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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 weekGroup 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** |
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| Assessment (max. 100 points) |
| Pre-examination requirements | Points | Examination | Points |
| Lectures | 5 | Oral exam | 40 |
| Practical classes | 20 |  |  |
| Seminar paper | 35 |  |  |

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| **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)