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| **Course unit**  **Descriptor** | **LOGOOO.png** | | logo_UNS.png |
| **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | |
| Study program in which the course unit is offered | | **Philosophy** | |
| Course unit title | | Epistemology of Media | |
| Course unit code | | 15ФЛФЛ028 | |
| Type of course unit[[1]](#footnote-1) | | Optional | |
| Level of course unit[[2]](#footnote-2) | | First cycle (Bachelor) | |
| Field of Study (please see ISCED[[3]](#footnote-3)) | | Human Sciences (Philosophy and Ethics) | |
| Semester when the course unit is offered | | summer | |
| Year of study (if applicable) | | 3 | |
| Number of ECTS allocated | | 3 ECTS | |
| Name of lecturer | | Damir Smiljanić | |
| Name of contact person | | Damir Smiljanić | |
| Mode of course unit delivery[[4]](#footnote-4) | | Face-to-face learning | |
| Course unit pre-requisites (e.g. level of language required, etc) | | — | |
| **PURPOSE AND OVERVIEW (max 5-10 sentences)** | | | |
| The students will become acquainted with the epistemological reflecting on the common phenomenon of mediality and the specificity of the epistemological approach in the consideration of several media. | | | |
| **LEARNING OUTCOMES (knowledge and skills)** | | | |
| The students are enabled to recognize the relevance of media not only for transferring, distributing and storing knowledge in different discourses and social institutions but also for its forming and accepting. They will recognize mediality as a constitutive trait of the knowledge and the media as poles which hold the building of (scientific) knowledge. | | | |
| **SYLLABUS (outline and summary of topics)** | | | |
| The task of epistemology of media: the study of forming and transfer of knowledge by media (writing, print, photography, film, radio, television, internet etc.). Wide and narrow sense of "media". Transfer of information and communication. Media and public opinion. The problem of media deception. Simulacra and simulation. Transformation of perception and cognition determined by use of media. Medial construction of reality. Elimination of stereotypes regarding the exclusively negative influence of media on the world view of its users. Critics of media (discussion of its adequacy). Comparison with similar types of theory: theory of "objective mind" as an early form of media epistemology (Hegel, Hans Freyer, Nicolai Hartmann). Medial philosophy of mind. Systems theory and radical constructivism. Theories of social memory. | | | |
| **LEARNING AND TEACHING (**planned learning activities and teaching methods) | | | |
| Dialogic method, text analysis, video presentations | | | |
| **REQUIRED READING** | | | |
| 1. Baudrillard, J.: *Symbolic Exchange and Death*; 2. Benjamin, W.: "The Work of Art in the Age of Mechanical Reproduction"; 3. Cassirer, E.: *The Philosophy of Symbolic Forms*; 4. Kracauer, S.: *Theory of Film*; 5. Luhmann, N.: *Social Systems*; 6. McLuhan, M.: *Understanding Media: The Extensions of Man*; 7. Plato: *Phaedrus*; 8. Virilio, P.: *The Vision Machine*. | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | |
| Participating in lectures: 15 points  Paper: 20 points  Written exam: 15 points  Oral exam: 50 points | | | |
| **LANGUAGE OF INSTRUCTION** | | | |
| English | | | |

1. Compulsory, optional [↑](#footnote-ref-1)
2. First, second or third cycle (Bachelor, Master's, Doctoral) [↑](#footnote-ref-2)
3. ISCED-F 2013 - <http://www.uis.unesco.org/Education/Documents/isced-f-detailed-field-descriptions-en.pdf> (page 54) [↑](#footnote-ref-3)
4. Face-to-face, distance learning, etc. [↑](#footnote-ref-4)