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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Journalism; Communication and PR** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | The New Media | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | 4. | | |
| Number of ECTS allocated | | | | 5 | | |
| Name of lecturer/lecturers | | | | Dragana Pavlovic | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Defining and classification of media; analysis of developmental elements of modern conceptual solutions. Study of strategic development, modeling, new forms of media, the application of modern information and communications technologies and corresponding software methodology. Permanently updating the knowledge in the subject area, and the understanding of, or acceptance of variable conceptual solutions in an active process of programming, design and implementation of new forms of media.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **Information society and new forms of development. Social development and conceptual questions of application of modern information and communication technologies. The strategic directions of development of the new media and their sustainability. The new media, social development and education. Standards of multimedia elements. Basic characteristics of Internet communication in the media. Multimedia, hypertext, openness, flexibility, interactivity. Social networks and ethics on the Internet. Writing for New Media.** | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| 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** | | | **50** |
| **Practical teaching** | **10** | | **Oral examination** | | |  |
| **Teaching colloquia** | **15+15** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |