



## Department of English Studies

General information		
Name of the course	Media Culture	
Course instructor	Dr Lovorka Gruic Grmuša, Associate Professor	
Study programme	Graduate: English Language and Literature	
Status of the course	elective	
Academic year	2022-2023 (summer semester)	
Language	English	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (Lectures + Exercises + Seminars)	30+0+0

1. COURSE DESCRIPTION
<b>1.1. Course objectives</b>
This course informs students about basic concepts and models concerning the epistemology and teaching of new and old media. It introduces students to some of the philosophical, cultural, and sociological studies in the relationship between media and culture, society and art with a stress on film media and literature.
<b>1.2. Course enrolment requirements and entry competences required for the course</b>
Excellent level of written and spoken English.
<b>1.3. Expected course learning outcomes</b>
After the course, the students will be able to: <ul style="list-style-type: none"><li>- Explain the difference between old and new media, analogue and digital media, communication media and mass media</li><li>- Define concepts such as intermediation, remediation, and virtual reality</li><li>- Articulate literacy as a traditional form which includes writing and teaching in a digital environment</li><li>- Analyze film and new media genres, critically assess the relationship of these media with literature, with application in teaching</li><li>- Assess the power of media in context of our perception of reality</li><li>- Analyze the interaction of various media in the changing global media landscape</li></ul>
<b>1.4. Course content</b>
The course focuses on the relationship between media technology and culture. It examines the changing landscape of our global community by looking at cultural impacts of media. It provides an introduction to media and culture and explores media culture not just as technology that impacts culture, but as culture itself represented in literature, film, advertisement, and art. The course offers an analysis of a few films ( <i>8 ½</i> , <i>Main Street</i> , <i>The Social Dilemma</i> ), electronic literature

pieces ("Birds Singing Other Birds' Songs," "Sundays in the Park," "Traveling to Utopia: With a Brief History of the Technology", "Afternoon, A Story," "Star Wars, One Letter at a Time", "Dakota", "Inanimate Alice") and two novels (Jonathan Safran Foer's *Extremely Loud & Incredibly Close* and Salvador Plascencia's *The People of Paper*), drawing attention to the relationship of author-director, reader-viewer-coauthor, as well as the interaction among film, television, digital media (hypertext and electronic literature), theatre, and literature, exposing representation of one medium in another (remediation).

### 1.5. Manner of instruction

- ✓ Lectures
- ✓ Individual assignments
- ✓ Multimedia and network
- ✓ Mentorship
- ✓ Other: consultations