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 6

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-Psychology/Psychology

12. Lecturer:

13. Lecturer's e-mail:

14. Web site:

www.ff.untz.ba

15. Course aims:

- to explain the importance of mass media in modern society.
- to discuss the changes in the field of mass media production and dissemination of media outlets in digital environment.
- to explain the changes in the sphere of media, media production and constitution of the audience.
-to discuss the different types of audiences and their characteristics.
- to explain the cognitive and affective aspects of media content.
- to clarify the relationship between capital, media and audience.
- to discuss forms of media manipulation.

16. Learning outcomes:

Upon completion of this course, students should be able:

-to understand mass media importance about the production, content and its effects in modern society.
- to understand the ways in which the media influences the audience.
- to understand the processes of constituting an audience in a digital environment.
- to notice the connection between the media, the market and the behavior of the audience.
-to critically analyze media content.
- to practically apply the acquired knowledge.

17. Course content:

1. Audiencemaking: the historical development of the media and the audience.
2. Mass media content.
3. Types of media audience.
4. Cognitive and affective aspects of media content.
5. Diversified media audiences.
6. Digital natives and media effects.
7. Participatory cultures and media.
8. Post-media and post-human communication.
9. Children as a special media audience.
10.Advertising, media market and audience.
11. Persuasion, manipulation and propaganda.
12.The future of the media and media audience.

18. Learning methods:

Methods of instruction include interactive lectures, slide presentations, media materials, class discussions, practical exercises, individual and team assignments-projects. All lecture are given in Bosnian/Croatian/Serbian languages.

19. Assessment methods:

The methods of assessment are based on the continuous evaluation of the knowledge during semester and on the final exam.

1) Attendance and In-class Participation

All students are obliged to attend 80% of the class tutorials. Each student is expected to actively participate in class discussion related to the course agenda. Active participation includes being prepared for class by having read the assignment, participating in discussions and activities, and active listening. Students can earn a maximum of 20 points for attendance and active in-class participation.

2) Progress Tests

There will be two progress exams during semester. The first progress test will be held in the middle of the semester and will consist of the preparation and presentation of an essay. The second progress test will be held before the end of the semester and will consist of the preparation, presentation and defense of a group project. The structure and guidelines for writing essays and group projects will be explained in detail at the beginning of the semester. Students can earn a maximum of 15 points per test, cumulatively maximum 30 points.

3) Final Exam

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.

20. Assessment components:

Evaluation criteria with points:
1. Attendance - max. 8 points
2. In-class active participation - max. 12 points
3. First colloquial exam - max. 15 points
4. Second colloquial exam - max. 15 points
5. Final exam - max. 50 points
Total points: 100
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
64-73 7 (seven) good D
74-83 8 (eight very good C
84-93 9 (nine) excellent B
94-100 10 (ten) outstanding A

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.
• Hadžiselimović, Dž . et all ( ) Psihologija mediji etika, Naklada Slap, Zagreb
• Kellner, D. (2004) Medijska kultura, Clio, Beograd
• McChesney R. (2008): Bogati mediji, siromašna demokratija, Šahinpašić, Sarajevo
• Potter, J. (2011) Medijska pismenost, Clio, Beograd.
• Rutović, Ž. (2011) Digitalni demos, Grafo, Podgorica

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:

2022/2023

24. Adopted in the Faculty/Academy session: