



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	Communication Studies
Course unit title	Communication Theories
Course unit code	15ZM001
Type of course unit ¹	Compulsory
Level of course unit ²	Second cycle (Master)
Field of Study (please see ISCED ³)	0321 Journalism and reporting
Semester when the course unit is offered	Winter
Year of study (if applicable)	1
Number of ECTS allocated	6
Name of lecturer/lecturers	Prof. dr. Zoran Jevtović, 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)

Deepened mastering of the theories of communication and their derived models of communication; Understanding of social and scientific conditions in which the theories of communication originated; Recognition of the interdependence between different philosophical and scientific frameworks and cognitive postulates of the theories of communication; Distinguishing dominant paradigm and directions in the corpus of communication theories; Understanding their epistemological implications in the study of communication as a pervasive phenomenon of social life; the ability to evaluate scientific-methodological significance of the most important theories in modern research of communication practices.

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.

LEARNING OUTCOMES (knowledge and skills)

Acquired extended theoretical knowledge of communication as a prerequisite for further advanced training; Capacity for independent research work in science.

SYLLABUS (outline and summary of topics)

Social conditions and philosophical and scientific framework of the emergence of different theories about communication (functionalism, neo-Marxism, structuralism, social psychology, sociology, communication);
 Mathematical theory of communication;
 SO theory and its criticism;
 Theory of symbolic interaction and its derivatives;
 Theories and models of communication belonging to the dominant paradigm in the study of communication in the United States;
 Theory of communication as para-social interaction;
 Critical communication theory;
 Theory of communicative action vs. functional systems theory;
 Cultural theories of communication;
 Postmodern theories of communication

LEARNING AND TEACHING (planned learning activities and teaching methods)

Lectures. Practical classes: debates on previously reported exposé or essays on the topics addressed in the context of theoretical instruction.

REQUIRED READING

Gurevitch, Michael; Bennett, Tony; Curran, James and Woollacott, Janet eds., *Culture, society and the media*, London and New York : Routledge, 1982
 Mc Quail, Denis, *Mass Communication Theory*, London : SAGE, 1994
 Moores, Shaun, *Media/theory: Thinking About Media and Communication*, London, New York: Routledge, 2005
 Scannell, Paddy, *Media and Communication*, London : SAGE, 2007

ASSESSMENT METHODS AND CRITERIA

Assessment (max. 100 points)			
Pre-examination requirements	Points	Examination	Points
Lectures	5	Oral exam	30
Practical classes	25		
Seminar paper	40		

LANGUAGE OF INSTRUCTION

English language