



University of Arts in Belgrade
Faculty of Dramatic Arts

DOCTORAL STUDIES

CULTURE AND MEDIA MANAGEMENT

Field	Interdisciplinary studies: Management and business, sciences of art, communicology and culturology
Type and level of studies	Doctoral studies in Art, III degree of studies
Scope of studies	180 ECTS
Duration of studies	3 years
Degree title	PhD - Culture and Media Management
Number of students	6
Language of the study program	Serbian
Web address	www.fdu.edu.rs
Enrollment Requirements	Candidates who fulfill enrollment requirement for doctoral studies of Culture and Media Management are those who have completed master studies from the field of social-humanistic sciences and arts, or technical sciences in special cases, with the scope of at least 300 ECTS, as well as candidates who have completed Bachelor Academic Studies according to the regulations which were valid until the Law on Higher Education came into force, with the grade point average of 8.50 on Bachelor and Master Academic Studies and grade 9 for the final thesis.
The Objectives of the Study Program	Objectives: development of critical thinking and creation of new knowledge of theoretical assumptions and the laws on managerial practices in the fields of culture, art and media; development of knowledge and research methods based on interdisciplinary scientific approach and the most current theories; scientifically based work in various aspects of management and production; training for active participation in work of the scientific community - research, writing scientific papers, participation in events.

The Structure of the Study Program

Doctoral studies of Culture and Media Management are designed for the students who:

- graduated in the area of socio-humanistic sciences and arts,
- obtained at least 300 ECTS during their education,
- obtained the minimal grade point average of 8.5 (eight and 50/100) and
- in their further career want to work in science (fundamental research) or to apply science in their profession (applied research).

The students who completed undergraduate academic studies pursuant to the laws in force until the Law on University from 2005 may apply for doctoral studies with the equivalence certificate from their Faculty.

The total number of points which the student should obtain during three-year doctoral studies is 180 ECTS. By defense of the final thesis, i.e. doctoral dissertation the student acquires the right to the degree from the field of interdisciplinary sciences, i.e. the title of Doctor of Philosophy (PhD) - Culture and Media Management.

The structure of the study program consists of mandatory and elective subjects, student's scientific research and activities related to theoretical and empirical research, conceptualization of scientific research, creation of explication and then doctoral dissertation.

During the first year of study the program stipulates that the student should attend six mandatory and two elective subjects, one in each semester. Out of six mandatory subjects, the central position is reserved for Methodology of Scientific Research 1 and 2, which aims to familiarize the students with the fundamentals of epistemology and heuristics, i.e. to train them to design and implement their own and independent scientific research regarding the subject of doctoral dissertation. Other subjects include: two-semester Theory of Management in Culture and Cultural Policy and one-semester: Contemporary Theater Management 1, Contemporary Media Management 1, Archive Research and Media Policy and Management.

In the second year the students in the first semester attend and take as the mandatory subject Media Ethics, with the possibility to opt for one of the three subjects, Contemporary Theater Management 2, Contemporary Media Management 2 and Culture Management and Cultural Policy as the subject, i.e. the field within which they will implement their research and creation of doctoral dissertation. The entire second semester of the second year provides the opportunity for students to prepare for conceptualization and creation of the future doctoral dissertation. During the second semester of the second year of doctoral studies, the student should apply and explicate the draft of doctoral dissertation, submit the report on empirical or theoretical research and prepare and publish one article in the referent scientific journal.

The third year of studies is entirely devoted to creation of doctoral dissertation, upon completion of which along with procedure the student publicly defends the dissertation. With completed and approved doctoral dissertation and defense thereof the student proves that he/she acquired theoretical knowledge, possessing the ability for independent scientific research and producing new theories and models.

The Purpose of the Study Program

The purpose of the program of doctoral studies of Culture and Media Management is to enable development of scientific research and contribute to creation of relevant knowledge application of which may improve the system of cultural, artistic and media activities.

This study program provides education of experts for scientific research in the domain of culture, art and media management, based on humanistic tradition of critical thinking and research. The approach is interdisciplinary, since it requires of the student knowledge of science of art and management theory, and also culturological and communicological knowledge integrated in mandatory and elective subjects which are the structure of this study program. It is important to underline that education in the field of culture and media management at Faculty of Dramatic Arts as the integral part of University of Arts in Belgrade supported by European University

Association (2002), which emerged conceptualization and now already a long-term development of this program.

Apart from providing scientific, theoretical and research support to studying the stated fields, it is important to emphasize that, at the same time, it enables creation of conditions for emergence of teaching personnel who will be the pillar of education in the field of theater, culture and media management on now already numerous faculties in Serbia.

The students are expected through scientific research to contribute to culture and media management through interdisciplinary scientific approach connecting management, sciences of arts, culturology and communicology, critically revising the existing theoretical rules and assumptions, thus setting new models and recommendations for work in the field of culture, art and media.

Pursuant to the aforesaid, the purpose of the program of culture and media management doctoral studies is to create new theories and to affirm new facts, by spreading scientific knowledge in culture, art and media contributing to better understanding of human practice of institutional actions and human communication through art and media.

The Objectives of the Study Program

The fundamental aim of the study program is to spread knowledge and research methods based on interdisciplinary scientific approach and the most current theories (science of arts, management, culture and media and studies of culture and communicology) through education of students - future researchers, analysts and theoreticians.

The program supports future researchers to apply critical analysis in their work, and also to question the fundamental theoretical assumptions and ideologies on which the current managerial knowledge and practice in culture and media are founded. Strongly insisting on an interdisciplinary approach, the program aims to have a stimulative effect on students, encourages them to conduct research, to select and apply scientific methods that are conducive to the specific aims of their research projects.

Subjects that are formed by the structure of the study program and their methodical units, and particularly the research study paper, gradually introduce students into concise, scientifically based theoretical management work in the field of culture, art and media.

Along with undergraduate studies, the study program has the following specific objectives:

- to educate professionals, able to critically examine existing and generate new knowledge on theoretical assumptions and laws of managerial practices in the fields of art, culture and the media;
- to develop scientific research in the field of management of the media and culture and its connection to the curriculum on all levels of the study program of management in culture;
- To scientifically affirm management practice in culture and media, particularly those arising from the conditions of the political transition (in turbulent conditions), and
- to create the conditions for a systematic introduction of scientific research approaches in cultural occupations and especially in cultural (evidence-based cultural policy) and media policy.

Obtained Competences

Upon completion of the study program, students should be able to:

- conduct independent scientific, scientific research and theoretical work; to successfully define key terms of scientific fields and their analytical, scientifically based and innovative thinking;
- percept problems, conceptualize and implement interdisciplinary scientific research; interpret conclusions in new theoretically valid and empirically verifiable discoveries;
- clearly contextualize theoretical stand points in the sphere of empirical and social practices

- actualize and implement modern management theory on production models in culture, dramatic arts and media
- actively participate in work of the scientific community in the domain of interdisciplinary Social Sciences and Humanities - scientific and professional debate, writing and publication of scientific studies, conferences, projects and the like.
- critical verification and evaluation of scientific papers in the area of media and culture (peer reviewing).

Upon completion of the study program, students will acquire the following subject-specific competencies:

- they will be sensitized to understand the scientific achievements in other scientific fields and their integration in accordance with the requirements of the research questions and problems (and possess openness to other scientific domains - for example, issues of architecture and urbanism);
- they will have mastered the skills of team scientific research in the interdisciplinary field;
- they will have mastered the skills for the development of research instruments related to fundamental methods of empirical research;
- they will have mastered data processing skills, skills for their analysis and interpretation;
- they will be creatively developed, conceptually and critically and adequately prepared not only for the use of their already acquired knowledge but also for permanent growth as scientists, researchers as well as media analysts and analysts of culture and art;
- they will be able to carry out independent research work in the field of cultural, artistic, and the media policy, ie. relations between the state administration and local government, institutions and organizations and other officials of cultural development that operate in the field of culture and communication at a national and international level;
- they will be trained to carry out scientific research in the field of urban management culture, arts and media, construction and organizational design of systems (models) of cultural life on the territory of the country, region / province, city and municipality, and branch systems in cultural activities, theatrical creativity and electronic media;
- they will have mastered the methodology of theoretical study of branching systems and models of individual institutions and media culture (theaters, cultural centers, museums and galleries, concert agencies, orchestras, broadcasting stations, cable companies, etc.), process management and organization of work in the aforementioned institutions;
- they will be capable of scientifically based and strategic innovative thinking and project management of culture, art, and media, i.e. they will know how to organize the processes of long term planning development of cultural, artistic, and media organizations, as well as be familiar with the process for the manufacturing and distribution (diffusion) of artwork and media programs formed within the institution, or independently produced; qualified for problem perception, conceptualization and implementation of interdisciplinary scientific research management of international cooperation in the field of culture and media in the context of European integration and its globalization process.

Curriculum

First year students of doctoral studies should take exams from six compulsory subjects which carry between 5 and 8 ECTS, a compulsory two-semester course with 14 ECTS and one or two optional courses that carry a total of 10 ECTS. Passing all exams that are within the scope of a single year, the student will obtain a total of 60 ECTS.

During the second year of the doctoral studies the student is expected to pass a compulsory subject in the first semester, Ethics media (10 ECTS) and an elective one from the three main fields that incorporate research subjects - Contemporary Theatre Management, Contemporary Media Management or Management in Culture and Cultural Policy wherein each of the items carries 20 ECTS.

In the second semester of the second year, all subjects and all student activities are focused on the projection of future research that will be incorporated in their doctoral dissertation, where they will learn to conduct preliminary theoretical or empirical research and create an individual stand point in the scientific community through publication of at least one scientific article in relevant journals from the list of the competent ministry.

Through activities that are defined as: Registration and explication of the proposal of the doctoral dissertation, report on the conducted empirical or theoretical research and scientific articles and the doctoral colloquium, the student acquires 30 ECTS.

The third year of doctoral studies as a whole is committed to working on the approved doctoral dissertation, in which the candidate: working on doctoral research and regularly submitting reports (15 ECTS), implements the Colloquium - presentation of final research results (15 ECTS), prepares his/her doctoral thesis (20 ECTS) and defends the final paper (10 ECTS) in which the 5th and 6th semester makes up 60 ECTS.

The student of doctoral studies acquires a total of 90 ECTS on the basis of passed exams and 90 ECTS based on activities related to the doctoral dissertation: preparation and execution of studies, reports, presentations, conclusions, preparation and publication of articles, colloquium, etc.

Curriculums i.e. the focus of doctoral studies subjects can be rotated so that before the beginning of each school year FDU Scientific Council approves the study programs and possible amendments to the plan of scientific research in which doctoral students will also be included.

List of Subjects

Scientific Research Paper Methodology 1
Scientific Research Paper Methodology 2
Management in Culture Theories and Cultural Policy
Contemporary Theatre Management 1
Contemporary Media Management 1
Archival research
Media politics and media management
Media philosophy
Introduction to popular culture studies a
Poetics of theatre directing
Introduction to film and visual media studies a
Introduction to theatre and performance studies a
Psychology of creativity
Cultural policy and sustainable development
Rhetoric
Global media and digital communication
Media ethics
Contemporary Theatre Management 2
Contemporary Media Management 2
Management in Culture and Cultural Policy
The report on the conducted empirical or theoretical research - Cultural Management and Cultural Policy and Contemporary Media Management or Contemporary Theatre Management
Scientific Article and first doctoral colloquium - Cultural Management and Cultural Policy and Contemporary Media Management or Contemporary Theatre Management
Application and explication of doctoral dissertation proposal - Cultural Management and Cultural Policy and Contemporary Media Management or Contemporary Theatre Management

Work on doctoral research and regular reporting - Cultural Management and Cultural Policy and Contemporary Media Management or Contemporary Theatre Management
Colloquium - presentation of final research results - Cultural Management and Cultural Policy and Contemporary Media Management or Contemporary Theatre Management
Writing of doctoral dissertation text - Cultural Management and Cultural Policy and Contemporary Media Management or Contemporary Theatre Management
Defense of doctoral dissertation

Curriculum

Ref. No.	Code of the Subject	Name of the subject	Semester	Subject status	Active teaching		ECTS
					L	Research Study Paper	
FIRST YEAR							
1	D27	Theories of Management in Culture and Cultural Policy	1, 2	C	3	2	14
2	D18	Contemporary Media Management 1	1	C	2	3	8
3	D20	Contemporary Theatre Management 1	1	C	2	3	8
4	D11	Scientific Research Paper Methodology 1	1	C	2	3	5
5	D01	Archival research	2	C	2	3	5
6	D05	Media politics and media management	2	C	2	3	5
7	D11	Scientific Research Paper Methodology 2	2	C	2	3	5
	IB1	Elective part 1					10
8	D29	Introduction to theatre and performance studies a	1, 2	E	2	2	10
9	D31	Introduction to popular culture studies a	1, 2	E	2	2	10
10	D33	Introduction to film and screen media studies a	1, 2	E	2	2	10
11	D12	Poetics of theatre directing	1	E	2	2	5
12	D14	Psychology of creativity	1	E	2	2	5
13	D34	Media philosophy	1	E	2	2	5
14	D02	Global media and digital communication	2	E	2	2	5
15	D04	Cultural policy and sustainable development	2	E	2	2	5
16	D16	Rhetoric	2	E	2	2	5
					11-13	13-15	60
Total number of active classes and credits throughout the year					720-840		60
SECOND YEAR							
1	D03	Media ethics	3	C	3	4	10
	IB2	Elective part 2 - Optional subjects					20
2	D09	Management in Culture and Cultural Policy 1	3	E	4	10	20
3	D19	Contemporary Media Management 2	3	E	4	10	20
4	D21	Contemporary Theatre Management 2	3	E	4	10	20
	IB3	Elective part 3 - Optional subjects					12
5	D06 / a	The report on the conducted empirical and theoretical research: Management in Culture and Cultural Policy	4	E	0	8	12
6	D06/b	The report on the conducted empirical and theoretical research: Contemporary Media Management	4	E	0	8	12
7	D06/v	The report on the conducted empirical and theoretical research: Contemporary Theatre Management	4	E	0	8	12
	IB4	Elective part 4 - Optional subjects					12
8	D07/a	Scientific article and first doctoral colloquium: Management in Culture and Cultural Policy	4	E	0	8	12
9	D07/b	Scientific article and first doctoral colloquium: Contemporary Media Management	4	E	0	8	12
10	D07/v	Scientific article and first doctoral colloquium: Contemporary Theatre Management	4	E	0	8	12
	EP5	Elective part 5 - Optional subjects					6
11	D08/a	Application and explication of proposed doctoral dissertation topic: Management in Culture and Cultural Policy	4	E	0	4	6
12	D08/b	Application and explication of proposed doctoral dissertation topic: Contemporary Media Management	4	E	0	4	6
13	D08/v	Application and explication of proposed doctoral dissertation topic: Contemporary Theatre Management	4	E	0	4	6
					4	17	60
Total number of active classes and credits throughout the year					630		60
THIRD YEAR							

	EP6	Elective part 6 - Optional subjects					15
1		Work on the doctoral research and regular reporting: Management in Culture and Cultural Policy	5	E	0	10	15
2		Work on the doctoral research and regular reporting: Contemporary Media Management	5	E	0	10	15
3		Work on the doctoral research and regular reporting: Contemporary Theatre Management	5	E	0	10	15
	EP7	Elective part 7 - Optional subjects					15
4		Colloquium - Presentation of final research results: Management in Culture and Cultural Policy	5	E	0	10	15
5		Colloquium - Presentation of final research results: Contemporary Media Management	5	E	0	10	15
6		Colloquium - Presentation of final research results: Contemporary Theatre Management	5	E	0	10	15
	IB8	Elective part 8 - Optional subjects					20
7		Writing of the doctoral dissertation text: Management in Culture and Cultural Policy	6	E	0	20	20
8		Writing of the doctoral dissertation text: Contemporary Media Management	6	E	0	20	20
9		Writing of the doctoral dissertation text: Contemporary Theatre Management	6	E	0	20	20
10		Defense of doctoral dissertation	6	M			10
						20	60
Total number of active classes and credits throughout the year					600		60
Total number of active teaching and credits for the study program					1950-2070		180

Enrollment

The conditions for enrollment in doctoral academic studies are defined by the Law on the University, the Statutes of the UA and the FDA, as well as by the Rules on enrollment in the II and III degree of academic studies at the University of Arts.

Enrollment conditions for doctoral studies of Theory of Dramatic Arts, Media and Culture are fulfilled by the candidates who finished master studies from the field of social-humanistic sciences and arts with the scope of at least 300 ECTS, as well as candidates who finished undergraduate studies according to the rules effective until the Law of higher education, with average mark 8,50 at undergraduate and master academic studies and mark 9 at the thesis.

Exceptionally, for candidates with a lower average grade than 8.50, who, in the period of five years immediately prior to applying to the competition for enrollment in the studies, have published: a scientific or theoretical monographic book, or a monographic catalog, or at least five scientific studies and discussions, or at least five studies, introductory texts or extensive reviews relating to exhibitions, festivals, concerts, theatrical performances, performances, projections, multimedia presentations, cultural politics, the organization of artistic events and similar; examination will be allowed.

Entrance examination

The qualification test for checking preferences and abilities consists of two parts:

1. Review and analysis of submitted and delivered papers.
2. Discussion with the Commission on the issues that are initiated by their previous papers, as well as other relevant scientific and scientific-research problems.

At the entrance examination, the candidate can win a maximum of 100 points, as follows:

- Maximum of 40 points based on previous academic success. General academic success is multiplied by 4. General academic success means the sum of the average grades from all subjects during the entire study is taken into account. General success is calculated by rounding up to two decimals.
- Maximum of 60 points on the qualification test for checking preferences and abilities.
 - a) Maximum of 10 points, based on the previous scientific and research-scientific papers, including the thesis master studies dissertation that the candidate submitted to the Commission and
 - b) Maximum of 50 points (up to 10 points from each member of five-member Commission) based on the discussion with the candidate and the evaluation of their capacities for doing scientific and research-scientific work in the given field.

The right to rank in the unique ranking list is obtained by the candidate who passed the entrance examination. The Faculty determines the order of the candidates who have passed the entrance examination according to the number of total points achieved, and ranks them as:

- students funded by the government and
- self-financed students.

The candidate can be enrolled as a student who is funded by the government if he/she is ranked up to the approved number of students who can be enrolled as government-funded, which is determined by this competition and has a total of at least 80 points at the entrance examination.

The candidate can be enrolled as a student who pays scholarship if in the unique ranking list the candidate is placed up to the number approved for enrollment of students who are self-financed and which is determined by this competition, and has won at least 60 points in the entrance exam.

In the case that two candidates have the same number of points in ranking, the advantage is given to the candidate who obtained more points in the qualification examination for checking preferences and abilities.

Assessment and Progress of the Students

The final grade for each subject of this study program is formed by continuous monitoring of students' work and achieved results during the semester and the current academic year, along with the results achieved within pre-exam activities and on the exam.

The total student workload consists of attending lectures and practice, consultations, independent work under supervision, independent work, preparation of seminar papers, research and creation of final (MA) thesis.

The points are allocated for each of the predefined components of the study program, and by passing the exam the student earns the certain number of ECTS defined in the study program. The number of ECTS is determined based on the student's workload in mastering the certain subject and application of the single methodology of the Faculty for all study programs.

The exams are taken orally and/or in writing, and, according to the Law on Higher Education, the exam terms are the following: January, April, June, September and October term. Upon fulfilling pre-exam obligations, the students are entitled to take the exam. The student's success in mastering a particular subject is continuously monitored during classes and is expressed in points. Each subject is evaluated with 100 points, and by fulfilling pre-exam obligations and taking the exam the student can earn a maximum of 100 points. The minimum volume of pre-exam obligations that can be fulfilled during the semester is 30, while the maximum is 70. Pre-exam obligations, depending on the year and subjects, balance requirements from the field of practical or theoretical knowledge and the student's engagement. Each subject from the study program has a clear and available method of scoring points (table 5.1.).

Final grades in the exams are expressed in numbers from 5 to 10, with 5 not being a passing grade, and 10 being the highest grade. The student's grade is based on the total number of points that he/she scored by fulfilling pre-exam obligations and passing the exam, according to the quality of obtained knowledge and skills.

The grades are recorded and entered into exam minutes, the exam application and the student's transcript booklet. The student is informed about the grade immediately after the exam or no later than 7 days after the exam.

Table of courses

Course title: Archival Research		
Lecturer(s) (last name, avonymic, first name): Colic Biljanovski D. Dragana, tenured professor		
Status of the course: compulsory/elective		
Number of ECTS: 5		
Condition: Verified first semester and attending the second semester of doctoral scientific studies at FDA.		
Goal of the course: The main goal of the course is to introduce the topic of archival research, which poses questions on the phenomenon of museological and theatrical research and the theatre art phenomena, the possibilities of practical and theoretical presentations. The same goal is applicable in the field of media and culture.		
Outcome of the course: Once the lectures are finished and pre-exam and exam obligations of Archival research fulfilled, the students have gained theoretical and practical knowledge about basic aspects of the "archival research" (which includes techniques of museological-theatrical, media and cultural approach to the subject), are enabled to analyse, problematize and synthesize the chosen topics and fields research into corpora of the theory/practice phenomenon. On the basis of the above, students can contribute to a new perception and establish various forms of creative, critical and alternative thinking about artistic and archival materials for practical purposes, while preparing their dissertations, and enhance their relation to the modern world in the field of theatre, media and culture.		
Content of the course: The content of the course includes phenomenological analysis of different approaches to archival research in theory and practice and the use of modern methods of theatre studies, media and cultural work placement with us and in the world.		
Recommended Literature: G. Kovijanic: <i>Gradja Arhiva Srbije o Narodnom Pozoristu u Beogradu</i> , The Archive of Serbia, Belgrade 1971 Dusan Rnjak: <i>Nauka o pozoristu</i> (nastajanje, metode, zadaci), Teatron no 1, 1974 Group of authors: <i>Sudbina pozorisnog dokumenta</i> , Teatron no 4, MTAS, Belgrade, 1975 Andre Vensten: <i>Pozorisni muzej u svetu</i> , Teatron, no 23, MTAS, Belgrade 1979 Raymonde Moulin: <i>Umjetnost I trziste</i> . CLIO, Belgrade, 2001 Tomislav Sola: <i>Marketing u muzejima (ili o vrlini I kako je obznaniti)</i> , CLIO, Belgrade, 2002 PhD Snjezana Banovic : <i>Drzava I njezino kazaliste (Hrvatsko drzavno kazaliste u Zagrebu 1941-1945)</i> . Profil, Zagreb, 2012 Jelica Stevanovic: <i>Stvaranje medijske slike Narodnog pozorista u Beogradu sopstvenim izdanjima (listova, novena, casopisa) od 1901-2008</i> . PhD thesis, FDA, 2015		
No. of active teaching classes: 4	Lectures: 2	Study Research: 2
Teaching methods. The prevailing mode / acquisition of knowledge is through a dialogue, that is the method of interaction of lecturers with students, that is course attendees. In addition, interactivity in the work on the subject is also achieved through the participation of the course attendees in creative workshops, and within the individual work or group work.		
Mark (max. no. of points 100): Pre-exam obligations include: regular classes attendance (10), active participation in dialogues during lectures (10), as well as the creative contribution during workshops (30). Exam obligations include working on recommended literature (compulsory bibliographic references, and books and articles by choice), as well as the application of acquired knowledge and skills in interpreting and establishing problematic and critical relationship with literature (pre-exam paper and oral exam) - 50 points.		

Course title: Media Ethics		
Lecturer(s) (last name, avonymic, first name): PhD Dragicevic Sesic D. Milena, tenured professor; PhD Nikolic, M. Mirjana, tenured professor		
Status of the course: Compulsory		
Number of ECTS: 10		
Condition: Attending the second year of doctoral studies		
Goal of the course is to introduce students to the basic concepts relevant to the study of media ethics. In addition to the corpus of the general teoretical knowledge, students will be introduced to the basic elements essential for proper macro and micro media positioning in relation to the ethical principles, but also to expert recognition of different forms of their violation. In other words, the goal of the course is to recognise the presurre and attempts of unethical media manipulation in accordance with the market demands, the politics of oligarchy and new technologies.		
Outcome of the course: Students should master theoretical knowledge and obtain new information that will help them to successfully observe ethical problems in the production, marketing and effects of media content upon the auditorium. Students will be able to problematize media ethics from the position of creators of its content/program, and also from the position of media managers, willing to recognize and prevent manipulation and ethical oversight in the functioning of the media, and finally, as relevant subjects in the verification of the effects of media communication.		
Content of the course: The course deals with current challenges of the contemporary media landscape - media ethics. Media ethics are problematized from the aspects such as: normative ethics, analysis of media content, media content production, effects - un/ethical - that media have upon the auditorium/audience. Media ethics are studied through the application of philosophical discourse. From classical towards professional ethics. Defining the issues of ethics and social values. Normative ethics. Media ethics challenges from historical perspective. Ethics at the beginning of media history, deregulation and the importance of confidence in media. Professional ethics and the need for media code of ethics. Ethics and various practices of advertising. Ethics and media management. Ethics in the art. Stereotypes in media texts. Moral panic.		
Recommended Literature Day, Louis Alvin: <i>Ethics in Media</i> , Media Centre, Belgrade, 2004 Korni, Danijel: <i>Etika informisanja</i> , CLIO, Belgrade, 1998 Limburg, Val E: <i>Electronic media ethics</i> , Focal Press, London, Boston, 1994; Reljic, Dusan: <i>Pisanje smrti - mediji u vreme sukoba</i> , B92, Belgrade, 1998 Valic, Nedeljovic Dubravka: <i>Rikoset rec</i> , Argument, Belgrade, 1997 Gredelj Stjepan: <i>Veliko spremanje radlja</i> , Argument, Belgrade, 1998 http://www.tandfonline.com/doi/full/10.1080/03637751.2014.922206#.VN43n_nF9UU Journal „Kultura“, no. 127, temat <i>Etika medija</i> , Culture Development Institute, Belgrade, 2010 The Internet sources How Violent Video Games Communicate Violence: A Literature Review and Content Analysis of Moral Disengagement Factors, http://www.tandfonline.com/doi/full/10.1080/1369118X.2013.871571#.VN44QvnF9UU http://www.tandfonline.com/doi/full/10.1080/17475759.2014.917432#.VN44hPnF9UU		
No. of active teaching classes: 7	Lectures: 3	Study Research: 4
Teaching methods: Topic-based discussions and debates or in accordance with the recommended literature, <i>Ex cathedra</i> teaching, research and presentation as a result, in the form of compulsory pre-exam paper up to 16 pages (30,000 characters)		
Mark (max. no. of points 100): Final mark is comprised of pre-exam paper up to 60 points (participation in discussions and debates, activity during lectures up to 10 points and pre-exam paper to the volume of 30,000 characters up to 50 points). Oral exam and pre-exam paper defense up to 40 points.		

Course title: Global Media and Digital Communication		
Lecturer(s) (last name, avonymic, first name): PhD Martinoli, A. Ana, associate professor		
Status of the course: Elective		
Number of ECTS: 5		
Condition: Attending the second semester of the first year of doctoral studies		
Goal of the course Introducing students to modern media trends that are shaping the media market, understanding the impact of digitization on the production of media content, identifying new forms of media production, as well as media forms. Enabling students to understand the new role of the audience in the modern media environment, to identify the new forms of media consumption, strengthening the position of prosumers in the modern media environment		
Outcome of the course Students will acquire knowledge necessary for critical analysis of contemporary media ecosystem, for detecting new media and audience roles in the process of media exchange. Additionally, students will be able to understand the challenges of the new media environment in the traditional processes of production and distribution of media content, but also of the traditional media legislation		
Content of the course The concept of digital and new media; new media theory: Negroponte, Virilio, Manovich, Castells, Jenkins, Safa, Bolter and Grusin, Fidler Current media trends, Web 2.0, Web 3.0 Media evolution, media globalization, the concept of mediamorphosis, remediation, hybrid media, Social networks and new media community The audience of digital and global media, new forms of media consumption, the concept of the active audience, prosumer Public sphere in the digital media environment, Globalization of the public sphere New forms of media content production, Transmedia storytelling, crowdsourcing Media activism, the concept of tactical media and micromedia Digital media revolution Consultations		
Recommended Literature Manuel Castells, <i>Communication Power</i> , CLIO, 2013 Mitzi Waltz, <i>Alternative and Activist Media</i> , Edinburgh University Press Bailey, Cammaerts, <i>Carpentier: Understanding Alternative Media</i> , McGraw Hill, Open University Press Fuchs, C, 2008, <i>Internet and Society. Social Theory in the Information Age</i> , Routledge, New York Roger Fidler, <i>Mediamorphosis</i> , CLIO Lister, M, Dovey, J, Giddings, S, Grant, I & Kelly, 2009, <i>New media : a critical introduction</i> , 2nd ed, Routledge, New York Robins, K. & Webster, F, 1999, <i>Times of the Technoculture</i> . Routledge, New Ross, K & Nightingale, V, 2003, <i>Media and Audiences: New Perspectives</i> , Open University Press, London		
No. of active teaching classes: 2	Lectures: 2	Study Research: 2
Teaching methods: Lectures, debates, consultations		
Mark (max. no. of points 100): Pre-exam obligations: pre-exam paper up to 40 points, activity during lectures up to 10 points. Oral exam up to 50 points		

Course title: The Report on Conducted Empirical and Theoretical Research: Cultural Management and Cultural Policy		
Lecturer(s): PhD Dragicevic Sestic, D. Milena, tenured professor; PhD Nikolic, M. Mirjana, tenured professor; PhD Dakovic, M. Nevena, tenured professor; PhD Vuksanovic, Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski, Enisa, tenured professor; PhD Medenica, Ivan, tenured professor; PhD Martinoli, A. Ana, associate professor; PhD Radulovic, Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 12		
Condition: Attending the second year of doctoral studies		
Goal of the course: The goal of this phase of independent research is to direct students and train them for independent research, the study of relevant methodological literature and to develop their ability to analyze the theoretical sources and process the existing empirical data related to the registered topic of the PhD thesis, and write research reports.		
Outcome of the course: Students are trained to examine, classify, process and analyze relevant theoretical sources and existing empirical data related to the topic of their PhD thesis; students know how to formulate a research report on the activities carried out within the framework of the PhD thesis project that includes the analysis of theoretical sources used, theories and theorists, as well as of the results of existing empirical research conducted in the country and world; students are able to evaluate the obtained results in relation to the planned schedule and methodology of scientific research; students are able to carry out empirical pilot study in the field of Cultural Management and Cultural Policy		
Content of the course: Mentoring involves individual consultations with the candidate who is leading the research of relevant theoretical literature and results of existing empirical research. The research reports provide an overview of the candidate research with an attempt to establish the appropriate classification and periodization or referencing the results of the pilot studies or case studies. Consultations include the following: analysis of the achieved results of the research in relation to the planned research activity, proposal of new theoretical and empirical sources which are not covered by the primary literature sources, suggestions concerning the structure of the research report, etc.		
Recommended Literature: Literature is recommended in accordance with the list of primary literature sources and new theoretical and empirical sources that the candidate should consider and analyze within the framework of their PhD thesis and in accordance with the topic that they choose to study. General methodological literature at this stage includes the following obligatory literature: 1. Jim Mc Guigan, ed. Cultural methodologies, Sage, London, 1997 2. Authoring a PhD: How to Plan, Draft, Write and Finish a Doctoral Thesis or Dissertation, translation: Maja Grgic Hudoletnjak, Zagreb, 2005, pp. 51-56 3. Eco, Umberto: How to Write a Thesis ("Come si fa una tesi di laurea") journal Pitanja, no. 5-6, Zagreb (1984), pp. 181-208 4. Zak Finci, Leo Finci, Rudi Finci: Magisterij i doktorska disertacija, Svjetlost, Sarajevo, 1992 5. Cuba L, Cocking J. How to Write About the Social Sciences, CID, Podgorica, 2003 6. Susnjic Djuro: Metodologija, Cigoja, Belgrade, 2008 Literature is compliant with the topic of the projected research.		
No. of active teaching classes: 8	Lectures: /	Study Research: 8
Teaching methods: consultations		
Mark (max. no. of points 100): Pre-exam obligations include: scientific-research project of the candidate, the result of which is a report on the conducted empirical or theoretical research – 60 points; Oral exam – orally elaborated research results – 40 points. Professors write the topic of the PhD thesis into students' indexes, the exam report and the exam submission, and with their signature confirm that a student has completed the intended obligation.		

Course title: The Report on Conducted Empirical and Theoretical Research: Contemporary Media Management		
Lecturer(s): PhD Dragicevic Sestic, D. Milena, tenured professor; PhD Nikolic, M. Mirjana, tenured professor; PhD Dakovic, M. Nevena, tenured professor; PhD Vuksanovic, Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski, Enisa, tenured professor; PhD Medenica, Ivan, tenured professor; PhD Martinoli, A. Ana, associate professor; PhD Radulovic, Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 12		
Condition: Attending the second year of doctoral studies		
Goal of the course: The goal of this phase of independent research is to direct students and train them for independent research, the study of relevant methodological literature and to develop their ability to analyze the theoretical sources and process the existing empirical data related to the registered topic of the PhD thesis, and write research reports.		
Outcome of the course: Students are trained to examine, classify, process and analyze relevant theoretical sources and existing empirical data related to the topic of their PhD thesis; students know how to formulate a research report on the activities carried out within the framework of the PhD thesis project that includes the analysis of theoretical sources used, theories and theorists, as well as of the results of existing empirical research conducted in the country and world; students are able to evaluate the obtained results in relation to the planned schedule and methodology of scientific research; students are able to carry out empirical pilot study in the field of Media Management.		
Content of the course: Mentoring involves individual consultations with the candidate who is leading the research of relevant theoretical literature and the results of existing empirical research. The research reports provide an overview of the candidate research with an attempt to establish the appropriate classification and periodization or referencing the results of the pilot studies or case studies. Consultations include the following: analysis of the achieved results of the research in relation to the planned research activity, proposal of new theoretical and empirical sources which are not covered by the primary literature sources, suggestions concerning the structure of the research report, etc.		
Recommended Literature: Literature is recommended in accordance with the list of primary literature sources and new theoretical and empirical sources that the candidate should consider and analyze within the framework of their PhD thesis and in accordance with the topic that they choose to study. General methodological literature at this stage includes the following obligatory literature: 1. Jim Mc Guigan, ed. Cultural methodologies, Sage, London, 1997 2. Authoring a PhD: How to Plan, Draft, Write and Finish a Doctoral Thesis or Dissertation, translation: Maja Grgic Hudoletnjak, Zagreb, 2005, pp. 51-56 3. Eco, Umberto: How to Write a Thesis ("Come si fa una tesi di laurea") journal Pitanja, no. 5-6, Zagreb (1984), pp. 181-208 4. Zak Finci, Leo Finci, Rudi Finci: Magisterij i doktorska disertacija, Svjetlost, Sarajevo, 1992 5. Cuba L, Cocking J. How to Write About the Social Sciences, CID, Podgorica, 2003 6. Susnjic Djuro: Metodologija, Cigoja, Belgrade, 2008 Literature is compliant with the topic of the projected research.		
No. of active teaching classes: 8	Lectures: /	Study Research: 8
Teaching methods: consultations		
Mark (max. no. of points 100): Pre-exam obligations include: scientific-research project of the candidate, the result of which is a report on the conducted empirical or theoretical research – 60 points; Oral exam – orally elaborated research results – 40 points. Professors write the topic of the PhD thesis into students' indexes, the exam report and the exam submission, and with their signature confirm that a student has completed the intended obligation.		

Course title: The Report on Conducted Empirical and Theoretical Research: Contemporary Theatre Management		
Lecturer(s): PhD Dragicevic Sestic, D. Milena, tenured professor; PhD Nikolic, M. Mirjana, tenured professor; PhD Dakovic, M. Nevena, tenured professor; PhD Vuksanovic, Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski, Enisa, tenured professor; PhD Medenica, Ivan, tenured professor; PhD Martinoli, A. Ana, associate professor; PhD Radulovic, Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 12		
Condition: Attending the second year of doctoral studies		
Goal of the course: The goal of this phase of independent research is to direct students and train them for independent research, the study of relevant methodological literature and to develop their ability to analyze the theoretical sources and process the existing empirical data related to the registered topic of the PhD thesis, and write research reports.		
Outcome of the course: Students are trained to examine, classify, process and analyze relevant theoretical sources and existing empirical data related to the topic of their PhD thesis; students know how to formulate a research report on the activities carried out within the framework of the PhD thesis project that includes the analysis of theoretical sources used, theories and theorists, as well as of the results of existing empirical research conducted in the country and world; students are able to evaluate the obtained results in relation to the planned schedule and methodology of scientific research; students are able to carry out empirical pilot study in the field of theatre management.		
Content of the course: Mentoring involves individual consultations with the candidate who is leading the research of relevant theoretical literature and the results of existing empirical research. The research reports provide an overview of the candidate research with an attempt to establish the appropriate classification and periodization or referencing the results of the pilot studies or case studies. Consultations include the following: analysis of the achieved results of the research in relation to the planned research activity, proposal of new theoretical and empirical sources which are not covered by the primary literature sources, suggestions concerning the structure of the research report, etc.		
Recommended Literature: Literature is recommended in accordance with the list of primary literature sources and new theoretical and empirical sources that the candidate should consider and analyze within the framework of their PhD thesis and in accordance with the topic that they choose to study. General methodological literature at this stage includes the following obligatory literature: 1. Jim Mc Guigan, ed. Cultural methodologies, Sage, London, 1997 2. Authoring a PhD: How to Plan, Draft, Write and Finish a Doctoral Thesis or Dissertation, translation: Maja Grgic Hudoletnjak, Zagreb, 2005, pp. 51-56 3. Eco, Umberto: How to Write a Thesis ("Come si fa una tesi di laurea") journal Pitanja, no. 5-6, Zagreb (1984), pp. 181-208 4. Zak Finci, Leo Finci, Rudi Finci: Magisterij i doktorska disertacija, Svjetlost, Sarajevo, 1992 5. Cuba L, Cocking J. How to Write About the Social Sciences, CID, Podgorica, 2003 6. Susnjic Djuro: Metodologija, Cigoja, Belgrade, 2008 Literature is compliant with the topic of the projected research.		
No. of active teaching classes: 8	Lectures: /	Study Research: 8
Teaching methods: consultations		
Mark (max. no. of points 100): Pre-exam obligations include: scientific-research project of the candidate, the result of which is a report on the conducted empirical or theoretical research – 60 points; Oral exam – orally elaborated research results – 40 points. Professors write the topic of the PhD thesis into students' indexes, the exam report and the exam submission, and with their signature confirm that a student has completed the intended obligation.		

Course title: PhD Thesis Text Preparation: Cultural Management and Cultural Policy		
Lecturer(s): PhD Dragicevic Sestic, D. Milena, tenured professor; PhD Nikolic, M. Mirjana, tenured professor; PhD Dakovic, M. Nevena, tenured professor; PhD Vuksanovic, Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski, Enisa, tenured professor; PhD Medenica, Ivan, tenured professor; PhD Martinoli, A. Ana, associate professor; PhD Radulovic, Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 20		
Condition: Attending the third year of doctoral studies		
Goal of the course is to enable candidates to apply the acquired skills in academic writing to the elaboration of the structure of the PhD thesis, by planning their approach to the processing of already acquired theoretical and empirical research results and formulating them into a complete comprehensive text.		
Outcome of the course: Students are enabled to write a thesis (up to 200 pages). A thesis is structured in a number of sections and subsections, that systematically and explicitly present the results in relation to the established hypotheses. Candidates present their research of the cultural and media system or individual organizational forms through individual chapters, analyze and interpret them, then generalize the results, compare them and elaborate within the scope of existing scientific theories or develop their own scientific theories, new models and systems in the domain of culture and media. Special emphasis are on the candidates' explanations of interdisciplinary approach, and on the contribution of individual disciplines to the interpretation of research results (management, science of arts, cultural studies, communicology, etc.).		
Content of the course: Candidates write their PhD thesis by analyzing and interpreting the results of their research from the perspective of different scientific disciplines that also served them as a theoretical starting point when defining hypothetical framework and methods of work. Apart from the theoretical introduction, and its descriptive part, the thesis also contains the processing and analysis of empirical research results, while the emphasis is on the theoretical problematization of the results, new interpretations, models, systems, policy recommendations, and finally, on the new theoretical scientific conclusions, which raise questions of further research and development.		
Recommended Literature: Kevassay C, <i>Memoire de recherche</i> , Vuibert, Paris, 2005 Nash, Walter, ed. <i>The writing scholar: studies in academic discourse</i> , Sage, London, 1991 Dunleavy, Patrick, <i>Authoring a PhD: How to Plan, Draft, Write and Finish a Doctoral Thesis or Dissertation</i> , Palgrave Macmillan, 2003		
No. of active teaching classes: 20	Lectures: /	Study Research: 20
Teaching methods: consultations		
Mark (max. no. of points 100): Exam obligation: completed and submitted PhD tests – 100 points; The professor – mentor submits the Report on the completed mentorship to the Faculty and University body of authority		

Course title: PhD Thesis Text Preparation: Contemporary Media Management		
Lecturer(s): PhD Dragicevic Sestic, D. Milena, tenured professor; PhD Nikolic, M. Mirjana, tenured professor; PhD Dakovic, M. Nevena, tenured professor; PhD Vuksanovic, Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski, Enisa, tenured professor; PhD Medenica, Ivan, tenured professor; PhD Martinoli, A. Ana, associate professor; PhD Radulovic, Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 20		
Condition: Attending the third year of doctoral studies		
Goal of the course is to enable candidates to apply the acquired skills in academic writing to the elaboration of the structure of the PhD thesis, by planning their approach to the processing of already acquired theoretical and empirical research results and formulating them into a complete comprehensive text.		
Outcome of the course: Students are enabled to write a thesis (up to 200 pages). A thesis is structured in a number of sections and subsections, that systematically and explicitly present the results in relation to the established hypotheses. Candidates present their research of the cultural and media system or individual organizational forms through individual chapters, analyze and interpret them, then generalize the results, compare them and elaborate within the scope of existing scientific theories or develop their own scientific theories, new models and systems in the domain of culture and media. Special emphasis are on the candidates' explanations of interdisciplinary approach, and on the contribution of individual disciplines to the interpretation of research results (management, science of arts, cultural studies, communicology, etc.).		
Content of the course: Candidates write their PhD thesis by analyzing and interpreting the results of their research from the perspective of different scientific disciplines that also served them as a theoretical starting point when defining hypothetical framework and methods of work. Apart from the theoretical introduction, and its descriptive part, the thesis also contains the processing and analysis of empirical research results, while the emphasis is on the theoretical problematization of the results, new interpretations, models, systems, policy recommendations, and finally, on the new theoretical scientific conclusions, which raise questions of further research and development.		
Recommended Literature: Kevassay C, <i>Memoire de recherche</i> , Vuibert, Paris, 2005 Nash, Walter, ed. <i>The writing scholar: studies in academic discourse</i> , Sage, London, 1991 Dunleavy, Patrick, <i>Authoring a PhD: How to Plan, Draft, Write and Finish a Doctoral Thesis or Dissertation</i> , Palgrave Macmillan, 2003		
No. of active teaching classes: 20	Lectures: /	Study Research: 20
Teaching methods: consultations		
Mark (max. no. of points 100): Exam obligation: completed and submitted PhD thesis – 100 points; The professor – mentor submits the Report on the completed mentorship to the Faculty and University body of authority		

Course title: PhD Thesis Text Preparation: Contemporary Theatre Management		
Lecturer(s): PhD Dragicevic Sestic, D. Milena, tenured professor; PhD Nikolic, M. Mirjana, tenured professor; PhD Dakovic, M. Nevena, tenured professor; PhD Vuksanovic, Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski, Enisa, tenured professor; PhD Medenica, Ivan, tenured professor; PhD Martinoli, A. Ana, associate professor; PhD Radulovic, Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 20		
Condition: Attending the third year of doctoral studies		
Goal of the course is to enable candidates to apply the acquired skills in academic writing to the elaboration of the structure of the PhD thesis, by planning their approach to the processing of already acquired theoretical and empirical research results and formulating them into a complete comprehensive text.		
Outcome of the course: Students are enabled to write a thesis (up to 200 pages). A thesis is structured in a number of sections and subsections, that systematically and explicitly present the results in relation to the established hypotheses. Candidates present their research of the cultural and media system or individual organizational forms through individual chapters, analyze and interpret them, then generalize the results, compare them and elaborate within the scope of existing scientific theories or develop their own scientific theories, new models and systems in the domain of culture and media. Special emphasis are on the candidates' explanations of interdisciplinary approach, and on the contribution of individual disciplines to the interpretation of research results (management, science of arts, cultural studies, communicology, etc.).		
Content of the course: Candidates write their PhD thesis by analyzing and interpreting the results of their research from the perspective of different scientific disciplines that also served them as a theoretical starting point when defining hypothetical framework and methods of work. Apart from the theoretical introduction, and its descriptive part, the thesis also contains the processing and analysis of empirical research results, while the emphasis is on the theoretical problematization of the results, new interpretations, models, systems, policy recommendations, and finally, on the new theoretical scientific conclusions, which raise questions of further research and development.		
Recommended Literature: Kevassay C, <i>Memoire de recherche</i> , Vuibert, Paris, 2005 Nash, Walter, ed. <i>The writing scholar: studies in academic discourse</i> , Sage, London, 1991 Dunleavy, Patrick, <i>Authoring a PhD: How to Plan, Draft, Write and Finish a Doctoral Thesis or Dissertation</i> , Palgrave Macmillan, 2003		
No. of active teaching classes: 20	Lectures: /	Study Research: 20
Teaching methods: consultations		
Mark (max. no. of points 100): Exam obligation: completed and submitted PhD tests – 100 points; The professor – mentor submits the Report on the completed mentorship to the Faculty and University body of authority		

Course title: Colloquium - Presentation of the Final Research Results: Cultural Management and Cultural Policy		
Lecturer(s): PhD Dragicevic Sestic, D. Milena, tenured professor; PhD Nikolic, M. Mirjana, tenured professor; PhD Dakovic, M. Nevena, tenured professor; PhD Vuksanovic, Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski, Enisa, tenured professor; PhD Medenica, Ivan, tenured professor; PhD Martinoli, A. Ana, associate professor; PhD Radulovic, Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 15		
Condition: Attending the third year of doctoral studies		
Goal of the course is to enable candidates to systematically present the preliminary results of their research on the PhD thesis topic		
Outcome of the course: Students present their reserach results in the shorter scientific paper and establish the legitimacy of their topic, the validity of the initial hypothesis, and through a public debate with the lecturer, or students attending the first and second year of doctoral studies, discuss and verify the results achieved. At the same time, this is a good developmental path to a PhD thesis production.		
Content of the course: Candidates write pre-exam papers in which they analyze and interpret partial or collective research results.		
Recommended Literature: Kevassay s., Memoire de recherche, Vuibert, Paris, 2005 Nash, Walter, ed. The writing scholar: studies in academic discourse, Sage, London, 1991 Other sources relevant for the research topic.		
No. of active teaching classes: 10	Lectures: /	Study Research: 10
Teaching methods: Individual consultations and presentation of preliminary research results before the students of master and doctoral studies		
Mark (max. no. of points 100): Exam obligations: Pre-exam paper of usual volume, 16 pages – up to 60 points Public presentation accompanied with PP presentation – 40 points.		

Course title: Colloquium - Presentation of the Final Research Results: Contemporary Media Management		
Lecturer(s): PhD Dragicevic Sestic, D. Milena, tenured professor; PhD Nikolic, M. Mirjana, tenured professor; PhD Dakovic, M. Nevena, tenured professor; PhD Vuksanovic, Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski, Enisa, tenured professor; PhD Medenica, Ivan, tenured professor; PhD Martinoli, A. Ana, associate professor; PhD Radulovic, Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 15		
Condition: Attending the third year of doctoral studies		
Goal of the course is to enable candidates to systematically present the preliminary results of their research on the PhD thesis topic		
Outcome of the course: Students present their reserach results in the shorter scientific paper and establish the legitimacy of their topic, the validity of the initial hypothesis, and through a public debate with the lecturer, or students attending the first and second year of doctoral studies, discuss and verify the results achieved. At the same time, this is a good developmental path to a PhD thesis production.		
Content of the course: Candidates write pre-exam papers in which they analyze and interpret partial or collective research results.		
Recommended Literature: Kevassay s., Memoire de recherche, Vuibert, Paris, 2005 Nash, Walter, ed. The writing scholar: studies in academic discourse, Sage, London, 1991 Other sources relevant for the research topic.		
No. of active teaching classes: 10	Lectures: /	Study Research: 10
Teaching methods: Individual consultations and presentation of preliminary research results before the students of master and doctoral studies		
Mark (max. no. of points 100): Exam obligations: Pre-exam paper of usual volume, 16 pages – up to 60 points Public presentation accompanied with PP presentation – 40 points.		

Course title: Colloquium - Presentation of the Final Research Results: Contemporary Theatre Management		
Lecturer(s): PhD Dragicevic Sestic, D. Milena, tenured professor; PhD Nikolic, M. Mirjana, tenured professor; PhD Dakovic, M. Nevena, tenured professor; PhD Vuksanovic, Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski, Enisa, tenured professor; PhD Medenica, Ivan, tenured professor; PhD Martinoli, A. Ana, associate professor; PhD Radulovic, Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 15		
Condition: Attending the third year of doctoral studies		
Goal of the course is to enable candidates to systematically present the preliminary results of their research on the PhD thesis topic		
Outcome of the course: Students present their reserach results in the shorter scientific paper and establish the legitimacy of their topic, the validity of the initial hypothesis, and through a public debate with the lecturer, or students attending the first and second year of doctoral studies, discuss and verify the results achieved. At the same time, this is a good developmental path to a PhD thesis production.		
Content of the course: Candidates write pre-exam papers in which they analyze and interpret partial or collective research results.		
Recommended Literature: Kevassay s., Memoire de recherche, Vuibert, Paris, 2005 Nash, Walter, ed. The writing scholar: studies in academic discourse, Sage, London, 1991 Other sources relevant for the research topic.		
No. of active teaching classes: 10	Lectures: /	Study Research: 10
Teaching methods: Individual consultations and presentation of preliminary research results before the students of master and doctoral studies		
Mark (max. no. of points 100): Exam obligations: Pre-exam paper of usual volume, 16 pages – up to 60 points Public presentation accompanied with PP presentation – 40 points.		

Course title: Cultural Sustainability and Cultural Policy		
Lecturer(s) (last name, avonymic, first name): PhD Sestic Dragicevic, D. Milena, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate; PhD Copic, Vesna, assistant professor – visiting professor		
Status of the course: Elective		
Number of ECTS: 15		
Condition: Attending the first year of doctoral studies		
Goal of the course is to provide students with professional, scientific and methodological knowledge related to the pressing issues of cultural sustainability development and cultural system on the one hand, and society on the other, through lectures and research assignments. Culture is viewed either as the fourth pillar of sustainable development or as a driving force for the three adopted principles of sustainable development (economic, environmental and social).		
Outcome of the course: Students should master theoretical knowledge, and analytical and interpretive skills in the domain of cultural sustainability research and sustainable development based on culture; students should acquire skills needed for complex research procedures, required when performing interdisciplinary empirical research. Students will be able to identify opposed cultural and disciplinary perspectives on sustainability and will manage to recognize the relations between cultural sustainability and cultural policy. Students will be able to critically evaluate the programs and projects that are designed to improve the cultural sustainability.		
Content of the course: 1-2. The concept of cultural sustainability - analysis of various sustainability, resistance and development dimensions; the role of cultural policy in enhancing sustainable development; inter-resource and inter-sectoral nature of sustainability phenomenon, the concept of social development; 3-4. Ecological, economic, social and cultural dimension of development; 5-6. The processes of social transformations and sustainability (equality, consumption, values...); 7-8. The role of cultural policy and planning, local policy, actions plans, local development and cultural democracy (self-organization of local community); 9-12. Role of cultural policy and planning in the territorial development of the region, district, cities, municipalities and villages - Preventive protection and conservation; Enabling; Encouraging; The creation of new spaces (Physical; Virtual; Market); e) Promotion; z) Integrated Development; Creative Capital - resource-based management; material and non-material legacy as a resource; 13-14. The study of cultural policies and practices from the perspective of sustainable development; Interpretations of statistical indicators and 15. Elaboration and presentation of a case study that was a subject to research and debate (analysis and set of recommendations)		
Recommended Literature: 1. Culture and sustainable Development in Times of Crisis, University of Arts in Belgrade, 2014 2. <i>Cultural Policy</i> . Toby Miller and George Yudice. London: Sage, 2002 3. <i>Rethinking Cultural Policy</i> . Jim McGuigan, Berkshire, UK: Open University Press. Chapter 4: "Rhetorics of Development, Diversity and Tourism", pp. 92-112 4. Governing Sustainable Development: Partnerships, Protests and Power at the World Summit, Carl Death, 2010, Routledge, 5. Culture, Economics and Sustainability. Throsby, David, 1995, <i>Journal of Cultural Economics</i> , 19, pp. 199-206 6. Linking Cultural and Ecological Sustainability, David Throsby, 2008, <i>The International Journal of Diversity in Organizations, Communities and Nations</i> , 8(1), pp. 15-20 7. <i>The Economics of Cultural Policy</i> , David Throsby, CLIO 2012 8. Culture and Sustainability in European Cities: Imagining Europolis, Edited by Svetlana Hristova, Milena Dragicevic Sestic, Nancy Duxbury, Routledge – 2015 – 256 pages 9. Anheier, Y.R. Isar & M. Hoelscher (eds.), <i>Cultural Policy and Governance in a New Metropolitan Age. The Cultures and Globalization Series</i> , Vol. 5. London: Sage, 2012 10. Djukic, V, Volic, I, Tisma, S, Jelincic, D. (2014). Responsible Community Based Ecotourism Initiatives in Protected Rural Areas of the Balkans: Case Studies from Serbia and Croatia, <i>American Journal of Tourism Management</i> , Special issue <i>Tourism in the Balkans – Between history and modernity – what image to offer to tourists?</i> http://www.sapub.org/journal/specialissues.aspx?journalid=1071#SpecialIssues .		
No. of active teaching classes: 4	Lectures: 2	Study Research: 2
Teaching methods: lectures, pre-exam papers, presentations of research projects and research results, study research, analytical seminars (on certain methodological and other challenges) during which students represent case studies		
Mark (max. no. of points 100): Pre-exam obligations: activity during lectures 10, oral exam 50, seminar(s) 40 points		

Course title: Media Policy and Media Management		
Lecturer(s) (last name, avonymic, first name): PhD Nikolic, M. Mirjana, tenured professor; PhD Martinoli, A. Ana, associate professor		
Status of the course: Compulsory		
Number of ECTS: 5		
Condition: Verified first semester and attending the second semester of doctoral scientific studies at FDA		
Goal of the course is positioning of media policy (local/national and international) in the context of overall and particular cultural policy of a country. The goal defined in this way corresponds to a very broad theoretical framework that has for a task to create an environment for the creation of an optimal model of a democratic society media policy.		
Outcome of the course: Students should master theoretical knowledge and obtain new information that will help them understand the current position of media in the light of political influences and more actively engage in the professional courses of current media production. In addition to the general goals, this subject has specific goals, that is, a task to enable student to successfully prepare for the production of a compulsory pre-exam paper, and during the third year of studies, of a PhD thesis.		
Content of the course: The course deals with the most recent problems of general and cultural policy and their reflections on the sphere of media policy, while contextualizing their contextualization of their mutual relations and influences. Introduction to media policy. Pluralism, neoliberalism and media policy. Reinterpretation of the media policy principle. The dynamics of the media policy creating process. Media policy in the field of media ownership. Media policy and public service. Media policy in the field of digital media.		
Recommended Literature: Crech CK. <i>Electronic media law and regulations</i> , Focal Press, Boston & London, 1993 Radojkovic Miroљub/Miletic, Mirko: <i>Komuniciranje, mediji i drustvo</i> , Stilos, Novi Sad, 2006 Crech CK. <i>Electronic media law and regulations</i> , Focal Press, Boston & London, 1993 Plavsic, Prvoslav/Radojković Miroљub/Veljanovski, Rade: <i>Ka demokratskoj radio-difuziji</i> , Foundation Soros Yugoslavia, Belgrade, 1993 Jevremovic, Zoran: <i>Totalitarizam i mediji</i> , Belgrade, 2003 <i>Zbornik Rekonstrukcija institucija</i> The Institute for Philosophy and Social Theory, Belgrade, 2002 Current media laws - The Law on Public Service Media RS (2014), The Law on Electronic Media RS (2014) and The Law on Public Information and Media RS (2014) READER – selection of theoretical texts that accompany primary and secondary recommended literature sources. Texts will be available in written form and downloadable.		
No. of active teaching classes: 5	Lectures: 2	Study Research: 3
Teaching methods: lectures, discussions, debates		
Mark (max. no. of points 100): Pre-exam paper of 16 pages volume (25,000 characters): 40 points Activity during discussions and debates 10 and Oral exam 50.		

Course title: Cultural Management and Cultural Policy 1		
Lecturer(s): PhD Dragicevic Sestic, D. Milena, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 20		
Condition: Attending the second year of doctoral studies and fulfilled exam obligations in Theory of Cultural Management and Cultural Policy		
Goals of the course: to introduce students to the latest achievements in the science of cultural management and cultural policy, enable them to critically analyse the existing theories and practices, and the application of specific methodological approaches (qualitative and quantitative) during research of various socially relevant phenomena in the field of cultural management and cultural policy.		
Outcome of the course: Students should acquire the specific knowledge about the science of cultural management and cultural policy as applied disciplines; students are enabled to develop their own research project, as well as analytical, scientifically based and innovative approaches to the design and modeling of solutions beneficial for the contemporary cultural policy and practice; students are able to combine different methodological approaches of social sciences and humanities, and develop the ability to plan interdisciplinary scientific research.		
Content of the course: 1-2 Scientific achievements of cultural management and cultural policy; research topics and approaches; 3-6. Cultural management and cultural policy as applied scientific disciplines: analytical approach; 7-9. Project and model dimension (development and testing of new, more adequate, efficient and effective models of organization and the role of state); 10-12. analysis of public practical policies, writing effective recommendations); 13-14. theory and methodology in focus (in relation to the research orientation of doctoral studies students specifically defined each year) 15. public presentation and debate of policy recommendations.		
Recommended Literature: Dragicevic Sestic, Milena, Dragojevic Sanjin, Menadzment umetnosti u turbulentnim okolnostima, CLIO, Belgrade, 2005, pp. 51-94 Djukic, Vesna, Drzava i kultura, The institute for theatre, film, radio and television, Belgrade, Faculty of Dramatic Arts, 2012, pp.15-30, 407-423) Adizes I. <i>Managing Corporate Lifecycles</i> , ACEE, Нови Сад, 2007 Deming Edwards W. <i>Out of the crisis</i> , MIT Press, 2000 Drucker P. <i>Innovation and Entrepreneurship</i> , Privredni pregled i ACEE, Belgrade, 2001 Marshall C. and Rossman G. <i>Designing Qualitative Research</i> , Sage Publications, London, 1989 Parker M. <i>Organizational Culture and Identity</i> , Sage publications, London, 2000 <i>Personal journeys</i> . One of the Collective Wisdom in Art Management Series, DVD reader (library FDA) Schiller H. Culture inc. <i>The Corporate takeover of public expression</i> . Oxford University Press, 1989 Taylor B. <i>Art for the nation: exhibitions and the London public, 1747-2001</i> , Manchester University Press, 1999 Djukic V. Methodology for comparative analysis of cultural policies of SEE countries, University of Arts Belgrade Introduction to evaluation, http://www.socialresearchmethods.net/kb/intreval.php Eurostat – Eurobarometer, http://ec.europa.eu/public_opinion/standard_en.htm		
No. of active teaching classes: 14	Lectures: 4	Study Research: 10
Teaching methods: Interactive lectures; analysis of research approaches, methods and instruments; evaluation, discussions and debates on the specifics of particular research methods and techniques and PhD thesis products		
Mark (max. no. of points 100): Exam is taken in the form of a proposed scientific research project (5,000 words) that grants up to 40 points and its defense that grants up to 60 points.		

Course title: Methodology of Scientific Research 1		
Lecturer(s): PhD Vuksanovic M. Divna, tenured professor; PhD Ilic, Vlatko, assistant professor		
Status of the course: Compulsory		
Number of ECTS: 5		
Condition: Doctoral scientific studies enrollment at FDA		
Goal of the course is to lay the theoretical foundation for students scientific research projects, to inform them about different modalities of the theoretical and empirical research methods application, as well as of the problematizing approach to the research subject.		
Outcome of the course: The expected outcome of the subject is to enable students to establish the appropriate research hypotheses, introduce them with the criteria of their plausability, to adapt the methods to the research subject, successfully set the basis for defining the new scientific theory in the field of dramatic arts, culture and media.		
Content of the course: Methodology of scientific research development 1		
<i>Lectures</i> Introductory lectures will be devoted to the epistemological problems of the formation and growth of scientific knowledge, distinguishing the explanations (fundamental and positive science) and understanding (social sciences and humanities), evolutionism, and the emergence of the scientific revolution, ie. processes and possibilities to amend the existing cognitive paradigms. Setting the conceptual and hypothetical framework will then be problematized, with the emphasis on the use of scientific terminology, especially in relation to the problems of multi- and interdisciplinarity, and the use of scientific discourse in different research methodologies. In addition, the use of certain logical methods of reasoning (strengths and weaknesses) will be discussed, which should support a rigorous scientific research (induction/deduction, analysis/synthesis). And finally, a clear distinction between the dogmatic and critical research type will be indicated to students, as well as the reinforcement or disproving of primary hypothesis on the basis of this distinction.		
<i>Workshops</i> Workshops will be carried out within the mentor-guided research projects of the students, whose presentations are part of the course exam obligations.		
Recommended Literature: Stanisa Novakovic, Savremena uloga i organizacija nauke: Izabrani radovi I, Institute for Philosophy at the Faculty of Philology, Belgrade 2001 Stanisa Novakovic, Hipoteze i saznanja: Uloga hipoteza u rastu naucnog saznanja, Nolit, Belgrade 1984 Larry Laudan, Progress and Its Problems: Towards a Theory of Scientific Growth, Institute for Philosophy at the Faculty of Philology, Belgrade 2001 Paul Feyerabend, Against Method: Outline of an Anarchist Theory of Knowledge, Veselin Maslesa, Sarajevo 1987 Georg Henrik von Wright, Explanation and Understanding, Nolit, Belgrade 1975		
No. of active teaching classes: 5	Lectures: 2	Study Research: 3
Teaching methods: Short introductory lectures in the form of monologue, dialogues with students (as the basic method of operation), the thematic/problematic aspects of students' research subjects, with accompanying discussion.		
Mark (max. no. of points 100): Pre-exam student obligations include regular attendance to classes and active participation in the dialogue during lectures (10 + 30 points), while the final exam includes presentations of students' research papers and oral presentations during which students demonstrate the application of acquired knowledge and skills in interpreting and establishing problematic/critical relation to the selected literature (30 + 30 points).		

Course title: Methodology of Scientific Research 2		
Lecturer(s): PhD Dragocevic, Sestic, D. Milena, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Compulsory		
Number of ECTS: 5		
Condition: Attending the second semester of doctoral studies		
Goal of the course is to familiarize students with the scientific approach to the study of various phenomena of art and culture, and the specific methods of scientific research in the field of social sciences and humanities.		
Outcome of the course: Students are trained to develop a plan and program for their own research project; starting from a perceived scientific problem, students can determine research subject and objectives, establish the set of hypotheses and research question, as well as choose the appropriate methods of theoretical and empirical research. Students know to how establish the appropriate sample for their selected methods and make appropriate research instruments. Students have also mastered the skills in academic writing (abstract for conference paper, text for journals).		
Content of the course: Methodology of scientific research development 2 1. Methodological approaches: disciplinary, multiperspectival and interdisciplinary research; Determination of scientific problem and research question; Research phases; 2. Theoretical and conceptual research and its methods - determining the categorical categories of terminology - creating an index; 3. Setting up hypotheses and making preliminary sketches of research (scientific project); 4. Methods of empirical research: survey research (surveys, interview, focus groups, oral history, action research), textual analysis (analysis of the content, iconological analysis), ethnography studies (systematic observation); 5. The method of empirical research 2- frequency dictionary, socio-cultural experiment, a case study (monograph research), biographical method, a method of modeling, the method of secondary sources analysis; 6. Development of instruments for different methods of empirical research and sampling - random, representative and quota sample; sample for an interview, survey, analysis of the content, iconology analysis, systematic observation... 7. Data processing and collecting of material - a method of data processing (narrative analysis, the method of classification, periodization, etc.); 8. Methods of analysis and interpretation of data - exploratory-descriptive method, comparative method, historical comparative method (temporalization and mediation), 9. Cabinet methods of research (desk research): normative analysis, demographic analysis, etc. 10. The statistical analysis and interpretation of the data, the method of the graphical presentation of data 11. Preparation of the final research study - the way of presenting research results 12. Newspapers and scientific databases - writing for journals; 13. Academic writing - from abstract to summary (executive summary); 14-15. Presentation of scientific work: simulation of the scientific conference and its roles (conference manager, presenter and discussant)		
Recommended Literature: Cuba Lee, Cocking John - <i>How to Write About the Social Sciences</i> , CID, Podgorica 2003 Thompson, Paul – <i>The Voice of the Past: Oral History</i> , CLIO, Belgrade, 2012 Spasic Ivana, ed. <i>Interpretativna sociologija</i> , Zavod za udzbenike, Belgrade, 1998 Mills, Charles Wright – <i>Sociological imagination</i> , Plato, Belgrade 1998 Djukic Dojcinovic, V. - Methodology for comparative analysis of cultural policies of SEE countries (2004) <i>Cultural policy and art production</i> , University of Arts in Belgrade, pp. 40-44 Dragicevic Sestic, Milena – Pledoaje za kvalitativni metod istrazivanja u menadzmentu u kulturi, u: <i>Indijsko pozorište – tradicija i aktivizam</i> , CLIO, Belgrade, 2013, pp. 221 – 234		
No. of active teaching classes: 5	Lectures: 2	Study Research: 3
Teaching methods: Interactive lectures; analysis of research instruments; evaluation of discussion and debates on the specifics of particular research methods and techniques and PhD thesis products		
Mark (max. no. of points 100):		
Exam is taken in the form of a proposed scientific research project of up to 5,000 words. Pre-exam obligations grant up to 60 points, and exam grants up to 40 points.		

Course title: Scientific Article and First Doctoral Colloquium: Cultural Management and Cultural Policy		
Lecturer(s): PhD Dragicevic Sestic, D. Milena, tenured professor; PhD Nikolic, M. Mirjana, tenured professor; PhD Dakovic, M. Nevena, tenured professor; PhD Vuksanovic, Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski, Enisa, tenured professor; PhD Medenica, Ivan, tenured professor; PhD Martinoli, A. Ana, associate professor; PhD Radulovic, Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 12		
Condition: Attending the second year of doctoral studies		
Goal of the course it to enable candidates to develop their analytical and interpretive skill, and particularly to develop the ability to create a theoretical synthesis of the results obtained through a variety of empirical methods and techniques, as well as theoretical research. Through a debate that is a part of the final colloquium, students will develop the argumentative skills, equally relying on the theory and the facts gathered through their own research.		
Outcome of the course: Students are able to draw their own interpretive conclusion, apply the methods of analysis and synthesis, induction and deduction, cause/consequence analysis, comparative analyses and others, to the versatile factual material, thus synthesising the research results into theoretical research conclusion, within the scientific field they have mastered. The colloquium includes public presentation of the students' research results, with the emphasis on the qualitative theoretical interpretation.		
Content of the course: Mentoring involves individual consultations with candidates about the results of empirical research they are processing and interpreting during this phase. Special emphasis is placed on the synthesis of the research results used to draw a scientific conclusion, the ability to develop argumentative skills and present research results. Depending on their needs and with the help of mentors, candidates will in particular study certain qualitative analytical interpretative methods, such as: comparative analysis, semantic analysis, contextual analysis, etc.		
Recommended Literature: Methodological literature relating to the method of synthesis and the presentation of research results. Selected literature as recommended by the mentor. Pecujlic M. et al., Metodologija drustvenih nauka, Sluzbeni Glasnik, Belgrade, 1977 Wright, G. H, Explanation and Understanding, Nolit, Belgrade 1975 Cuba L, Cocking J. How to Write About the Social Sciences, CID, Podgorica, 2003		
No. of active teaching classes: 8	Lectures: /	Study Research: 8
Teaching methods: consultations		
Mark (max. no. of points 100): Pre-exam obligations: The synthesis of the research results in a scientific article and its publishing 70 points; Exam – Public presentation of research results with emphasis on the qualitative theoretical interpretations – 30 points. Professors write the topic of the PhD thesis into students' indexes, the exam report and the exam submission, and with their signature confirm that a student has completed the intended obligation.		

Course title: Scientific Article and First Doctoral Colloquium: Contemporary Media Management		
Lecturer(s): PhD Dragicevic Sestic, D. Milena, tenured professor; PhD Nikolic, M. Mirjana, tenured professor; PhD Dakovic, M. Nevena, tenured professor; PhD Vuksanovic, Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski, Enisa, tenured professor; PhD Medenica, Ivan, tenured professor; PhD Martinoli, A. Ana, associate professor; PhD Radulovic, Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 12		
Condition: Attending the second year of doctoral studies		
Goal of the course it to enable candidates to develop their analytical and interpretive skill, and particularly to develop the ability to create a theoretical synthesis of the results obtained through a variety of empirical methods and techniques, as well as theoretical research. Through a debate that is a part of the final colloquium, students will develop the argumentative skills, equally relying on the theory and the facts gathered through their own research.		
Outcome of the course: Students are able to draw their own interpretive conclusion, apply the methods of analysis and synthesis, induction and deduction, cause/consequence analysis, comparative analyses and others, to the versatile factual material, thus synthesising the research results into theoretical research conclusion, within the scientific field they have mastered. The colloquium includes public presentation of the students' research results, with the emphasis on the qualitative theoretical interpretation.		
Content of the course: Mentoring involves individual consultations with candidates about the results of empirical research they are processing and interpreting during this phase. Special emphasis is placed on the synthesis of the research results used to draw a scientific conclusion, the ability to develop argumentative skills and present research results. Depending on their needs and with the help of mentors, candidates will in particular study certain qualitative analytical interpretative methods, such as: comparative analysis, semantic analysis, contextual analysis, etc.		
Recommended Literature: Methodological literature relating to the method of synthesis and the presentation of research results. Selected literature as recommended by the mentor. Pecujlic M. et al., Metodologija društvenih nauka, Sluzbeni Glasnik, Belgrade, 1977 Wright, G. H, Explanation and Understanding, Nolit, Belgrade 1975 Cuba L, Cocking J. How to Write About the Social Sciences, CID, Podgorica, 2003		
No. of active teaching classes: 8	Lectures: /	Study Research: 8
Teaching methods: consultations		
Mark (max. no. of points 100): Pre-exam obligations: The synthesis of the research results in a scientific article and its publishing 70 points; Exam – Public presentation of research results with emphasis on the qualitative theoretical interpretations – 30 points. Professors write the topic of the PhD thesis into students' indexes, the exam report and the exam submission, and with their signature confirm that a student has completed the intended obligation.		

Course title: Scientific Article and First Doctoral Colloquium: Contemporary Theatre Management		
Lecturer(s): PhD Dragicevic Sestic, D. Milena, tenured professor; PhD Nikolic, M. Mirjana, tenured professor; PhD Dakovic, M. Nevena, tenured professor; PhD Vuksanovic, Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski, Enisa, tenured professor; PhD Medenica, Ivan, tenured professor; PhD Martinoli, A. Ana, associate professor; PhD Radulovic, Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 12		
Condition: Attending the second year of doctoral studies		
Goal of the course it to enable candidates to develop their analytical and interpretive skill, and particularly to develop the ability to create a theoretical synthesis of the results obtained through a variety of empirical methods and techniques, as well as theoretical research. Through a debate that is a part of the final colloquium, students will develop the argumentative skills, equally relying on the theory and the facts gathered through their own research.		
Outcome of the course: Students are able to draw their own interpretive conclusion, apply the methods of analysis and synthesis, induction and deduction, cause/consequence analysis, comparative analyses and others, to the versatile factual material, thus synthesising the research results into theoretical research conclusion, within the scientific field they have mastered. The colloquium includes public presentation of the students' research results, with the emphasis on the qualitative theoretical interpretation.		
Content of the course: Mentoring involves individual consultations with candidates about the results of empirical research they are processing and interpreting during this phase. Special emphasis is placed on the synthesis of the research results used to draw a scientific conclusion, the ability to develop argumentative skills and present research results. Depending on their needs and with the help of mentors, candidates will in particular study certain qualitative analytical interpretative methods, such as: comparative analysis, semantic analysis, contextual analysis, etc.		
Recommended Literature: Methodological literature relating to the method of synthesis and the presentation of research results. Selected literature as recommended by the mentor. Pecujlic M. et al., Metodologija društvenih nauka, Sluzbeni Glasnik, Belgrade, 1977 Wright, G. H, Explanation and Understanding, Nolit, Belgrade 1975 Cuba L, Cocking J. How to Write About the Social Sciences, CID, Podgorica, 2003		
No. of active teaching classes: 8	Lectures: /	Study Research: 8
Teaching methods: consultations		
Mark (max. no. of points 100): Pre-exam obligations: The synthesis of the research results in a scientific article and its publishing 70 points; Exam – Public presentation of research results with emphasis on the qualitative theoretical interpretations – 30 points. Professors write the topic of the PhD thesis into students' indexes, the exam report and the exam submission, and with their signature confirm that a student has completed the intended obligation.		

Course title: PhD Thesis Defense		
Lecturer(s): PhD Dragicevic Sesis, D. Milena, tenured professor; PhD Nikolic M. Mirjana, tenured professor; PhD Dakovic M. Nevena, tenured professor; PhD Vuksanovic Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski Enisa, tenured professor; PhD Medenica Ivan, tenured professor; PhD Martinoli, M. Ana, associate professor; PhD Radulovic Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Compulsory		
Number of ECTS: 10		
Condition: Submitted text of PhD thesis, compiled and approved the Evaluation Committee Report on the Senate of The University of Arts, enabled public access		
Goal of the course is that candidates publicly, before the Committee, show that they mastered the scientific field in which the thesis is defended, that they independently conducted research and came to the original scientific conclusions.		
Outcome of the course: Students are able to present the theoretical starting points of their research, basic hypotheses, to support the scientific results with arguments and connect them to the appropriate scientific theories, and present the scientific contribution of their theses. During the discussion with the Committee members, they defend their theses supported by arguments, using the facts they have reached and draw the appropriate conclusions.		
Content of the course: Candidates formulate their public presentation based on the PhD thesis in 10-15 slides (up to 30 minutes) which presents: the structure of their work, the subject of research, research objectives, basic hypotheses and key theories of various scientific disciplines that served for setting up the research question. In the second part of the presentation, they present the results of their theoretical and empirical research, shaping them with the key scientific concepts leading to a new scientific result, in the case of both basic and applied scientific research. In the third part of the presentation, they state their original conclusions, establish theories or provide original models and system solutions related to the topic of their research in the field of culture and media management.		
Suggested Literature:		
No. of active teaching classes: /	Lectures: /	Study Research: /
Teaching methods: consultations		
Mark (max. no. of points 100): Exam obligation: to publicly defend the PhD thesis – 100 points		

Course title: Poetics of Theatre Directing		
Lecturer: Rapajic, Svetozar, emeritus professor		
Status of the course: Elective		
Number of ECTS: 5		
Condition: Attending the second year of doctoral studies		
Goal of the course The main goal of the course is to introduce students to the most important theories of theatre directing and understanding of the poetics of directing as an essential and indispensable factor of dramatic arts in general.		
Outcomes of the course Upon course completion and fulfilled pre-exam and exam obligations in the field of the Theory of directing, attendants are able to analyze the direction in realizing dramatic artistic achievements.		
Content of the course Course content comprises the most important theories of directing in the history of world theatre.		
Literature 1. Rober Pinjar: Istorija pozorisne rezije, Univerzitet umetnosti, Belgrade 1993 2. Andrais Veinstein: La mise en scène théâtrale et sa condition esthétique, University of Arts, Belgrade, 1983 3. Ivan Medenica: Klasika i njene maske, Sterijino pozorje, Novi Sad 2010 4. Svetozar Rapajic: Dramski tekstovi i njihove inscenacije, FDA – Theatre Museum of Vojvodina 2013		
No. of active teaching classes: 4	Lectures: 2	Study Research: 3
Teaching methods The prevailing mode is a dialogue, i.e. method of interaction between the lecturer and students.		
Mark (max. no. of points 100) Pre-exam obligations: 30 points, attendance and activity during course. Exam obligations: a written paper of 3,000 words, 70 points		

Course title: Submission and Explication of the Proposal of the PhD Thesis: Cultural Management and Cultural Policy		
Lecturer(s): PhD Dragicevic Sesis, D. Milena, tenured professor; PhD Nikolic M. Mirjana, tenured professor; PhD Dakovic M. Nevena, tenured professor; PhD Vuksanovic Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski Enisa, tenured professor; PhD Medenica Ivan, tenured professor; PhD Martinoli, M. Ana, associate professor; PhD Radulovic Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 6		
Condition: Attending the second year and the fourth semester of doctoral studies		
Goal of the course is to enable students to formulate a detailed explanation of the PhD thesis topic in the form of an interdisciplinary research project. Submission is based on the results of previous studies of theoretical literature and other relevant research and statistical and other sources of data. The research project includes corresponding elements in which the candidates show that they have mastered the methodology of writing project proposals of scientific research and have the necessary knowledge and skills to write a relevant PhD thesis proposal.		
Outcome of the course: Students are enabled to write an appropriate research project, where they will provide not only a detailed explanation of the topic of their PhD thesis, but give clear analysis of scientific thinking on the problem of the thesis, and especially state the disciplines and their fields (science of arts, management, culturology, communicology) in which they elaborate the key research question. They will define the subject and the research goals, (exploratory-descriptive, design-model-based, ie. applied and scientific-theoretical), conceptual hypothetical frame of the research, they will plan the theoretical, empirical and interpretive and analytical research methods, and specify the expected scientific outcome/the result of the PhD thesis.		
Content of the course: Mentor work with candidates includes checking the results achieved by the candidate in writing the proposal of the PhD thesis and an explanation of the topic submitted.		
Recommended Literature: Literature is defined on the basis of fields and topics of research. The initial literature is defined by candidates with pre-research and research, and mentor recommends further according to the scientific the candidates chose and the problem they wish to study. General methodological literature at this stage is a compulsory book by Cohen M. and Nigel E. - <i>An Introduction to Logic and Scientific Method</i> , Zavod za izdavanje udzbenika, Belgrade		
No. of active teaching classes: 4	Lectures: /	Study Research: 4
Teaching methods: consultations and discussions with candidates		
Mark (max. no. of points 100): With their signature in students' indexes and with the exam submission and the exam report, professors confirm that the student submitted the application and explication of the proposal of the PhD thesis topic.		

Course title: Submission and Explication of the Proposal of the PhD Thesis: Contemporary Media Management		
Lecturer(s): PhD Dragicevic Sesis, D. Milena, tenured professor; PhD Nikolic M. Mirjana, tenured professor; PhD Dakovic M. Nevena, tenured professor; PhD Vuksanovic Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski Enisa, tenured professor; PhD Medenica Ivan, tenured professor; PhD Martinoli, M. Ana, associate professor; PhD Radulovic Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 6		
Condition: Attending the second year and the fourth semester of doctoral studies		
Goal of the course is to enable students to formulate a detailed explanation of the PhD thesis topic in the form of an interdisciplinary research project. Submission is based on the results of previous studies of theoretical literature and other relevant research and statistical and other sources of data. The research project includes corresponding elements in which the candidates show that they have mastered the methodology of writing project proposals of scientific research and have the necessary knowledge and skills to write a relevant PhD thesis proposal.		
Outcome of the course: Students are enabled to write an appropriate research project, where they will provide not only a detailed explanation of the topic of their PhD thesis, but give clear analysis of scientific thinking on the problem of the thesis, and especially state the disciplines and their fields (science of arts, management, culturology, communicology) in which they elaborate the key research question. They will define the subject and the research goals, (exploratory-descriptive, design-model-based, ie. applied and scientific-theoretical), conceptual hypothetical frame of the research, they will plan the theoretical, empirical and interpretive and analytical research methods, and specify the expected scientific outcome/the result of the PhD thesis.		
Content of the course: Mentor work with candidates includes checking the results achieved by the candidate in writing the proposal of the PhD thesis and an explanation of the topic submitted.		
Recommended Literature: Literature is defined on the basis of fields and topics of research. The initial literature is defined by candidates with pre-research and research, and mentor recommends further according to the scientific the candidates chose and the problem they wish to study. General methodological literature at this stage is a compulsory book by Cohen M. and Nigel E. - <i>An Introduction to Logic and Scientific Method</i> , Zavod za izdavanje udzbenika, Belgrade		
No. of active teaching classes: 4	Lectures: /	Study Research: 4
Teaching methods: consultations and discussions with candidates		
Mark (max. no. of points 100): With their signature in students' indexes and with the exam submission and the exam report, professors confirm that the student submitted the application and explication of the proposal of the PhD thesis topic.		

Course title: Submission and Explication of the Proposal of the PhD Thesis: Contemporary Theatre Management		
Lecturer(s): PhD Dragicevic Sesis, D. Milena, tenured professor; PhD Nikolic M. Mirjana, tenured professor; PhD Dakovic M. Nevena, tenured professor; PhD Vuksanovic Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski Enisa, tenured professor; PhD Medenica Ivan, tenured professor; PhD Martinoli, M. Ana, associate professor; PhD Radulovic Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 6		
Condition: Attending the second year and the fourth semester of doctoral studies		
Goal of the course is to enable students to formulate a detailed explanation of the PhD thesis topic in the form of an interdisciplinary research project. Submission is based on the results of previous studies of theoretical literature and other relevant research and statistical and other sources of data. The research project includes corresponding elements in which the candidates show that they have mastered the methodology of writing project proposals of scientific research and have the necessary knowledge and skills to write a relevant PhD thesis proposal.		
Outcome of the course: Students are enabled to write an appropriate research project, where they will provide not only a detailed explanation of the topic of their PhD thesis, but give clear analysis of scientific thinking on the problem of the thesis, and especially state the disciplines and their fields (science of arts, management, culturology, communicology) in which they elaborate the key research question. They will define the subject and the research goals, (exploratory-descriptive, design-model-based, ie. applied and scientific-theoretical), conceptual hypothetical frame of the research, they will plan the theoretical, empirical and interpretive and analytical research methods, and specify the expected scientific outcome/the result of the PhD thesis.		
Content of the course: Mentor work with candidates includes checking the results achieved by the candidate in writing the proposal of the PhD thesis and an explanation of the topic submitted.		
Recommended Literature: Literature is defined on the basis of fields and topics of research. The initial literature is defined by candidates with pre-research and research, and mentor recommends further according to the scientific the candidates chose and the problem they wish to study. General methodological literature at this stage is a compulsory book by Cohen M. and Nigel E. - <i>An Introduction to Logic and Scientific Method</i> , Zavod za izdavanje udzbenika, Belgrade		
No. of active teaching classes: 4	Lectures: /	Study Research: 4
Teaching methods: consultations and discussions with candidates		
Mark (max. no. of points 100): With their signature in students' indexes and with the exam submission and the exam report, professors confirm that the student submitted the application and explication of the proposal of the PhD thesis topic.		

Course title: Psychology of Creativity		
Lecturer(s) (last name, avonymic, first name): PhD Ristic, J. Irena, associate professor		
Status of the course: Compulsory		
Number of ECTS: 5		
Condition: Attending the second year of doctoral studies		
Goal of the course Introducing students to the scientific theoretical system and relevant research in psychology of creativity, developing critical thinking in historical and cultural context and the ability to apply acquired psychological knowledge.		
Outcome of the course At the end of the course, students are expected to be able to analyze relevant theories and research within the psychology of creativity and contextualization of acquired psychological insight into the context of drama and performing arts.		
Content of the course Overview and analysis of key studies of creativity, with the emphasis on the dynamic, bisociative, gestalt, cognitive, psychometric, biometric, socio-psychological and systemic interpretation of creativity. Analysis of the theories focused on the creative process, motivation and personality of the artist. Consideration of principles of relational and group creativity, methodological dilemmas and questions.		
Recommended Literature: Mandic, T. and Ristic, I. (2014). <i>Psihologija kreativnosti</i> . Belgrade: Institute for theatre, film and television Ristic, I. (2010). <i>Pocetak i kraj kreativnog procesa</i> . Belgrade: Hop.La! Skorc, B. (2012) <i>Kreativnost u interakciji</i> . Belgrade: Mostart Sternberg, R. J. (2005). <i>Handbook of creativity</i> . New York: Cambridge Univ. Press. Runco, M.A., Pritzker, S.R (1999) <i>Encyclopedia of Creativity</i> . San Diego: Academic Press		
No. of active teaching classes: 4	Lectures: 2	Study Research: 2
Teaching methods: Lectures, discussions, workshops, seminars, demonstrations of visiting experts, research projects. The prevailing mode within the lectures is a dialogue, which involves the active participation of students in conversations on topics that are subject of review. Interactivity in the work on the subject is achieved through the participation of students in the workshops.		
Mark (max. no. of points 100): In order to take the exam, students have to attend the classes regularly and actively participate in them and prepare a pre-exam overview paper in the selected topic. For the exam, students prepare and perform research in selected field which is presented in the form of reports, followed by discussion within the group and the oral defense of the exam paper. The mark is derived from scoring students' involvement in the lectures (participation, discussions and workshops), pre-exam overview paper and evaluation of achievements within the exam research. Pre-exam obligations (30 points): attendance – 10 points, activity during the course – 20 points; Exam obligations (70 points): the quality of the research paper 50 points, oral defense 20 points		

Course title: Work on Doctoral Research: Cultural Management and Cultural Policy		
Lecturer(s): PhD Dragicevic Sesis, D. Milena, tenured professor; PhD Nikolic M. Mirjana, tenured professor; PhD Dakovic M. Nevena, tenured professor; PhD Vuksanovic Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski Enisa, tenured professor; PhD Medenica Ivan, tenured professor; PhD Martinoli, M. Ana, associate professor; PhD Radulovic Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 15		
Condition: Attending the third year of doctoral studies		
Goal of the course is a written systematization of the results of theoretical and empirical research that will form a PhD thesis.		
Outcome of the course: Students conduct research and partially integrate them into the required structure of the PhD thesis. The ultimate outcome of this paper is to complete the text in the text of the PhD thesis which is submitted to the mentor and discussed and whose suggestions serve for correcting it.		
Content of the course: Work on the research and PhD thesis writing.		
Recommended Literature: Literature in accordance with the candidates' PhD thesis topic.		
No. of active teaching classes: 10	Lectures: /	Study Research: 10
Teaching methods: consultations		
Mark (max. no. of points 100): Exam obligation: Work on doctoral research and forming it in the text of the PhD thesis – up to 100 points.		

Course title: Work on Doctoral Research: Contemporary Media Management		
Lecturer(s): PhD Dragicevic Sesis, D. Milena, tenured professor; PhD Nikolic M. Mirjana, tenured professor; PhD Dakovic M. Nevena, tenured professor; PhD Vuksanovic Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski Enisa, tenured professor; PhD Medenica Ivan, tenured professor; PhD Martinoli, M. Ana, associate professor; PhD Radulovic Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 15		
Condition: Attending the third year of doctoral studies		
Goal of the course is a written systematization of the results of theoretical and empirical research that will form a PhD thesis.		
Outcome of the course: Students conduct research and partially integrate them into the required structure of the PhD thesis. The ultimate outcome of this paper is to complete the text in the text of the PhD thesis which is submitted to the mentor and discussed and whose suggestions serve for correcting it.		
Content of the course: Work on the research and PhD thesis writing.		
Recommended Literature: Literature in accordance with the candidates' PhD thesis topic.		
No. of active teaching classes: 10	Lectures: /	Study Research: 10
Teaching methods: consultations		
Mark (max. no. of points 100): Exam obligation: Work on doctoral research and forming it in the text of the PhD thesis – up to 100 points.		

Course title: Work on Doctoral Research: Contemporary Theatre Management		
Lecturer(s): PhD Dragicevic Sesis, D. Milena, tenured professor; PhD Nikolic M. Mirjana, tenured professor; PhD Dakovic M. Nevena, tenured professor; PhD Vuksanovic Divna, tenured professor; PhD Djukic, G. Vesna, tenured professor; PhD Uspenski Enisa, tenured professor; PhD Medenica Ivan, tenured professor; PhD Martinoli, M. Ana, associate professor; PhD Radulovic Ksenija, assistant professor; PhD Rogac Mijatovic, B. Ljiljana, senior research associate		
Status of the course: Elective		
Number of ECTS: 15		
Condition: Attending the third year of doctoral studies		
Goal of the course is a written systematization of the results of theoretical and empirical research that will form a PhD thesis.		
Outcome of the course: Students conduct research and partially integrate them into the required structure of the PhD thesis. The ultimate outcome of this paper is to complete the text in the text of the PhD thesis which is submitted to the mentor and discussed and whose suggestions serve for correcting it.		
Content of the course: Work on the research and PhD thesis writing.		
Recommended Literature: Literature in accordance with the candidates' PhD thesis topic.		
No. of active teaching classes: 10	Lectures: /	Study Research: 10
Teaching methods: consultations		
Mark (max. no. of points 100): Exam obligation: Work on doctoral research and forming it in the text of the PhD thesis – up to 100 points.		

Course title: Rhetoric			
Lecturer: PhD Mrkic Popovic, Ljiljana			
Status of the course: Elective			
Number of ECTS: 5			
Condition: Attending the required year and semester of doctoral studies			
Goal of the course is to introduce PhD students with the basic theories of rhetoric and enable them for their own speech expression.			
Outcome of the course Student should show that they adopted the knowledge about the theory of rhetoric and that they mastered the technique of the speech unit formation.			
Content of the course <i>Lectures:</i> Lectures and discussions refer students to analyze the relationship between theory and speech and introduce them to the structure of a written unit. <i>Workshops</i> Practical exercises enable the students to prepare a concrete text for pronunciation and mastering the basic forms of communication and rhetorical cycles.			
Recommended Literature: Branislav Nusic, Retorika, Belgrade, 1986 Ivanka V. Veselinov, Retorika Jovana Sterije Popovica, Zbornik istorije knjizevnosti, book 9, Belgrade, 1974 Ljubomir Tadic, Retorika, Belgrade, 1995 Obrad Stanojevic, Sima Avramovic, ARS RHETORICA, Belgrade, 2002 Besede, izbor iz svetskog besednistva, Kultura, Belgrade, 1967 Sreten Petrovic, Retorika, Belgrade, 2002 Ivan Ivanji, Vestina govornistva Novi Sad, 1953 Olivier Reboul, Introduction a la rhetorique, PUF, 1991			
No. of active teaching classes: 2		Lectures: 2	Workshops: /
Teaching methods: The prevailing mode/acquisition of knowledge is a dialogue or method of interaction between lecturers and students. The interactivity in work is achieved through the participation of students in exercises and workshops, which are organized as a form of teaching.			
Mark (max. no. of points 100):			
Pre-exam obligations	60 points	Final exam	40 points
Activity during the course	30	written exam	40
Workshops		oral exam	
Colloquium/colloquia		
Pre-exam obligations	30		

Course title: Contemporary Media Management 1		
Lecturer(s) (last name, avonymic, first name): PhD Nikolic, M. Mirjana, tenured professor; PhD Martinoli, A. Ana, associate professor		
Status of the course: Compulsory		
Number of ECTS: 8		
Condition: Attending the first year of doctoral studies		
Goal of the course is to provide students with complex comparative and theoretical knowledge in the field of contemporary media management. In this way, they will be able not only to understand but also to actively use the most current domestic and foreign literature on the foundations that will run a derive new, authentic and research-based findings.		
Outcome of the course: Based on the acquired knowledge students should be prepared to theoretically and empirically engage in a variety of research areas in the field of media management and communications in general. Based on the quality and well established media studies, visual, spoken and written communication, knowledge about general trends, new technologies and newest management strategies, students should be prepared to draw authentic conclusions and new theories.		
Content of the course: The course deals with the most current topics of traditional and new media management. In a specific way, this course follows the Contemporary media management and is composed of constant and variable part. The constant part is the sum of methodical units that are studied in order to provide students with knowledge in the field of production and media management. The constant part of the course Theories of media management. The role and position of managers in the organizational structure of the media. Basic functions and levels of media management. Factors of influence on media management - internal and external. Management of the printed media. Management of electronic media, new media management. Management of traditional and new media content. The challenges of contemporary media management. The variable part is changed every year, with the tendency to follow the most current media and manager trends. At the same time there is a tendency for students to engage in the implementation of joint research projects.		
Recommended Literature: Veljanovski, Rade: <i>Javni rtv servis u sluzbi gradjana</i> , CLIO, Belgrade, 2006 PhD Maricic, Nikola: <i>Menadzment radija</i> , RTS - Radio Belgrade and the Institute of FDA, Belgrade, 2007 Pringle, Peter K, Starr, Michael F. and McCavitt, William E: <i>Electronic media management</i> , Focal Press, Boston, London, 1991; Küng, L. <i>Strategic management in the media</i> . Sage, 2008 Henry, Jane: <i>Creative management</i> , The Open University business school, Sage Publications, London, Thousand Oaks, Milton Keynes, 2001; Marcus, Norman, <i>Broadcast and Cable Management</i> , Englewood, N: Prentice-Hall, Inc., 1986) Byrnes, William, <i>Management and the Arts</i> , CLIO, Belgrade, 2009		
No. of active teaching classes: 5	Lectures: 2	Study Research: 3
Teaching methods: lectures, discussions and debates, analysis of practical examples, interactive relation between lecturers and students in consultation in the exchange of opinions		
Mark (max. no. of points 100): Pre-exam obligations: Activity during the course and contribution in discussions 10 points; Pre-exam obligation up to 16 pages (30,000 characters) 60 points and Oral exam: 40 points		

Course title: Contemporary Media Management 2		
Lecturer(s) (last name, avonymic, first name): PhD Nikolic, M. Mirjana, tenured professor; PhD Martinoli, A. Ana, associate professor		
Status of the course: Compulsory		
Number of ECTS: 20		
Condition: Attending the second year of doctoral studies and fulfilled exam obligations in Contemporary Media Management 1		
Goal of the course: The goal of the course is to introduce students to methods and techniques of media analysis/the principles of its creation - construction and then deconstruction. Media content is problematized from the aspects of: the creators of media messages, media owners (public/ private/civil ownership), the holder of political power, the public, and public opinion, market and advertisers...		
Outcome of the course: Having passed the exam, students mastered the tools (methods and techniques) for analyzing media content and, to some extent, can perform research on which competently draw conclusions about the effects of media activities, forms of propaganda and manipulative action, possible forms of use and abuse.		
Content of the course: Defining the basic concepts. Types of media content analysis. Theoretical aspects of media content analysis: media representation, representation of the other, feminist studies, structuralism, post-modern theory, deconstructionism ... Basic research unit - what and how to analyze. Topic as the unit of analysis, the combination of topic and title, analysis of media images - shows, opinion survey. Qualitative and quantitative analysis. Advertising analysis - analysis of commercial and non-paid media ads. Analysis of media images. Qualitative content analysis: analysis of sponsored campaigns analysis of sponsorships, donations analysis, event analysis, competitive analysis, benchmarking analysis, authorship analysis, explicit messages analysis, public performance analysis, analysis of different events - sports, political, entertainment ...; Analysis of the presence of the sponsor's logo and patrons. Monitoring - Evaluation. Media literacy as an assumption of analysis of media content. Criticism as a professional evaluation of media content.		
Recommended Literature: Milivojevic, S: Ideoloski efekti medija, Belgrade, Rec, 2002 Henry, Jane: <i>Creative management</i> , The Open University business school, Sage Publications, London, Thousand Oaks, Milton Keynes, 2001; Matic, Jovanka, Socioloska istrazivanja vesti, Gledista: Javnost i manipulacija – sociologija vesti, Belgrade. 1993, pp. 5 – 15 Pringle, Peter K, Starr, Michael F. and McCavitt, William E: <i>Electronic media management</i> , Focal Press, Boston, London, 1991; Bell Allan and Peter Garrett ed. (1999). <i>Approaches to Media Discourse</i> . Oxford: Blackwell Publishers		
No. of active teaching classes: 14	Lectures: 4	Study Research: 10
Teaching methods: topic-based discussions and debates or in accordance with recommended literature, <i>Ex-cathedra</i> lectures, the project of an independent research, individual consultations		
Mark (max. no. of points 100): Pre-exam obligations: 10 points activity during the discussions and debates; pre-exam paper up to 16 pages (30,000 characters) 40 points and Oral exam - presentation and oral defense of the pre-exam paper 50 points		

Course title: Contemporary Theatre Management 1		
Lecturer(s) (last name, avonymic, first name): PhD Colic Biljanovski, D. Dragana, tenured professor; PhD Ristic D. Maja, associate professor		
Status of the course: Compulsory		
Number of ECTS: 8		
Condition: Attending the first year of doctoral studies in accordance with the Law, Statute of University of Arts and Statute of FDA		
Goal of the course: Providing the students with the necessary theoretical knowledge and train them to use the appropriate methods and techniques in the analysis of issues of interest for the development of science theatre.		
Outcome of the course: Based on the acquired knowledge students should independently carry out interdisciplinary empirical research (collecting relevant information on theatre organization, analyze them, define the key issues) and by using the appropriate methods determine possible ways of describing, classifying and overcoming the issues.		
Content of the course: The current status of the monitored theatre institution will be described by relying on various scientific disciplines (management theory, theatre economics, cultural studies...) through the study of the structure and scope of specific theatre repertoires, their organizational structures and processes that are going on, and available staff, financial and material resources. The projected state to which the organization is to be transferred is based on the findings and contains the plan for the implementation of the changes in the project.		
Recommended Literature: Klaic, D. Reform or transition: The future of the repertory theatre in Central and Eastern Europe. New York: Open Society Institute. 1997 Conte M. D., Langley, S. Theatre Management, 2007 Duncan M. Webb. Running Theatres, Allworth Press (January 1, 2005) Mandzuka Muzdeka, Danka, Projektna organizacija u pozoristu, FDA and OMEGA PLUS, Belgrade, 2000 Colic Biljanovski, Dragana, Sanjari srpskog nacionalnog teatra, National Theatre in Belgrade, Belgrade, 2005 Sailovis, Sasa, Novi oblici organizovanja i finansiranja institucionalnog pozorista u skladu sa principima projektnog menadzmenta na primeru pozorisnog sistema Beograda, MGR thesis, FDA, Belgrade, 2004 Darko Lukic: Produkcija i marketing scenskih umjetnosti. Hrvatski centar ITI-UNESCO, Zagreb, 2006 Darko Lukc: Kazaliste, kultura, tranzicija. Hrvatski centar ITI, Zagreb, 2011 Aleksandra Brakus: Stratesko pozicioniranje pozorista na trzistu kulturnih usluga Srbije. PhD thesis FDA, Belgrade, 2013 Dusan Stojakovic: Internet marketing beogradskih pozorista u funkciji animiranja publike. PhD thesis FDA, Belgrade, 2013 Maja Ristic: Publika mjuzikla. Zaduzbina Andrejevic, Belgrade, 2014 Darko Lukic: Uvod u antropologiju isvedbe (Kome treba kazelist?). Leykam international d.o.o., Zagreb, 2015		
No. of active teaching classes: 5	Lectures: 2	Study Research: 3
Teaching methods: lectures, debate and discussions, the analysis of specific practical examples, group classes and workshops, personalized relation of lecturers and students, with frequent consultations and exchange of opinions, pre-exam paper up to 16 pages (30,000 characters)		
Mark (max. no. of points 100): Pre-exam obligations: pre-exam paper, quality and success of its presentation, discussion in the workshops and activity during discussions and debates – 70 points and Oral exam 30 points		

Course title: Contemporary Theatre Management 2		
Lecturer(s) (last name, avonymic, first name): PhD Colic Biljanovski, D. Dragana, tenured professor; PhD Ristic D. Maja, associate professor		
Status of the course: Elective		
Number of ECTS: 20		
Condition: Fulfilled exam obligations in Contemporary Theatre Management 1		
Goal of the course: To introduce students to the method of modeling and basic theoretical directions of its development, with special emphasis on modeling theatre organizations as interdisciplinary systems.		
Outcome of the course: Based on the acquired knowledge students should independently model theatre systems with special emphasis on their future, taking into account their interdisciplinary and historical heritage.		
Content of the course: Identification of the essential elements of theatre models in Serbia and abroad, and their presentation; cultural conditionality of models; detection of principles that influence the properties of the specific model; transformation of contemporary theatre models and effects on creativity and creators. Development of possible variants and modeling of future theatre systems.		
Recommended Literature: Klaic, D. (1997b). Performing Arts in Hungary: Transition Issues. Blue report 5. Amsterdam: Theatre Instituut Nederland. Theatre Festivals. Celebration of Cultural Diversity, edited by Wolfgang Schneider and Ivica Simic, The ASSITEJ yearbook 2008-9, ASSITEJ International, Zagreb 2009 (ISBN 978 953 7208 1 Goodman, LP and Goodman, RA, Theatre as a temporary system, California Management Review (1972), Vol. 15, Poggi, Jack, Theatre in America; the impact of economic forces, 1870-1967. Ithaca, N.Y., Cornell University Press [1968] Aleksandra Brakus: Stratesko pozocioniranje pozorista na trzistu kulturnih usluga Srbije. PhD thesis FDA, Belgrade, 2013 Dusan Stojakovic: Internet marketing u funkciji animiranja publike. PhD thesis FDA, Beograd, 2013 PhD Maja Ristic: Publika mjuzikla.Zaduzbina Andrejevic, Belgrade, 2014		
No. of active teaching classes: 14	Lectures: 4	Study Research: 10
Teaching methods: lectures, debate and discussions, the analysis of specific practical examples, group classes and workshops, personalized relation of lecturers and students, with frequent consultations and exchange of opinions, pre-exam paper up to 16 pages (30,000 characters)		
Mark (max. no. of points 100): Pre-exam obligations 70 points: - quality and success in the preparation and presentation of pre-exam paper 40, - participation in workshops 20 and - activity during lectures and debates 10 points Oral exam 30 points		

Course title: Theories of Cultural Management and Cultural Policy		
Lecturer(s) (last name, avonymic, first name): PhD Sestic Dragicevic D. Milena, tenured professor; Djukic, G. Vesna, tenured professor; PhD Rogac Mijatovic B. Ljiljana, senior research associate, PhD Copic Vesna, assistant professor – visiting professor		
Status of the course: Compulsory		
Number of ECTS: 14		
Condition: Attending the first year of studies in accordance with the Law, Statute of University of Arts and Statute of FDA		
Goal of the course is to introduce students to the achievements of modern scientific thought in the field of cultural management and cultural policy, to draw attention to the importance of research, analytical, interpretative and conceptual approach to solving manager and organizational problems in the macro, meso and micro-system of culture at the national and international level.		
Outcome of the course: Students are trained for theoretical and analytical thinking, independent scientific research and critical reflection on the cultural system, the role of government and all other participants involved in the formation of cultural policy and cultural development, and for the study of organizational forms through which cultural and artistic practice is implemented. They mastered the key scientific theories in this interdisciplinary field of social sciences and humanities; developed a problem, analytical and critical thinking, awareness of ethical issues in decision-making in culture, they are capable of understanding and redefining cultural development and cultural practices; they are ready to consider and make recommendations to decision-makers in the reform of the cultural system of public, civil and private sectors, at all levels. In a justified, analytical, critical-operative and innovative way, they can reflect on the practical problems of management and production of art and cultural policy, and contribute to the further development of theory and practice in this area.		
Content of the course: 1-3. Contemporary scientific theories of cultural management and cultural policy (Bendixen, Benet, Devero, Griffin, Hahort, Hartley, Ficgibon, McGigan); 4-6. Theory of globalization: cultural change, globalization, transcultural flows, creative capital, knowledge-based society, the new cosmopolitanism, the economy of experiences (Appadurai, Meinhof, Howkins Anhajer, Isar); 7-9. The meaning and purpose of cultural management - the distinction of cultural management and business management; profit and profit management in culture (Voegen, Dragojevic, Dragicevic, Bereson); 10-11. Theoretical basis of cultural policy: the object and purpose of cultural policy as a scientific discipline; 12-15. Review of theoretical sources, key theories and concepts (public policy, governing, territory driven cultural policy, cultural policy based on facts, value based cultural policy); socio-political and economic context of contemporary cultural policies; 16-18. Management systems, culture and art (macro, meso, and micro level), socio-political context; analysis of the situation and key issues management culture in transition; 19-21. Management and innovative production models in contemporary culture; conceptualization of new organizational model (purpose, program/repertoire policy, curatorial practice); Institutional memory - corporate memory; 22-24. Organizational culture (evaluation, criteria and indicators); innovative organizations: selected case studies; types of leadership in the management of the arts; 25-30. Critical analysis of the theory and practice of contemporary cultural policy in Serbia, Europe and the world: the principles of contemporary cultural policies; strategic dilemmas and balancing operation in the field of cultural policy; models and instruments of cultural policy; cultural policy strategy; evaluation of cultural policies - methods and indicators.		
Recommended Literature:		
<ol style="list-style-type: none"> 1. Dragicevic Sestic, Milena i Dragojevic, Sanjin. Menadzment umetnosti u turbulentnim okolnostima, CLIO, Belgrade, 2005 2. Vesna Djukic, Drzava i kultura, Studije savremene kulturne politike, Faculty of Dramatic Arts, Belgrade, 2012 3. Anheier, H. K. and Isar, Y. R, (eds.) Cultures and Globalization: Cultural Expression, Creativity and Innovation, Sage 2010 4. Deveraux, C., Griphin, M., Narrative, Identity and the Map of Cultural Policy, Asgate, Farnham, 2013 5. Voegen, H. Ed. What makes sense? Cultural Management and the Question of Values, ENCATC, Brussels, 2005 6. Vesna Djukic Dojcinovic, Tranzicione konfuzije i dileme - sedam godina kasnije, Nova Srpska politicka misao, Belgrade, special edition, 1/2008, pp. 57-67. 7. Fitzgibbon Mariane: Managing innovation in the arts: preserving environmental uncertainty, International journal in Art management, VOLUME 3 - n° 3, 2002 8. Megil Kenet, Korporativna memorija, National Library of Serbia, Belgrade 2007 9. Parker Martin. Organizational Culture and Identity, Sage publications, London, 2000 10. Taylor Brandon, Art for the Nation, exhibitions and the London Public, 1747 – 2001 11. Bendixen, Peter, Cultural Management (Krakow), n. 1/2008, n. 2/ 2010 		
No. of active teaching classes: 6	Lectures: 3	Study Research: 2
Teaching methods: interactive lectures, independent student research, presentation of research results, discussion and debates		
Mark (max. no. of points 100): Pre-exam obligations 50 points (Independent research 30, Oral presentation and discussion on the research results 20), Final exam 50, Written theoretical paper 50 points		

