

Course Unit Descriptor

Study Programme: Audiovisual Media			
Course Unit Title: Media of Mass Communication			
Course Unit Code: MMKO			
Name of Lecturer(s): Maravić M. Manojlo			
Type and Level of Studies: Undergraduate academic studies			
Course Status (compulsory/elective): Compulsory/Elective			
Semester (winter/summer): Winter/Summer			
Language of instruction: English			
Mode of course unit delivery (face-to-face/distance learning): Face-to-face			
Number of ECTS Allocated: 4			
Prerequisites: None			
Course Aims: Introduction to the theoretical and historical fundamentals of media of mass communication.			
Learning Outcomes: Students are trained to apply theoretical knowledge and to perceive their own artistic work within wider context of media.			
<p>Syllabus:</p> <p><i>Theory</i> The basic concepts of media of mass communication (communication, audience, theories of society, media effects, ideology and media, elements, process, characteristics and categories of communication) and their historical development (books, newspapers, magazines, photography, film, radio, television, advertising, internet and video games)</p> <p><i>Practice</i> In accordance with their own preferences, students will process specific topics in presentations after which a discussion will be conducted.</p>			
<p>Required Reading: Price, Stuart: <i>Media Studies</i>, Longman, London, 1998. McQuail, Denis: <i>McQuail's Mass Communication Theory</i>, SAGE Publications Ltd, Los Angeles, 2010.</p>			
Weekly Contact Hours: 2		Lectures: 2	
Practical work: 0			
<p>Teaching Methods: Group lectures with the use of supplementary teaching and video material.</p>			
Knowledge Assessment (maximum of 100 points): 100			
Pre-exam obligations	points	Final exam	points
Active class participation	10	written exam	
Practical work		oral exam	50
Preliminary exam(s)	40	
Seminar(s)			
<p>The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.</p>			