



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	Contemporary Media Systems	
Course unit code	15ZM009	
Type of course unit ¹	Optional	
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	Summer	
Year of study (if applicable)	1	
Number of ECTS allocated	3	
Name of lecturer/lecturers	Prof. dr. Dejan Pralica, 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)		
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)		

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.

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. Statist 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. 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 Jersey: 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