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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Media and society** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | Social history of the media | | |
| Level of study | | | | ☐Bachelor ☐ Master’s X Doctoral | | |
| Type of course | | | | X Obligatory Elective | | |
| Semester | | | | ☒ Autumn ☐Spring | | |
| Year of study | | | | Second | | |
| Number of ECTS allocated | | | | 6 | | |
| Name of lecturer/lecturers | | | | Jevtović 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 aim of this course is to highlight the importance of the past to the present through the history of the media and its dialectical relationship with society. The emphasis is to chronological connection between communication and man from*  *ancient rhetoric to the social network, wherein the correlation between symbolic processing and technological interdependence are investigating. After completion of the course the student is expected to define the basic media change and impact on society, with a focus on communication processes and social effects. By studying the rich and empirically proven materials students will know the reasons of communication revolution, as well as being able to predict changes in the media sphere, including the consequences of which are subsequently reflected in the wider community.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **Course content**  **1. Introduction: from oral to written communication**  **2. Censorship and secret communications**  **3. Press and the great battle for freedom of speech**  **4. The rise of news and political press**  **5. The media and the public sphere in early modern Europe**  **6. News agencies and the division of the world**  **7. Photographs, films and industry image**  **8. Radio communications**  **9. Television and war of ideology**  **10. Wars narrated with media images**  **11. Satellite and cable conquer of ether**  **12. The Internet and social networks**  **13. Multimedia; 11. September and its consequences**  **14. The struggle for a new communications order**  **15. Analysis of seminar assignments and discussions.**  **Practical teaching: Exercise, other modes of teaching, study research work**  **Exercises will be organized in the form of essays, polemical clubs, as well as a presentation of video material.** | | | | | | |
| **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** | **30** | | **Oral examination** | | | **40** |
| **Seminar** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |