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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **Journalism - Undergraduate studies** |
| Study Module (if applicable) |  |
| Course title | Theory of Media |
| Level of study | [x] Bachelor [ ]  Master’s [ ]  Doctoral |
| Type of course | [x]  Obligatory [ ]  Elective |
| Semester  |  [ ]  Autumn [x] Spring |
| Year of study  | Fourth |
| Number of ECTS allocated | 8 |
| Name of lecturer/lecturers | Zoran Jevtovic |
| Teaching mode |  [x] Lectures [x] Group tutorials [x]  Individual tutorials [ ] Laboratory work [ ]  Project work [x]  Seminar [ ] Distance learning [ ]  Blended learning [ ]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| The course aims: Introduce over the theoretical approaches media phenomenon; Sensitization for critical reflection of the mass media (Internet, multimedia and digital culture, etc..); Introduction to general (semiotics, postmodernism, cultural studies, gender studies, etc..) and specialist (TV, radio, Internet, print, etc..) theories of media. Learning outcomes students are expected to reproduce and understand the basic concepts related to the issue of general and specialized media theory; Distinguish between different theoretical approaches in critical thinking media; Application methods shown theoretical schools on the interpretation of certain media products (case study).  |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| Course content: Theoretical classes: • Opening time • The term Media Theory • Theory of media Marshall McLuhan • The concept and theory of postmodernism • Ideology and media • Structuralism and post-structuralism • Spectacle and simulationism • Popular culture and study audience • Presentation of gender and sex in the media (media and identity) • Theory photos • Theory of Film • The phenomenon of new media • Media and Arts • Television • Publishing Practical lessons-exercises: Analysis of specific examples of media culture and analysis of relevant texts of media theory |
| **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** | **30** |
| **Practical teaching** | **20** | **Oral examination** | **30** |
| **Teaching colloquia** |  | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |