SYLLABUS

1. Course title:

Media culture

2. Code:

3. Cycle of study:

1

4. ECTS credits:

3

5. Type of course:

○ Mandatory ◉ Elective

6. Prerequisites:

none

7. Class restrictions:

-

8. Duration / semester:

1 8

9. Weekly contact hours:

9.1. Lectures: 2

9.2. Seminars: 1

9.3. Laboratory/Practice classes: 0

10. Faculty:

Faculty of Humanities & Social Sciences

11. Department/study program:

TEACHER EDUCATION

12. Lecturer:

dr.sc.Vedada Baraković, van.prof.

13. Lecturer's e-mail:

vedada.barakovic@untz.ba

14. Web site:

www.untz.ba

15. Course aims:

Within the course Media Culture, students will be introduced to the importance and influence of mass media in the modern world and the importance of the concept of media culture in the educational process. Within the course, students will be introduced to the key concepts of media culture, the development and type of media as well as theories of media influences. Special attention will be paid to communication content dedicated to children and their possible impact. The course will also critically analyze media messages as constructs and media reality as constructed reality.

16. Learning outcomes:

At the end of the course they will be able to:

• understand the importance of the concept of media culture in the educational process
• develop a critical approach to mass media content
• understand the way the mass media works
• understand the concept of construction of media reality
• recognize ways to protect the audience, especially children, from negative media influences
• Understand the importance of media education in the modern digital age.

17. Course content:

• Defining the subject and concept of media culture
• Definition and types of mass media
• Education and media culture
• Media reality and audience
• The impact of mass media on the audience
• Children as a special media audience
• Types of media content
• Key theories of media influences
• Violence and mass media
• Entertainment content of the mass media
• Social networks and children
• Digital technologies and children
• Media in the educational process

18. Learning methods:

The learning methods to be used within the course will take place through interactive lectures and exercises, as well as through the preparation of individual and group assignments. Classes will be conducted in the official languages of Bosnia and Herzegovina. Students are required to attend a minimum of 80% of lectures / exercises.

19. Assessment methods:

The knowledge test within the course will be performed continuously throughout the semester and at the final exam. During the semester, students will be evaluated for attendance and active participation in classes for which they will receive a maximum of 10 points. For the presence and active participation and timely fulfillment of obligations in the exercises, students will also be evaluated with a maximum of 10 points. During the semester, students will have two colloquia. The first colloquium will be held in the middle of the semester and will consist of a test of 15 questions. Each question will be scored with one point, so the total number of points for the first colloquium will be 15. The second colloquium will be held before the end of the semester and will also consist of a test with 15 questions scored with one point and the total number of points for the second colloquium will be 15 Students on the basis of both colloquia can be evaluated with a maximum of 30 points. Above average active students will be evaluated with an additional 5 points. The final exam is a written exam consisting of a test with 25 questions, of which the answer to each question carries 2 points and the maximum number of points achieved on the basis of the final exam is 50. Oral test will be organized for students who need additional testing. In order for a student to pass the exam, it is necessary to achieve a cumulative 54 points, of which a minimum of 25 on the final exam.

20. Assessment components:

The grade on the exam is based on the total number of points that the student achieves on the pre-exam obligations and on taking the exam. The maximum number of points is 100 and is achieved according to the following scale:

Attendance at lectures 3 points
Activity in lectures 7 points
Attendance at exercises 3 points
Exercise activity 7 points
I colloquium 15 points
II colloquium 15 points
Total pre-examination obligations 50 points
Final exam 25 - 50 points

21. Required reading list:

• Gone, Ž. (1997) Obrazovanje i mediji, Multimedija, Beograd
• Kellner,D. (2004) Medijska kultura, Clio, Beograd
• Košir, M., Zgrabljić, N. i Ranfl, R. (1999) Život s medijima. Priručnik o odgoju za medije, Doron, Zagreb.
• Potter, J. (2011) Medijska pismenost, Clio, Beograd.

22. Web sources:

23. Applicable starting from the academic year:

2022/23

24. Adopted in the Faculty/Academy session: