

ECTS catalog with learning outcomes
University of Montenegro

Course:	Sociology of Mass Communications			
Course ID	Course status	Semester	ECTS credits	Lessons (Lessons+Exercises+Laboratory)
12570	Mandatory	2	6	3+2+0
Programs	SOCIOLOGY			
Prerequisites	Passed exams in previous semesters/years of study.			
Aims	The course aims to acquaint students with the social history of (mass) media and the broader sociocultural contexts in which modern mass media operate, analyzed through cultural studies.			
Learning outcomes	After passing the Sociology of Mass Communication exam, the student will be able to: • Explain the historical context of (mass) media and the social consequences of development. • Analyzes media culture and society through cultural studies. • Analyzes the relationship between media, ideology and politics. • Emphasizes the effects of media culture through specific genre content. • Analyzes the influence of the media on the construction of postmodern identity. • Recognizes the importance of cultural activism in media society.			
Lecturer / Teaching assistant	Lidija Vujačić, PhD, Associate Professor Miomirka Rakonjac, PhD, Assistant Professor			
Methodology	Lectures and debates. Preparation of an essay on a given topic from one of the content areas of the course. Studying for tests and final exams. Consultations.			
Plan and program of work				
Preparing week	Preparation and registration of the semester			
I week lectures	Introductory lecture			
I week exercises	Getting to know the subject of sociology of communication			
II week lectures	Traditional mass media; Alternative media and their role;			
II week exercises	Old vs. new media			
III week lectures	Media culture and society; Cultural studies and social theory;			
III week exercises	Cultural studies - definition			
IV week lectures	Theoretical "wars" and cultural studies;			
IV week exercises	seminar papers in the field of cultural studies			
V week lectures	Frankfurt School; British Cultural Studies;			
V week exercises	seminar papers - Frankfurt School and its most significant representatives			
VI week lectures	Colloquium			
VI week exercises	seminar papers - British Cultural Studies			
VII week lectures	Postmodernist cultural studies; Baudrillards postmodernism; Cyberpunk activism;			
VII week exercises	seminar papers - Postmodernist cultural studies			
VIII week lectures	Media and audience; Media content;			
VIII week exercises	Media genres			
IX week lectures	Media genres; Marketing, advertisements and construction of postmodern identity;			
IX week exercises	seminar papers - Marketing			
X week lectures	Media - creators of public opinion; Persuasive and manipulative power of the media;			
X week exercises	seminar papers - Persuasive and manipulative power of the media			
XI week lectures	Critical media pedagogy;			
XI week exercises	seminar papers - Media pedagogy			
XII week lectures	Media and cultural activism;			
XII week exercises	Cultural activism - global/local			
XIII week lectures	Media and culture policy;			
XIII week exercises	seminar papers- Media and cultural policy			
XIV week lectures	Media culture, ideology and politics;			

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XIV week exercises	Ideology and media					
XV week lectures	Colloquium					
XV week exercises	Analysis of colloquium results and exam preparation					
Student workload	Per week: 5 credits x 40/30 = 6 hours and 40 minutes Load structure: 2 hours of lectures 2 hours of exercises 2 hours and 40 minutes of independent work including consultations In the semester: Classes and final exam: 6 hours and 40 minutes x 16 = 106 hours and 40 minutes Necessary preparations before the beginning of the semester (administration, registration, certification) 2 x (6 hours and 40 minutes) = 13 hours and 20 minutes Total workload for the course 5x30 = 150 hours Supplementary work for exam preparation in the make-up exam period, including taking the make-up exam from 0 - 30 hours Load structure: 106 hours and 40 minutes (teaching) + 13 hours and 20 minutes (preparation) + 30 hours (additional work)					
Per week			Per semester			
6 credits x 40/30=8 hours and 0 minuts 3 sat(a) theoretical classes 0 sat(a) practical classes 2 excercises 3 hour(s) i 0 minuts of independent work, including consultations			Classes and final exam: 8 hour(s) i 0 minuts x 16 =128 hour(s) i 0 minuts Necessary preparation before the beginning of the semester (administration, registration, certification): 8 hour(s) i 0 minuts x 2 =16 hour(s) i 0 minuts Total workload for the subject: 6 x 30=180 hour(s) Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) 36 hour(s) i 0 minuts Workload structure: 128 hour(s) i 0 minuts (cources), 16 hour(s) i 0 minuts (preparation), 36 hour(s) i 0 minuts (additional work)			
Student obligations			Students are obliged to attend classes, participate in debates, take colloquiums and final exams.			
Consultations			Weekly, in agreement with students.			
Literature			Brigs, A. & Berk, P. (2006). Društvena istorija medija. Beograd: Clio. Kelner, D. (2004). Medijska kultura. Beograd: Clio. Lipovetski, Ž. & Seroa, Ž. (2013). Globalni ekran: Od filma do smartfona. Beograd: Akademska knjiga. Vajdijanatan, S. (2018). Antidruštvene mreže. Beograd: Clio. Vujačić, L. (2023). Homo ecranis: Prilozi antropologiji medija. Podgorica: GolbiPrint. Vujačić, L. (2023). Kult/ura tijela: Antropološka studija o tjelesnom.Nikšić: Filozofski fakultet. Seminarska: Alić, S. (2010). Makluhan: najava filozofije medja. Zagreb: Centar za filozofiju medija i meditološka istraživanja. Berger, A. (1998). Popular Culture Genres: Theories and Texts. Thousand Oaks. California: Sage. Čomski, N. (2006). Propaganda i javno mnjenje. Novi Sad: Rubikon. Fisk, Dž. (2001), Popularna kultura. Beograd: Clio. Kovačević, I., Milosavljević, Lj. (ur.) (2014). Kratki rezovi: antropološko proučavanje savremene reklame. Etnoantropološki problemi, N.s. god. 9, sv. 2, str. 435-462. Lipovčan, S.(2006). Mediji – druga zbilja: rasprave, ogledi i interpretacije. Zagreb: Hrvatska sveučilišna naklada. Lorimer, R. (1998). Masovne komunikacije. Beograd: Clio. Mek Kvin, D. (2000). Televizija. Beograd: Clio. Milivojević, S. (2015). Mediji, ideologija i kultura. Beograd: Institut za ekonomiku i finansije. Petrović, D. (2013), Društvenost u doba interneta. Novi Sad: Akademska knjiga. Poter, Dž. (2011). Medijska pismenost. Beograd: Clio. Ože, M. (2005). Prilog antropologiji savremenih svetova. Beograd: Biblioteka XX vek. Spahić Šiljak, Z. (2019). Sociologija roda – feministička kritika. Sarajevo: TPO Fondacija. Sulima, R. (2005). Antropologija svakodnevnice. Beograd: Biblioteka XX vek. Vujačić, L. (2017). Antropologija konzumerizma – Život (ni)je u reklamama. Medijska kultura - Biblioteka Teorija medija (ur. Božović, R.). Podgorica/Nikšić: Ras press.			
Examination methods			I Colloquium - 18 points, II Colloquium - 18 points, Attendance at lectures and exercises (with participation in debates at lectures) 4+3+2, Seminar work - 5 points, Final exam - 50 points.			
Special remarks						
Comment						
Grade:	F	E	D	C	B	A
Number of points	less than 50 points	greater than or equal to 50 points and less than 60 points	greater than or equal to 60 points and less than 70 points	greater than or equal to 70 points and less than 80 points	greater than or equal to 80 points and less than 90 points	greater than or equal to 90 points