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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 | | **Communication Studies** | |
| Course unit title | | **Contemporary Media Systems** | |
| Course unit code | | 15ZM009 | |
| Type of course unit[[1]](#footnote-1) | | Optional | |
| Level of course unit[[2]](#footnote-2) | | Second cycle (Master) | |
| Field of Study (please see ISCED[[3]](#footnote-3)) | | 0321 Journalism and reporting | |
| Semester when the course unit is offered | | Summer | |
| Year of study (if applicable) | | 1 | |
| Number of ECTS allocated | | 3 | |
| Name of lecturer/lecturers | | Prof. dr Dejan Pralica, Doc. dr Dinko Gruhonjić | |
| Name of contact person | | Prof. dr Dejan Pralica | |
| Mode of course unit delivery[[4]](#footnote-4) | | Face-to-face | |
| Course unit pre-requisites (e.g. level of language required, etc) | | B2 English | |
| **PURPOSE AND OVERVIEW (max 5-10 sentences)** | | | |
| Understanding the interdependence of social, informational and communicational and the current media system, with emphasis on the European Union, United States, Russia and China; Mastering the conceptual and categorical apparatus relating to the types, structure and processes in contemporary media systems; Recognition of the essential characteristics of the various types of modern media systems, depending on the social systems in which they operate. | | | |
| **LEARNING OUTCOMES (knowledge and skills)** | | | |
| Acquiring extended theoretical knowledge about modern media systems as a prerequisite for further advanced independent research. | | | |
| **SYLLABUS (outline and summary of topics)** | | | |
| 1. The media system in the general theory of systems; 2. The social system, information-communication system and the media system; 3. The structure of the media system; 4. Types of media systems and their general characteristics; 5. Etatist media systems: China and Russia; 6. Liberal media systems: the United States and the European Union, with specific national media systems: Great Britain, Germany, Italy, Slovenia; 7. The media system of Serbia; 8. The media system in transition countries: the problems of privatization and deregulation; 9. The media systems - mass and power.  Practical classes: 1. 1. Overview of basic media laws; 2. Agents in the media system: state, independent regulatory bodies and associations of journalists - training on the specific examples; 3. Media market: radio, television, print and the Internet - training on the specific examples; 4. Role of the advertiser and the non-governmental sector in the modern media system - exercise on examples; 5. Globalization and digitalization - actual examples and problems. | | | |
| **LEARNING AND TEACHING (**planned learning activities and teaching methods) | | | |
| Lectures: 2 classes per week; Seminar: 2 classes per week  Group and individual comparative analysis of selected countries. | | | |
| **REQUIRED READING** | | | |
| Hallin, Daniel C; Mancini, Paolo, *Comparing Media Systems: Three Models of Media and Politics*, Cambridge: Cambridge University Press, 2004.  De Beer, Arnold S; Merrill, John C., *Global Journalism: Topical Issues and Media Systems* (5th Edition), Old Tapan - New Yersey: Allyn & Bacon, 2009. | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | |
| |  |  |  |  | | --- | --- | --- | --- | | Assessment (max. 100 points) | | | | | Pre-examination requirements | Points | Examination | Points | | Lectures | 5 | Oral exam | 40 | | Practical classes | 20 |  |  | | Seminar paper | 35 |  |  | | | | |
| **LANGUAGE OF INSTRUCTION** | | | |
| English language | | | |

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)