for action in the future.* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| **Theoretical study****• Prehistory of journalism, communication, media and the emergence of the press.****• Europe - the cradle of the press, the French Revolution and the first battle for freedom of the press.****• American new journalism. The birth of the yellow press. Theories about the liberal press.****• Journalism in peace and war. Propaganda and national interests. War reporters.****• Photography and Journalism. Newsreels and the impact on the public. Film in the propaganda wars.****• Censorship in journalism. World and national experiences.****• The emergence of television and the revolution in journalism. The first transmits of TV pictures. Information gap!****• Satellites and the abolition of national borders. Cable TV.****• The beginnings of Serbian press. Newspapers in the principality of Serbia. The first journalists.****• The beginnings of the liberal press in Serbia. Political journalism. The first laws on press freedom.****• The media in socialist Yugoslavia. Agitprop. The cult leaders in the media.****• Radio in Serbia****• Television in Serbia****• Journalism in the multiparty Serbia****• Internet is conquering the world, online journalism, internet, censorship and democracy.** |
| **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** |  |
| **Practical teaching** |  | **Oral examination** | **30** |
| **Teaching colloquia** | **60** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |