**Incoming student mobility**

**Name of UNIOS University Unit: Academy of Arts and Culture in Osijek**

**COURSES OFFERED IN FOREIGN LANGUAGE**

**FOR ERASMUS+ INDIVIDUAL INCOMING STUDENTS**

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| **Department or Chair within the UNIOS Unit** | Department of Culture, Media and Management |

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| Study program | Graduate University Study of **Media and Public Relations**  Graduate University Study of **Management in Culture and Creative Industries** |

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| Study level | Graduate (MA) |

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| Course title | PROPAGANDA IN MEDIA CULTURE |
| **Course code (if any)** | MA-MM-48 |
| **Language of instruction** | English |
| **Brief course description** | **Learning outcomes: to gain knowledge about propaganda and history of that concept; to learn to recognize different variety and types of propaganda in everyday life (incl. media manipulation, fake news, product placement, etc.); to strengthen skills of interpretation and critical (discourse) analysis (commercial advertising, media and political discourse); to gain skills in using digital tools, texts and technologies, including social media, for learning, collaboration, communication and advocacy and to reflect on how changing media and technologies reshape information, education and society.** |
| **Form of teaching** | Lectures, practical exercises |
| **Form of assessment** | **Practical tasks (presentations) and practical (oral) exam** |
| **Number of ECTS** | 3 |
| **Class hours per week** | 2 |
| **Minimum number of students** | 1 |
| **Period of realization** | Winter semester |
| **Lecturer** | Tomislav Levak, e-mail: [tomo.levak@gmail.com](mailto:tomo.levak@gmail.com) |