

Course Unit Descriptor

Study Programme: Graphic Engineering and Design			
Course Unit Title: Sociology of Culture			
Course Unit Code: F108			
Name of Lecturer(s): Sonja Pejić			
Type and Level of Studies: Bachelor Level			
Course Status (compulsory/elective): compulsory			
Semester (winter/summer): Summer			
Language of instruction: English			
Mode of course unit delivery (face-to-face/distance learning): Face-to-face			
Number of ECTS Allocated: 4			
Prerequisites: None			
Course Aims: The ability of Graphic Engineers to understand social significance, the role, function and characteristics of culture in modern society in order to efficiently deal with graphic design.			
Learning Outcomes: Acquiring knowledge on the characteristics, significance and social functions of culture. Acquiring knowledge on the communication and communication forms. Acquiring knowledge on the characteristics of modern and postmodern culture and art. Acquiring knowledge on the importance and role of graphic design in modern world aestheticism.			
Syllabus: Notion and elements of culture: notion of culture; culture and society; culture and civilization; values, needs and normative; culture and morality; culture and religion; material and spiritual culture; subculture and counterculture; culture and science; culture and ideology; culture and identity. Culture and communication: notion of communication; forms of communication: verbal, non-verbal, interpersonal, rumor and mass communication; speech patterns; managing the impression on oneself; graphic communication. Media and society: mass media; theories on media; media imperialism and cultural hegemony; media influence on society. Society and culture: mass society; mass culture; culture industry; globalization and culture; cultural pluralism; interculturality. Sociology of art: notion of art; market and value; art and kitsch; art (culture) and violence. Culture as a mode of life – fashion, image, idolatry. Modern and postmodern culture: differentiation, rationalisation and commoditisation of modern culture; hipercommoditisation, hiperrationalisation and hiperdifferentiation as characteristics of postmodern culture. Graphic design and modern society: design ideology; aesthetics of goods production; design as creation and management of aesthetic feelings; aesthetics in modern society			
Required Reading: Relevant literature in English TBD			
Weekly Contact Hours: 8	Lectures: 4	Practical work: 0	
Teaching Methods: Teaching is held in the form of lectures and with student`s participations in discussions on the presented problems, as well as in elaborating seminar papers, defending seminar papers during the practice and student`s discussions on the seminar papers` issues.			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	points
Exercise attendance	5	Theoretical part of the	10

		exam	
Lecture attendance	5	Oral part of the exam	30
Term Paper	20		
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			