

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 2	
Course unit code	15ZUZU017	
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	Summer	
Year of study (if applicable)	1	
Number of ECTS allocated	6	
Name of lecturer/lecturers	Dr. Jelena Kleut, Dragana Prodanović	
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)		
The acquisition of theoretical knowledge required for professional-applicative courses on communication. Gaining knowledge about different types of communication practice, the media, their expressive possibilities and social role.		
LEARNING OUTCOMES (knowledge and skills)		
Understanding communication as a primary human interaction which is the basis of any social community and which is influencing the direction and pace of social development; Mastery over conceptual and categorical apparatus that applies		

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.

to all forms of communication practices, particularly to mass communication; The ability to recognize specific features and expressive possibilities of mass communication media; Understanding their importance in terms of immediate effects and relatively enduring social consequences.

SYLLABUS (outline and summary of topics)

1. Communication and Society: socio-centric and media-centric approaches.
2. Subjects of communication, communication situations and communication act.
3. Forms of communication practice: intrapersonal, interpersonal, communication in larger social groups and mass communication.
4. The media of mass communication: the press, film, radio, television.
5. Mass media and freedom of information, censorship, manipulation, propaganda, mass culture.
6. Computer networks and virtual communication; Information Society.

LEARNING AND TEACHING (planned learning activities and teaching methods)

Lectures

Practice classes: Discussion of previously analyzed phenomenon of communication, group research projects on media content, structured discussion on the results of research projects.

REQUIRED READING

McQuail, D., *Mass Communication Theory*, London : SAGE, 1994 (selected chapters)

Keane, J., *Media and Democracy*, Polity Press, 1991

Briggs, A., Cobley, P. (eds.), *The Media: An Introduction*, Harlow: Longman, 1998

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