

Study Programme: Philosophy
Course Unit Title: Philosophy of Media
Course Unit Code: 21FL061
Name of Lecturer: Full Professor Damir Smiljanić
Type and Level of Studies: First Level (Bachelor)
Course Status (compulsory/elective): Elective
Semester (winter/summer): Summer Semester
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: Within this course, the students should acquire philosophical knowledge about media, gain an insight into the broad scope of the concept of medium, distinguish between mediality as a general feature of all media and the medium itself, understand the propaedeutic function of media philosophy in the canon of different disciplines dealing with media, notice the similarities and differences of methodological approaches to media, get a historical overview of media development and its cultural consequences and develop the ability to critically reflect on the positive and negative effects of the technical progress concerning the media.
Learning Outcomes: After taking this course, the students are enabled to determine the fundamental dimension of the concept of media, list and compare various phenomena that can be subsumed under this term, see the importance of the concept of mediality for our understanding of the world, recognize the role of media philosophy in creating a base for thinking about concrete medial phenomena in different disciplines, describe the ways in which some media are treated in certain disciplines, show how our <i>Weltanschauung</i> changes under the influence of certain media, take a critical attitude towards the phenomena of alienation caused by the uncritical use of the media or its ideological abuse and, finally, apply the knowledge gained in the course to analyze concrete examples of how the media form or change our view of the world.
Syllabus: <i>Lectures</i> Conceptual problems: Problems of defining the concept of media. Wide and narrow sense of the term "medium". Philosophy and media studies. Historical topics: Early forms of media philosophy. Media in spiritualism. Theory of objective mind. Critical theory of media. The Canadian School. Semiotics of media. Constructivism in philosophy of media. Postmodern theories of media. Communication theory. Systematic topics: The phenomenon of mediality. The concept of mediation in philosophy (dialectics). On the distinction between instruments and media. Mediality of concept, knowledge, language and mind. The functions of media. Mediation of meaning. (Dis)information through media. The concept of simulation. Critique of media. Models of communication. Media construction of reality. Media as "extensions of man". Media and virtual reality. Philosophy of singular media (writing, print, photography, film, radio, television, internet, mobile telephony etc.). <i>Seminar</i> Presentation of papers. Discussion of texts. Preparation for the test.
Required Reading: 1. Adorno, Th. W.: "How to Look at Television", in: <i>The Quarterly of Film Radio and Television</i>, Vol. 8, No. 3 (1954), pp. 213–235. 2. Barthes, R. (1981): <i>Camera Lucida: Reflections on Photography</i>. New York. 3. Baudrillard, J. (1993): <i>Symbolic Exchange and Death</i>. Thousand Oaks. 4. Benjamin, W. (1969): <i>Illuminations</i>. New York.

5. Flusser, V. (2022): <i>Communicology: Mutations in Human Relations?</i> Stanford. 6. McLuhan, M. (2013): <i>Understanding Media: The Extensions of Man</i>. Berkeley. 7. Plato (1998): <i>Phaedrus</i>. Oxford, New York. 8. Virilio, P. (1994): <i>The Vision Machine</i>. Bloomington.			
Weekly Contact Hours: 3		Lectures: 2	Practical work: 1
Teaching Methods:			
Monological method. PowerPoint Presentations. Text analysis. Presentation of audio and video material.			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	Points	Final exam	Points
Active class participation	10	Oral exam	50
Seminar	10		
Oral presentation	10		
Test	20		
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			