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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **COMMUNICATION STUDIES & JOURNALISM** |
| Study Module (if applicable) | **COMMUNICOLOGY** |
| Course title | **VISUAL COMMUNICATION** |
| Level of study | ☒Bachelor ☐ Master’s ☐ Doctoral |
| Type of course | ☒ Obligatory ☐ Elective |
| Semester  |  ☒ Autumn ☐Spring |
| Year of study  | II |
| Number of ECTS allocated | 6 |
| Name of lecturer/lecturers | **IVANA STOJANOVIĆ PRELEVIĆ** |
| Teaching mode |  ☒Lectures ☐Group tutorials ☐ Individual tutorials ☐Laboratory work ☐ Project work ☐ Seminar ☐Distance learning ☐ Blended learning ☐ Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *The aim of subject:* Building a sense of meaning of the world of visual communication by using the elements of theory of form.*Outcome:* To qualify candidates to recognize values of visual culture undisturbed, in compare with trash and other influences that harm visual memory. |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| *Theoretical teaching:*Basis of communication; Communication process; Types of communication; Verbal communication; Non-verbal communication, Interpersonal communication, Organizational communication, Culture of communication, The ethics of communication, Business etiquette, Developing a communicator, The image of communicator, Business negotiations, Strategy and tactics of negotiations., Improvement of business communication.*Practical teaching:**Exercises, Other forms of teaching, Research, Seminar papers, Individual and group presentations and discussions* |
| **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** |  |
| **Practical teaching** |  | **Oral examination** | **50** |
| **Teaching colloquia** | **40** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |