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| <b>Study Programme:</b> Journalism   |
| <b>Course Unit Title:</b> Introduction to New Media  |
| <b>Course Unit Code:</b> 15ZUZU044   |
| <b>Name of Lecturer(s):</b> Ass. Prof. Jelena Kleut, 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 or Serbian   |
| <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> /  |
| <p><b>Course Aims:</b></p> <p>Introducing students to the social and technological conditions of the development of the computer network as the new medium in human communication practice, as well as to the different forms of communication on the Net. Mastering the concepts and critical understanding of the influence of computer network on the society as a whole and on the different segments of social life.</p>  |
| <p><b>Learning Outcomes:</b></p> <p>Upon the completion of the course students should acquire basic theoretical knowledge about the computer network and different forms of virtual communication, and should be able to demonstrate analytical skills for critical evaluation of long and short term effects of different kinds of new media based on computer network.</p>   |
| <p><b>Syllabus:</b></p> <p><i>Theory</i></p> <ol style="list-style-type: none"> <li>1. Social and technological conditions of new media development,</li> <li>2. Defining computer network as new medium,</li> <li>3. Virtual communication and its characteristics,</li> <li>4. Forms of virtual communication 1,</li> <li>5. Forms of virtual communication 2,</li> <li>6. Theoretical approaches to virtual communication,</li> <li>7. Ethics and esthetics of new media,</li> <li>8. Audience, users and producers,</li> <li>9. Identity in digital environment,</li> <li>10. Participation in digital environment,</li> <li>11. Political economy of new media,</li> <li>12. Old and new media,</li> <li>13. New media literacy,</li> <li>14. New media and journalism.</li> </ol> <p><i>Practice</i></p> <p>Student presentations and projects related to the topic of new media in society.</p> |

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| <b>Required Reading:</b>   |                    |                   |                          |
| <b>Weekly Contact Hours:</b>   | <b>Lectures: 2</b> |                   | <b>Practical work: 2</b> |
| <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                 |                   |                          |