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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Sociology** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | Media education | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | 4th year | | |
| Number of ECTS allocated | | | | 5 (five) | | |
| Name of lecturer/lecturers | | | | Miloš Jovanović, PHD, Assistent Professor | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Introducing students to the theoretical approaches to media education, as well as the importance and the application of media education* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **Media education – what and for whom?**  **Media education - media literacy**  **Strategies and tools of media manipulation**  **Media Advertising**  **The media and violence**  **Media (re)production of prejudices and stereotypes**  **The encoding and decoding of media content**  **Media education and protection of human rights**  **The ideological intentionality media entertainment**  **Media education and the development of democracy** | | | | | | |
| **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** | | | **20** |
| **Practical teaching** | **25** | | **Oral examination** | | | **20** |
| **Teaching colloquia** | **25** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |