

Course Unit Descriptor

Study Programme: Audiovisual Media			
Course Unit Title: Media Theory			
Course Unit Code: TEME			
Name of Lecturer(s): Maravić M. Manojlo			
Type and Level of Studies: Undergraduate academic studies			
Course Status (compulsory/elective): Compulsory			
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: 8			
Prerequisites: None			
Course Aims: Introduction to the basic concepts of media theory.			
Learning Outcomes: Students are competent for a theoretical discussion about media, based on the presented course content.			
Syllabus:			
<i>Theory</i>			
Students will be introduced to the basic directions in media theory and media critique, such as theoretical approaches of Theodor Adorno, Walter Benjamin, Roland Barthes, Marshall McLuhan, Jean Baudrillard, Lev Manovich, John Fiske and other theoreticians whose ideas have contributed to the development of media studies. The contemporary topics and problems of media literacy, media convergence, ethics in media and creative industries will be analyzed.			
<i>Practice</i>			
Encouraging students to develop critical thinking and discussion, this will follow after students presenting their seminar papers and presentations.			
Required Reading: Price, Stuart: <i>Media Studies</i> , Longman, London, 1998. McLuhan, Marshall: <i>Understanding Media: The Extensions of Man</i> , MIT Press, Massachusetts, 1994. Manovich, Lev: <i>The Language of New Media</i> , MIT Press, Massachusetts, 2001. Baudrillard, Jean: <i>Simulacra and Simulation</i> , The University of Michigan Press, Michigan, 1994.			
Weekly Contact Hours: 2	Lectures: 2		Practical work: 0
Teaching Methods:			
Group lectures with the use of supplementary teaching and video material.			
Knowledge Assessment (maximum of 100 points): 100			
Pre-exam obligations	points	Final exam	points
Active class participation	20	written exam	
Practical work		oral exam	40
Preliminary exam(s)		
Seminar(s)	40		
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			