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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 | | | | Introduction to Journalism | | |
| Level of study | | | | X Bachelor ☐ Master’s ☐ Doctoral | | |
| Type of course | | | | Obligatory ☒ Elective | | |
| Semester | | | | ☒ Autumn ☐Spring | | |
| Year of study | | | | First | | |
| Number of ECTS allocated | | | | 6 | | |
| Name of lecturer/lecturers | | | | Jevtović B. Zoran | | |
| Teaching mode | | | | X Lectures ☐Group tutorials ☐ Individual tutorials  ☐Laboratory work ☐ Project work ☐ Seminar  ☐Distance learning ☐ Blended learning ☐ Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *The main objective of this course is to introduce students to the structure, role and function of journalism, to be closer acquainted with the specifics of modern media (print, radio, television, internet, agencies ...) and placed in the skills of the journalistic profession, as well as their social roles. The task is the training students for critical understanding of specific concepts and terms of journalistic theory and practice, particularly of journalism as a way of thinking in a democratic society. The new nature of journalism in the market environment requires a multidisciplinary knowledge of the candidates, one of which will through interactive forms of cooperation show creativity and innovation. At the same time, the exchange rate should enable more accurate understanding of the different function or the level of responsibility of journalists in society. Finally, students should be prepared to detect, analyze and correctly understand the ways of journalism practice in an environment that is changing as a result of globalization and digitization.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **Theoretical study**  **• The social importance and functions of journalism, four specific roles and problems of the profession.**  **• Differences in media systems (news agencies, the press, radio, television, internet) and specificity of journalistic expression**  **• Journalism as a public forum or a watch dog?**  **• Theory of interwoven public and basic principles of journalism**  **• The importance of news and information, as well as the ratio of public service media and commercial media.**  **• For whom are working journalists, and independence from political influence**  **• Basic characteristics of information genres and appropriateness of various media**  **• Basic characteristics of analytical genres and appropriateness of various media**  **• The relationship between journalism and culture, religion, economy and sports. Specialization**  **• The criteria of good journalism and dilemmas. Wall in media companies!**  **• Working within editorial staff. Desk. Public Relations and Journalism**  **• The myth of freedom of the press. Censorship, self-censorship and democratization**  **• Tabloid journalism**  **• Journalism assessment and accountability to citizens**  **• Autonomy style, sharpness of mind, a synthesis of thought, authority figures. Power profession.**  **Practical teaching: Exercises**  **Analysis and critical assessment of the actual content of the news press, electronic media content, blogs, and similar sources of information, and the creation of discussion workshops (facilities available on the basis of the student interests).** | | | | | | |
| **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** | | | **30** |
| **Teaching colloquia** | **30** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |