



Course unit Descriptor		 UNIVERZITET U NOVOM SADU UNIVERSITY OF NOVI SAD
	Faculty of Philosophy	
GENERAL INFORMATION		
Study program in which the course unit is offered	Journalism	
Course unit title	Communication Studies 1	
Course unit code	15ZUZU018	
Type of course unit ¹	Compulsory	
Level of course unit ²	First cycle (Bachelor)	
Field of Study (please see ISCED ³)	0321 Journalism	
Semester when the course unit is offered	Winter	
Year of study (if applicable)	1	
Number of ECTS allocated	6	
Name of lecturer/lecturers	Dr. Jelena Kleut	
Name of contact person	Dr. Jelena Kleut	
Mode of course unit delivery ⁴	Face to face	
Course unit pre-requisites (e.g. level of language required, etc)	B2 English	
PURPOSE AND OVERVIEW (max 5-10 sentences)		
Familiarizing students with socio-historical conditions of emergence and development of communication studies as an interdisciplinary science of communication, gaining general access to basic communication concepts: sign, symbol, code, semiosis, information and message as content of communication, message types and problems of their interpretation.		
LEARNING OUTCOMES (knowledge and skills)		

¹ Compulsory, optional

² First, second or third cycle (Bachelor, Master's, Doctoral)

³ ISCED-F 2013 - <http://www.uis.unesco.org/Education/Documents/isced-f-detailed-field-descriptions-en.pdf> (page 54)

⁴ Face-to-face, distance learning, etc.

The acquisition of theoretical knowledge necessary for understanding the process of communication, understanding the most important theories preceding the establishment of communication studies and established theories of communication, mastering the conceptual and categorical apparatus of communication studies.

SYLLABUS (outline and summary of topics)

1. Communication studies: socio-historical conditions of their emergence and development; interdisciplinary research subject and relationship with other sciences.
2. Pre-communication studies theories and theories of communication.
3. Semiotic basis of communication: sign, code, process of semiosis, symbol, symbolic systems.
4. Information Theory: cybernetic and socio-anthropological research framework.
5. Information and messages: the structure of the message; pragmatic and aesthetic messages; truthfulness, objectivity and intentionality messages.

LEARNING AND TEACHING (planned learning activities and teaching methods)

Lectures

Practice classes: Group and individual analysis of selected communication phenomena, different kinds of symbols and symbolic systems, as well as different types of messages

REQUIRED READING

Eco, Umberto, *A Theory of Semiotics*, Bloomington: Indiana University Press, 1979. (selected chapters)
 Chandler, Daniel, *Semiotics: The Basics*, London: Routledge, 2002.
 Fiske, John, *Introduction to communication studies*, London ; New York : Routledge, 1990.

ASSESSMENT METHODS AND CRITERIA

Assessment (max. 100 points)			
Pre-examination requirements	Points	Examination	Points
Tests	50	Oral exam	35
Practical classes	10		
Lectures	5		

LANGUAGE OF INSTRUCTION

English language