

Study programme/study programmes: Master academic studies of Journalism, Master academic Communication Studies, Master academic studies of Political Science – Elections and Electoral Campaigns			
Type and level of studies: master academic studies			
Name of the course: Rhetoric in Electronic Media			
Teacher (Surname, middle initial, name): Dobrivoje Ž. Stanojević			
Status of the course: elective			
Number of ECTS: 6			
Eligibility:			
Aim of the course Rhetoric of electronic media becomes increasingly important due to the large influence of these media on overall public communication. Their language, however, more often becomes the language of misunderstandings and various violations of elementary rules of good communication. Nevertheless, it seems that electronic media rule the media sphere by their influence, so their errors sometimes remain undeletable. This course enables a more comprehensive insight into the correct communication forms in electronic media. It points to traps of frequent trendiness and affectation in rhetoric sphere. It shows approaches which enable clarity, understandability and expediency of modern media performance. It analysis harmful aspects of rhetoric manipulations and hate speech, as well as outcomes of modern, primarily political eristic.			
Outcome of the course To prevent harmful effect of the existing forms of manipulative rhetoric of electronic media. To point to the models of correct verbal expression, negative aspects of hate speech as well as higher levels of knowledge of diction. To analyze patterns of breaking of rhetoric “horizon of expectation”, effects of “making unusual” and speech techniques of the expressed subject. Assessment and articulation of speech. Meaning of synonymy and homonymy, correct accentuation, determination of blocks. To develop capacity of noticing manipulative strategies of modern media eristic on actual examples.			
Content of the course <i>Theoretical teaching</i> Non-violent rhetoric and electronic media; Rhetoric of informative broadcasts (levels of speech); Rhetoric of entertaining broadcasts (chaotic speech); Political rhetoric and electronic media (styles of speech); Technique and structure of speech on electronic media (higher level of knowledge of diction); Usage of tropes and logical signalization; Lexical figures and electronic media (logical accent, tact of sense units); Monologue genres; Dialogue genres, polemics on electronic media; Body language and electronic media; Rhetoric of interview; Eristic and electronic media (manipulative tricks); Rhetoric of new TV genres (speech dominants)			
Literature a) basic: 1. D. Stanojević, <i>Medijska eristika I javni diskurs</i> , “Serbika”, Beograd, 2009 2. D. Moris, <i>Govor tela</i> , Narodna knjiga, Belgrade, 1998, pp. 90 (5-95) 3. M. Popović, <i>Lepota kazane reči</i> , 1996, pp. 90 (10-100) 4. D. Stanojević, <i>Retorika elektronskih medija</i> (forthcoming) b) additional: Aristotel, <i>Organon</i> , Artur Šopenhauer, <i>Eristička dijalektika</i> , R. Bugarski, <i>Jezik od mira do rata</i> , Čigoja, Belgrade, 1997;			
Number of classes of active teaching			Other classes
Lectures: 3	Exercise:	Other modes of teaching: Study research work: 1	
Teaching method lectures, exercise, practical work...			
Assessment of knowledge (maximum No. of points 100)			
Pre-examination commitments	points	Final examination	points
Activity during the lectures	10	Written examination	
Practical teaching		Oral examination	40
Colloquium(a)	40	
Seminar(s)	10		