

Study programme/study programmes: Master academic Communication Studies, Master academic studies of Journalism, Master academic studies of Theory of Culture and Gender			
Type and level of studies: master academic studies			
Name of the course: Media Analysis			
Teacher (Surname, middle initial, name): Snježana B. Milivojević, Marijana Matović (seminars)			
Status of the course: Elective			
Number of ECTS: 6			
Eligibility:			
Aim of the course The course presents the basic theoretical approaches and methods in analysis of media reality and develops the critical capacity for its understanding. The world of media is observed through two main processes which create media meanings: representation and reception. The analysis pertains to networked society and convergent media and include old and new media (mass and social media), i.e. both offline and online media environment. The introductory part of the course considers epistemological differences between mainstream and critical media studies, as well as between qualitative and quantitative methods. The central part of the course is devoted to the analysis of media contents on various platforms, services and within different media forms (informative media, entertainment, TV spots, blogs, media searching engines, “big data”). In the second part of the course students are introduced with research of media reception, media audience of traditional media and users’ practices on social networks.			
Outcome of the course Upon completion of the course students will be able to: understand various theoretical approaches in analysis of media production, contents and reception; implement different analytical procedures for analysis of old or new media, various platforms and new media services; participate in creation of analytic instrument for analysis of media contents, media audience and social network activities.			
Content of the course <i>Theoretical teaching</i> 1) Main approaches and methods in media analysis; Procession and semiotic school – mainstream and critical studies; 2) Quantitative and qualitative methods. Social networks analysis; 3) Changes in production of meaning. Mass media, algorithms and social networks; 4) Redefinition of journalism. Professional selection and user generated contents; 5) What is written in media text? Cultural (symbolic) representation. Media and signifying practice; Content analysis – informative/conventional media; 7) Content analysis - entertaining media and popular content; 8) Content analysis – blogs, Twitter accounts, users’ comments; 9) Media audience, Reception of media contents; 10) Quantitative research of audience; Commercial “value” of audience 11) Ethnography of audience. Complexity of media reception; 12) Social networks and new media habits. Importance of critical reading of media. <i>Practical teaching: Exercise, Other modes of teaching, Study research work</i>			
Literature 1. .Brigs, A. i Kobli, P: <i>Uvod u studije medija</i> , Beograd: Klio, pp. 275-295, 302-335, 374-395, 430-449 2. Hall, S. (ed.): <i>Representation, Cultural Representations and Signifying Practices</i> , London: Sage and The Open University, 2002, pp. 1-11,15-21, 24-26, 41-51 and 61-63. 3. Currah,A. What's Happening to Our News? Reuters Institute for thestudy of Journalism, Univeristy of Oxford, 2009. 4. Milivojević, S.: Kritička tradicija u istraživanju medija, SM, No. 3, year III, Janaury 2008. pp. 29-51. 5. Milivojević, S.: Mediji, ideologija i kultura, Beograd: Fabrika knjiga, 2015, pp. 77-120, 151-157. 6. <i>Žene i mediji</i> , special edition of the Genero journal, Beograd, Centar za ženske studije, 2004. 7. Media Monitoring Manual, London: Media Diversity Institute, 2002.			
Number of classes of active teaching			Other classes
Lectures: 2	Seminars: 1	Other modes of teaching: Study research work: 1	
Teaching methods Interactive teaching.			
Assessment of knowledge (maximum No. of points 100)			

Pre-examination commitments	points	Final examination	<i>points</i>
Activity during the lectures	10	Written examination	70
Practical teaching		Oral examination	
Colloquium(a)		
Seminar(s)	20		