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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **Russian language and literature** |
| Study Module (if applicable) | - |
| Course title | Media communication |
| Level of study | [x] Bachelor [ ]  Master’s [ ]  Doctoral |
| Type of course | [ ]  Obligatory [x]  Elective |
| Semester  |  [x]  Autumn [ ] Spring |
| Year of study  | Second |
| Number of ECTS allocated | 4 |
| Name of lecturer/lecturers | Tatjana Vulić |
| Teaching mode |  [x] Lectures [x] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [x]  Project work [x]  Seminar [ ] Distance learning [ ]  Blended learning [ ]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| ***Aim of the course is focused on a central theme, Media Communication. Students will learn about the science of communication, verbal and nonverbal communication, communication through the mass media. This subject also offers a basic knowledge about the Journalism genres (Press, Radio, Television, Internet).*** |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| **Main topics: The social importance and functions of journalism, Journalistic genres, Camera and Editing, The Press Conference and Press Release, Reporting in a crisis, Creating and publishing articles on the Web (Blog), The importance of titles in Journalism.** |
| **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** | **-** |
| **Practical teaching** | **20** | **Oral examination** | **30** |
| **Teaching colloquia** | **30** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |