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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Communication and PR** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | Creative industries | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | 4 | | |
| Number of ECTS allocated | | | | 8 | | |
| Name of lecturer/lecturers | | | | Dragana Pavlović | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *To familiarize students with basic knowledge about the basic concepts of creative industries, media engineering, cultural and media business within the information environment. Enabling the students to identify key social problems effectively control them and shape in accordance with business requirements, on the basis of the acquired insight into the dominant communicational theory and with the aid of knowledge of modern concepts of creative engagement.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **The concept of creative industries, creative world and the public domain in the digital environment. Multicultural policy and integration through global markets. The creative identity and experiential life. Creative practice and dramas cyber formats in development. Carrying out reality from 0 to 24 hours, seven days a week; cities, culture and transition economies. Cultural Games and the global business functions of media. When markets fail to mesh; creative economy. Frames cultural engineering, methods and instruments of cultural engineering. The management of media institutions and the creation of information industry, Social Theory and the formation of subjects. Construction of the audience and the fight on the market, design and popular forms of narrative and popular culture: music, film and the Internet as an industry to come.** | | | | | | |
| **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** | **5** | | **Written examination** | | |  |
| **Practical teaching** | **5** | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **40** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |