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| **Course code:** PROD0204 | **Course name: Evolution of producing for electronic media II** |
| **Cycle: I** | **Study year: I** | **Semester: II** | **ECTS:** 2 |
| unsa logo transparent**Study mode: Obligatory** | **Total hrs. number: 30**Lectures: **15**Laboratory/practical exercises: 15 |
| **Teaching participants** |  |
| **Enrolment preconditions:** | - |
| **Course goal(s):** | Students get introduced to standard television genres and ways to analyse radio and television programme and they acquire basic concepts in the field of media production practice. |
| **Thematic units:***(if needed, the weekly work schedule is established taking into account the organizational units’ peculiarities)* | One of the main themes is institutional foundations of television practice in the 20th century.During the semester, the students prepare a seminar paper on a selected international TV format. |
| **Learning outcomes:**  | Based on TV programme watching and written analyses, characteristics of television as a medium are defined as part of the course, and students acquire basic knowledge of technology development. Students get introduced to the history of key TV genres and formats, as well as tools for the analysis of TV genres and formats. |
| **Teaching methods:**  | Lectures, exercises, workshops, case studies, master classes, individual exercises, tests, listening, watching. |
| **Knowledge assessment methods with grading system[[1]](#footnote-1):**  | Students’ activity is monitored by assigning points for every form of activity and by knowledge assessment during the semester, and on the final written exam.

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| **Ord. no.** | **Monitoring elements**  | **Number of points** | **Share in grade (%)** |
| 1. | Attendance  | 10 | 10 |
| 2. | Student engagement | 10 | 10 |
| 3. | Seminar paper | 35 | 35 |
| 4. | Final exam | 45 | 45 |
| Total: 100 points | 100% |

Students’ knowledge assessment is organised in exam periods stipulated by the academic calendar. Students who met the 55% criterion and performed other forms of activities during the semester (attendance, engagement, seminar paper) completed their duties under the course. The teacher formulates the final grade on the basis of all assessment elements. Students’ final success, following all forms of knowledge assessment, is evaluated and graded as follows:a) 10 (A) - outstanding success, carries 95-100 points;b) 9 (B) - above average, carries 85-94 points;c) 8 (C) - average, carries 75-84 points;d) 7 (D) - generally good, however with more significant flaws, carries 65-74 points;e) 6 (E) - fulfils the minimum criteria, carries 55-64 points;f) 5 (F, FX) - does not fulfil the minimum criteria, less than 55 points. |
| **Literature[[2]](#footnote-2):** | **Compulsory:** Jim Cullen*: A Short History of Modern Media*John Fiske: *Television Culture*John Hartley: *Television Truths*Hrvoje Turković: *Narav televizije*Brian Winston: *Media Technology and Society* |

1. **The system of points and the grading criteria for each subject shall be defined by the organizational unit’s Council prior to the commencement of the academic year in which the teaching activity is performed in accordance with the Article 64, paragraph 6 of the Sarajevo Canton Law on Higher Education.** [↑](#footnote-ref-1)
2. **Acting on behalf of the higher education institution as a public institution, the Senate or organizational unit Council respectively, shall define the mandatory and recommended textbooks and manuals list as well as the other recommended literature as a basis for preparing and taking the examination by rendering a special Decision which is to be published on their websites before the start of the academic year in accordance with the Article 56, paragraph 3 of the Sarajevo Canton Law on Higher Education.** [↑](#footnote-ref-2)