

Course Unit Descriptor

<b>Study Programme:</b> Journalism			
<b>Course Unit Title:</b> Media, Culture, Society			
<b>Course Unit Code:</b> 15ZUZU05			
<b>Name of Lecturer(s):</b> Ass. Prof. Dušan Ristić, PhD; Prof. Žolt Lazar, PhD			
<b>Type and Level of Studies:</b> Bachelor			
<b>Course Status (compulsory/elective):</b> compulsory			
<b>Semester (winter/summer):</b> summer			
<b>Language of instruction:</b> English			
<b>Mode of course unit delivery (face-to-face/distance learning):</b> face-to-face			
<b>Number of ECTS Allocated:</b> 6			
<b>Prerequisites:</b> /			
<b>Course Aims:</b> The aim of the course is to introduce students with the most important sociological approaches in the study of mass culture as well as its contents, influence and contemporary social and cultural context.			
<b>Learning Outcomes:</b> Acquiring knowledge, mastering the scientific-categorical apparatus to be able to understand the different aspects of the phenomenon of mass culture; developed analytical and critical thinking towards the contents of mass culture as important part of contemporary social processes; ability to understand and evaluate culture and its contents on a different level of abstraction.			
<b>Syllabus:</b> <i>Theory</i> The notion of mass culture and sociological approaches; the notion of mass society, consumer society and mass culture; mass communications and mass culture; forms and content of mass culture; different levels of culture and homogenization of mass culture; free time, leisure and mass culture; mass and media culture; mass and popular culture.			
<b>Required Reading:</b> Book chapters from: Kellner, Douglas. Media culture. London and New York: Routledge, 2003. Kellner, Douglas. Media and cultural studies: Keywords. Malden: Wiley-Blackwell, 2012. Fiske, John. Understanding popular culture. London and New York: Routledge, 2010. Storey, John. Cultural theory and popular culture: A Reader. Harlow, England: Pearson, Prentice Hall, 2006. Cormack, Patricia. Sociology and Mass Culture: Durkheim, Mills and Baudrillard. Toronto: University of Toronto Press, 2002.			
<b>Weekly Contact Hours:</b>	<b>Lectures:</b> 2	<b>Practical work:</b> 2	
<b>Teaching Methods:</b> lectures, practice classes: discussion of previously analyzed phenomenon of communication, group research projects on media content, structured discussion on the results of research projects.			
<b>Knowledge Assessment (maximum of 100 points):</b>			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
Active class participation	10	written exam	

Practical work	20	oral exam	30
Preliminary exam(s)		.....	
Seminar(s)	40		