

Study Programme: Communication studies		
Course Unit Title: Media and Interculturality		
Course Unit Code: 20KOJ052		
Name of Lecturer(s): Associate professor Dinko Gruhonjić, PhD; assistant Stefani Šovanec, MSc		
Type and Level of Studies: Undergraduate studies		
Course Status (compulsory/elective): Elective		
Semester (winter/summer): Winter		
Language of instruction: English		
Mode of course unit delivery (face-to-face/distance learning): Face-to-Face		
Number of ECTS Allocated: 3		
Prerequisites: None		
Course Aims: Sensitization students with the differences between multiculturalism and interculturality; The specifics of reporting on Vojvodina and other multicultural environments; Acquisition practical knowledge and media skills in the field of interculturality.		
Learning Outcomes: Increased sensitivity to the topics of interculturality, awareness of the presence of stereotypes, prejudices, hate speech.		
Syllabus: <i>Theory</i> 1. National minorities in Serbia: number and distribution. 2. Rights of national minorities as part of the corpus human rights. 3. International and domestic legislation regarding the rights of national minorities. 4. Media in the languages of national minorities. 5. Hate speech, stereotypes, prejudices. 6. Nurturing multiculturalism and interculturality in the media. 7. Defining diversity, minority and marginalized groups, human rights. 8. Principles and models of reporting on interculturality. <i>Practice</i> Recognizing stereotypes, prejudices, hate speech in the media; Identification topic of public interest in the field of interculturality; Examples of violation of minority rights; Analysis writing of the leading domestic media.		
Required Reading: 1. Geary, P.J. (2003). <i>The Myth of Nations: The Medieval Origins of Europe</i> . Princeton University Press. 2. Gruhonjić, D. (2014). Media manipulation of context: the phenomenon of omission and/or bias background. <i>Interculturality. Journal for encouraging and affirming intercultural communication</i> . Novi Sad: Institute for Culture of Vojvodina. 3. Gruhonjić, D. (2015). Media: interculturality or multicultural nationalism? <i>Collection of texts Closed-open (social and cultural context in Vojvodina 2000-2013)</i> .		
Weekly Contact Hours: 45	Lectures: 2	Practical work: 1
Teaching Methods: Theoretical teaching; lectures; interactive method; illustrations with examples. Practical classes: exercises, multimedia tools, interactive method.		

Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	points
Active class participation	5	written exam	-
Practical work	15	oral exam	35
Preliminary exam(s)	-	
Seminar(s)	45		

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.