

Study Programme: Serbian Literature
Course Unit Title: Literature in the Media
Course Unit Code: 21SK086
Name of Lecturer(s): Assistant Professor Marina Tokin, PhD; Teach. Assist. Isidora Belić, MA
Type and Level of Studies: First cycle (bachelor)
Course Status (compulsory/elective): elective
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: 3
Prerequisites: English B2
<p>Course Aims:</p> <p>To enable students to understand the ways in which literary work is represented, interpreted, and actualized through different media. The focus is on literature as the central subject of analysis, while media are approached as interpretative and transformative spaces. Students develop analytical and critical thinking skills through the study of various forms of media representations of literature, gaining insight into how these forms contribute to the preservation, transformation, and popularization of literary works in contemporary culture.</p>
<p>Learning Outcomes:</p> <p>Upon completing the course, students will be able to: interpret a literary work in relation to its media adaptations and transformations; recognize how different media influence the reception and understanding of literature; analyze how canonical authors and works are actualized in contemporary media; critically evaluate the representation of literature in the public and cultural sphere; apply the acquired knowledge in independent research and in the methodology of teaching literature.</p>
<p>Syllabus:</p> <p><i>Theory</i></p> <p>The course focuses on exploring the relationship between literature and media, emphasizing the literary text as the starting point of all media transformations and representations. It introduces the concept of adaptation and examines various forms of literary presence in media, including film, theatre, comics, music, visual arts, and digital media, analyzing how these forms reinterpret and recontextualize the literary work. Special attention is given to the actualization of canonical works and authors in contemporary media, as well as to the visibility of literature in the public sphere through social networks, online campaigns, and popular culture phenomena that bring literature closer to a wider audience.</p> <p><i>Practice</i></p> <p>The practical part of the course includes the analysis of selected examples of media representations of literary works and the comparison of different interpretations across media (film, stage, visual, digital). Through seminar work, students develop an independent analytical approach and learn to articulate the relationship between the original literary text and its media versions. They prepare a written exam paper in accordance with the course guidelines, demonstrating the ability to interpret and contextualize a literary work through its media transformations. The course concludes with presentation and discussion of the final paper, where students present and explain their analytical and interpretative approach.</p>
Required Reading:

Hutcheon, Linda. *A Theory of Adaptation*. New York: Routledge, 2013.

Barbier, Frédéric. *The History of the Book*. Cambridge & Malden, MA: Polity Press, 2016.

Briggs, Asa & Burke, Peter. *A Social History of the Media: From Gutenberg to the Internet*. 3rd ed., Polity Press, 2009.

McLuhan, Marshall. *The Gutenberg Galaxy: The Making of Typographic Man*. Toronto: University of Toronto Press, 2011.

Potter, W. James. *Media Literacy*. Thousand Oaks, CA: SAGE Publications, Inc., 2013.

Price, Stuart. *Media Studies*. London: Pitman, 1993.

Weekly Contact Hours:	Lectures: 15	Practical work: 15
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Teaching Methods:

Lectures, interpretation of literary texts and their media representations, analysis of adaptations, seminars, discussions, independent research work and consultations.

Knowledge Assessment (maximum of 100 points): 100

Pre-exam obligations	points	Final exam	points
Active class participation	10	written exam	
Practical work		oral exam	
Preliminary exam(s)		final paper presentation and discussion	60
Seminar(s)	30		

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