SYLLABUS

1. Course title:

Media and Audience

2. Code:

3. Cycle of study:

1

4. ECTS credits:

2

5. Type of course:

○ Mandatory ◉ Elective

6. Prerequisites:

None

7. Class restrictions:

None

8. Duration / semester:

1 7

9. Weekly contact hours:

9.1. Lectures: 2

9.2. Seminars: 0

9.3. Laboratory/Practice classes: 0

10. Faculty:

Humanities and Social Sciences

11. Department/study program:

Pedagogy - Pshycology

12. Lecturer:

Vedada Baraković

13. Lecturer's e-mail:

vedada.barakovic@untz.ba

14. Web site:

www.ff.untz.ba

15. Course aims:

The course aims are to:

- introduce students with the importance of mass media in modern society,
- explain the changes in the field of mass media production and dissemination in the context of new communications technologies development,
- introduce students with the changed character of the audience in modern society,
- explain different types of audience and their features,
- explain how media reality is constructed,
- explain complexity of mass media messages meaning,
- explain forms of media manipulation.

16. Learning outcomes:

On successful completion of this module, the students should be able to:

- understand the importance of mass media and its functioning at today market,
- identify the ways in which mass media are structured,
- identify and analyze and the processes by which the media audiences are constituted,
- understand the characteristics of media audience within social and historical context,
- critically analyze mass media messages.

17. Course content:

- Introduction to syllabus
- Theoretical concepts and paradigms
- Mass media
- Mass media contents
- Mass media audience
- Types of mass media audiences
- Segmentation of mass media audience
- Active media audience
- New media audience
- Media audience research
- Children as a special media audience
- Advertising and audiences
- Subliminal component of media messages
- Propaganda, manipulation and audience
- Media audience of the future

18. Learning methods:

This course is based on an active and collaborative learning perspective. The active learning approach is based on collaborative, inquiry-based, student–centered approach to teaching, in which students are actively involved in their own knowledge acquisition. Methods will also include practical classes with the use of various multimedia teaching aids and weekly office hours with the lecturer and teaching assistant.
Independent work through self-study and preparation for the test and the final exam. Students are obliged to attend at least 80% of lectures / seminars. The language of instructions is BHS.

19. Assessment methods:

The methods of assessment are based on the continuous evaluation of the knowledge and on the final exam.
Pre-exam points
Pre-exam points amount to a total of 50 points - 30 points for the mid-terms test and another 20 for attendance and active in-class participation.
Mid-term points
Mid-term exam is the written method of assessment and includes two tests (mid-term), including the topics covered during the semester up to that point both in lectures and in practical classes. Students can earn a maximum of 15 points per test, cumulatively maximum 30 points.
Final exam points
The final exam is in written form, and test includes the topics covered over the entire semester. Students can earn a maximum of 50 points on the final exam.
By fulfilling all of their requirements, students can thus earn a maximum of 100 points.

The following is the grading scale, showing the points, numerical grade, descriptive grade and letter grade:
0-53 5 (five) fail F
54-63 6 (six) satisfactory E
64-74 7 (seven) good D
74-83 8 (eight very good C
84-93 9 (nine) excellent B
94-100 10 (ten) outstanding A

20. Assessment components:

Attendance and in-class active participation in lectures: 10 points
Attendance and in-class active participation in practical classes: 10 points
Test (mid-term I): 15 points
Test (mid-term II): 15 points
Final Exam: 50 points
Total points: 100

21. Required reading list:

• Baudrillard, J. (2001) Simulacija i zbilja, Jesenski i Turk, Zagreb.
• Chomsky, N.(2002) Mediji, propaganda i sistem, Što čitaš, Zagreb.
Debor, G. (1992) Društvo spektakla, Porodična biblioteka, Beograd.
• Kellner, D. (2004) Medijska kultura, Clio, Beograd
• McChesney R. (2008): Bogati mediji, siromašna demokratija, Šahinpašić, Sarajevo
• Potter, J. (2011) Medijska pismenost, Clio, Beograd.

22. Web sources:

http://www.media.ba/bs
http://www.mediaresearch.cro.net/
http://javnost-thepublic.org/
http://www.draganvaragic.com/blog/

23. Applicable starting from the academic year:

2015/2016

24. Adopted in the Faculty/Academy session:

16 March 2015