Table 5.1 Specification of courses in the study program of doctoral studies

Course title: Introduction to Theatre and Performance Studies a		
Lecturer(s) (last name, avonymic, first name): PhD Medenica T. Ivan, tenured professor; PhD Romcevic B. Nebojsa, tenured professor; PhD Radulovic Dj. Ksenija, assistant professor		
Status of the course: Elective		
Number of ECTS: 10		
Condition: To pass the entrance exam for doctoral studies enrollment		
Goal of the course: Studying the widest theoretical and methodological fields of two adjacent sciences (the study of theatre and performance studies) by examining their differences and points of intersection, and learning about their history. Theoretical analysis of their main concepts: theatre, staging, performance... - with a short preview of the cultural-historical development of these concepts. Introduction and practice of different approaches to the analysis of the phenomenon of theatre and performing: (performance analysis) and historiographical approach (theatre historiography). Pointing to the "marginal phenomena" outside the framework of the theatre and the performing arts - primarily cultural performances. The starting point of this introduction to these two scientific disciplines is the dialectical approach of Erika Fischer-Lichte (The Routledge Introduction to Theatre and Performance Studies) who follows the development of German theatre studies from the moment when they become separated from the study of drama (the work of Max Herman from the 20s of the 20th century), and the Anglo-American Studies performance studies as founded by Richard Schechner during the 60s of the 20th century, and emphasizes their specificity, but often neglected overlapping intersections.		
Outcome of the course: Enabling students to understand the main theoretical and methodological settings of theatre and performance studies, to confidently use their conceptual apparatus (which is often subject to confusion even in the global context, and especially in our context), and to apply the methods of analysis inherent to these disciplines : performance analysis and historiographical analysis. The important thing is to develop a balanced and critical approach to the topic, understand and accept the overlap between these disciplines and avoid dogmatization. This approach allows to contextualize the main trends in national theatre and performance studies, and to connect them mutually and with their sources in the world science.		
Content of the course:		
<ul style="list-style-type: none"> - The concept of the theatre - The concept of performance - Origins and history of theatre studies discipline - Origin and history of performance studies - Theory and techniques of these disciplines (semiology, phenomenology, anthropology, ...) - The analysis of the performance - Theatre historiography - historiographical analysis of a performance - Intercultural nature of theatre and performance - Performative turn in the arts/intermediality and hybridization - Cultural performance 		
Recommended Literature:		
<ol style="list-style-type: none"> 1. Erika Fischer-Lichte, <i>The Routledge Introduction to Theatre and Performance Studies</i>, Routledge 2014 2. Erika Fischer-Lichte, <i>The Transformative Power of Performance</i>, Routledge 2008 3. Janelle Reinelt, <i>The Grammar of Politics and Performance</i>, University of Arts, Belgrade, 2012 4. Aleksandra Jovicevic i Ana Vujanovic, <i>Uvod u studije performansa</i>, Fabrika knjiga, Belgrade 2006 5. Richard Schecner, <i>Ka postmodernom pozoristu</i>, FDA/ institute for theatre, film, radio and television, 1992 		
No. of active teaching classes: 4	Lectures: 2	Study Research: 2
Teaching methods: Lectures, discussions, watching performances on CD or "live" performances, the application of the adequate methods of analysis on those "case studies": analyses of performance or historiographical analyses.		
Mark (max. no. of points 100):		
Pre-exam obligations: attendance 20		
Pre-exam paper with the theoretical topic (1 st semester) 40, Pre-exam paper; performance analysis (2 nd semseter) 40 points		

Course title: Introduction to Popular Culture Studies a		
Lecturer(s) (last name, avonymic, first name): Jankovic S. Aleksandar, associate professor		
Status of the course: Elective		
Number of ECTS: 10		
Condition: Attending the second year of studies		
Goal of the course The goal of the course is to provide students with an insight into the various theories of popular culture dating from the late 19 th century, and attempt to discover the relation of popular culture and ideology, but also the connections between popular culture and the practice of so-called. high arts. With this in mind, the goal is to enable the practical involvement of students in the theoretical studies of popular culture and the arts.		
Outcome of the course Upon course completion, students are expected to be able to apply different methods of theoretical and critical interpretation and the interpretation of the phenomena in the field of popular culture, and present them in terms of critically postulated scientific text, as well as to be able to verbally problematize the phenomena of popular visual culture practice.		
Content of the course: Lectures Defining the basic concepts of high and low culture, diachronic and synchronic following of the comprehensive phenomenon of popular culture. The course introduces students to historical trends and contemporary aspirations, from the theories of Frankfurt School (Adorno, Horkheimer) via Rozaki to Catherine Pickstock, Dominic Strinati, John Fisk, Grillo Marcus: as well as pop cultural practices. Examples, inserts		
Recommended Literature: 1. Jankovic, Aleksandar, 2011 Dug i krivudav put (PhD thesis "Bitlsi kao kulturni artefakt"), second edition (first in 2009); Belgrade: Red Boks. 2. Marcus, Greil, <i>Mystery Train</i> . Penguin Books, London, 1991 3. Kovacevic, Ivan. <i>Urbani Rituali</i> . Kultura, Belgrade, 1982 4. Core, Phillip. <i>Camp: The Lie That Tells The Truth</i> , Rende, Belgrade, 2003 5. Wilde, Oscar. <i>The Decay Of Lying</i> . Paideia, 2000, Belgrade 6. Milena Dragicevic-Sesic. <i>Neofolk kultura: publika i njene zvezde</i> . Novi Sad: 1994 7. Fiske, John. <i>Understanding Popular Culture</i> , CLIO, Belgrade, 2001 8. Dakovic, Nevena. <i>Melodrama nije zanr</i> . Prometej Novi Sad 1999 9. Jovanov, Svetislav. <i>Recnik Postmoderne</i> . Geopoetika, Belgrade, 1999		
No. of active teaching classes: 4	Lectures: 2	Study Research: 2
Teaching methods: Lectures, discussions, watching performances on CD or "live" performances, the application of the adequate methods of analysis on those "case studies": analyses of performance or historiographical analyses.		
Mark (max. no. of points 100): Pre-exam obligations: attendance 20 Pre-exam paper with the theoretical topic (1 st semester) 40, Pre-exam paper; performance analysis (2 nd semseter) 40 points		

Course title: Introduction to Film and Screen Media Studies a		
Lecturer(s): PhD Nevena M. Dakovic, tenured professor; PhD Aleksandra Milovanovic, assistant professor		
Status of the course: Elective		
Number of ECTS: 10		
Condition: Attending the first year of studies		
Goal of the course: The goal of the course is to present different theories, interpretative frameworks of film and screen media studies, as mainly divided into textual and political-economic optics, but also wider social and humanistic perspective.		
Outcome of the course: Upon course completion, students are expected to: <ul style="list-style-type: none"> - to master basic theoretical interpretative frameworks and consequent methods of analysis - to master scientific essay writing technique - to be capable of verbal problematization - Students should build awareness of the associated formal structural features of the text and context allowing dual interpretive movement: text analysis in the context and the reconstruction of context, starting from the formal features of the text. 		
Content of the course: <p>Film and screen media studies based on visual presentations, and narrative structures are designed as part of the widest interdisciplinary field of cultural studies. Text is in fact every artistic, cultural and civilization artifact/construct. Analysis of interpretative frameworks, starts from Russian formalists (1-2), via structuralism and poststructuralism (3-5) goes to narratology (6-7), and the deconstruction and neocognitivism (8-10), and transtextuality and transmediality and palimpsest and (11-13) as well as and the theory of the visual representation (14-15). The group of general interpretive approach involves: theories of representation and identity construction (14-15), philosophy and ontology of screen texts (16-17) Psychoanalytical theories and theories of gender identity (18-21), ideology, politics and hegemony (22-23), neo-colonial theories (24-25). A group of lectures is dedicated to student papers, analyses and exercises (26-30).</p>		
Recommended Literature: <ol style="list-style-type: none"> 1. Bordwell, David, On the History of Film Style (Harvard UP: 1997) 2. Chateau, Dominique: Cinema et philosophie, (Paris: Nathan, 2003) 3. Fuery, Patrick.: New Developments in Film Theory. (NY: St. Martins Press, 2000) 4. Harries, Dan. The New Media Book (BFI:2002) 5. George P. Landow. Hypertext3.0: Critical tehory and New Media in an era of Globalisation (Baltimor: John Hopkins UP: 2006) 6. Dakovic, Nevena. Studije filma: ogledi o filmskim tesktovima sećanja. Belgrade, FDA: 2014 7. Friedberg, Anne. The Virtual Window: from Alberti to Microsoft, MIT: 2006 		
No. of active teaching classes: 4	Lectures: 2	Study Paper: 2
Teaching methods: lectures, preparations of short student presentations, pre-exam paper		
Mark (max. no. of points 100): <p>For the exam student submits a pre-exam paper (up to 5,000 words). The paper is defended orally. Student acquires maximum of 100 points based on all obligations. Pre-exam obligations are worth 40 points, and exam ones 60. The mark includes:</p> <p>Pre-exam obligations:</p> <p>regular attendance 10 points</p> <p>participation during lectures 30 points</p> <p>Final exam:</p> <p>a written exam paper 50 points</p> <p>oral exam 10 points</p>		
Evaluation of knowledge may be different (written and oral exams, project presentations, pre-exam papers, etc...		

Course title: Introduction to Film and Screen Media Studies a		
Lecturer(s): PhD Vuksanovic, Divna tenured professor; PhD Ilic Vlatko, assistant professor		
Status of the course: Elective		
Number of ECTS: 5		
Condition: Attending doctoral studies		
Goal of the course The main goal of the course is to introduce students into the problems of the philosophy of the media, as well as the possibilities of combining different texts of art and media, their creative and critical intervention and adequate interpretation in the problem key.		
Outcome of the course Upon course completion and fulfilled pre-exam and exam obligations in Philosophy of the media, students are capable of theoretical-critical reflection on the phenomenon called "media culture", they are enabled to analyze, problematize and synthesize them in those theoretical discourses that establish new forms of creative, critical and alternative thinking about media phenomena and their relation with the dramatic arts, culture and the contemporary world.		
Content of the course <i>Lectures:</i> Course contents are ontological, phenomenological and critical analyses of different theories and practices of contemporary media culture. The course will be realized through the following three thematic and problem fields: (1) Introduction: What is "philosophy of the media", what is it based on, what are its "contents" and "subject" of research, which methodological approaches are adequate for this subject, what are its limits, as well as theoretical or practical opportunities; (2) Introduction of certain theoretical starting points and models that can be a constituent for the design of a contemporary philosophy of the media (Adorno and Horkheimer, McLuhan, Anders, Baudrillard, Virilio, Manovich, Taylor and Saarinen, ...); (3) Analysis and critique of contemporary media phenomena, techno-culture and influences of the so-called. new, alternative and radical media, and the concept and practice of multimedia. <i>Workshops:</i> The practical part of the course will be carried out within the mentor-guided research projects of students (in the form of video author works or essays on "Media phenomena"), whose presentations are part of the exam obligations of the students.		
Recommended Literature Divna Vuksanovic, Filozofija medija I: ontologija, estetika, kritika, Institute for Theatre, film and television FDA – Cigoja stampa, Belgrade 2007 Divna Vuksanović=c, Filozofija medija II: ontologija, estetika, kritika, – Institute for Theatre, film and television FDA Cigoja stampa, Belgrade 2011 Vlatko Ilic, "Kako pišemo Umjetnost?", Filozofija i mediji, Juric, H., Alic, S. (editors), Hrvatsko filozofsko drustvo, Zagreb 2014, pp. 407-420. "Filozofija medija", Kultura no. 133, Culture Development Institute, Belgrade 2011 <i>Books or texts chosen by students</i>		
No. of active teaching classes: 4	Lectures: 2	Study Paper: 2
Teaching methods: The prevailing mode/acquisition of knowledge is a method of dialogue, which includes maieutic abilities of the lecturer on one side, and the active participation of students in conversations that are subject to review, on the other. Furthermore, interactivity in the work on the subject is achieved through conversations about research projects/students' papers.		
Mark (max. no. of points 100): Pre-exam obligations include regular attendance and active participation in the dialogue during lectures (10 + 30 points, while the final exam includes presentations of student research papers and oral presentations in which students demonstrate the application of acquired knowledge and skills in interpreting and establishing a problem-critical attitude towards the selected references (30 + 30 points).		

Course title: The Philosophy of the Media		
Lecturer(s): PhD Vuksanovic, Divna tenured professor; PhD Ilic Vlatko, assistant professor		
Status of the course: Elective		
Number of ECTS: 5		
Condition: Attending doctoral studies at FDA		
Goal of the course The main goal of the course is to introduce students into the problems of the philosophy of the media, as well as the possibilities of combining different texts of art and media, their creative and critical intervention and adequate interpretation in the problem key.		
Outcome of the course Upon course completion and fulfilled pre-exam and exam obligations in Philosophy of the media, students are capable of theoretical-critical reflection on the phenomenon called "media culture", they are enabled to analyze, problematize and synthesize them in those theoretical discourses that establish new forms of creative, critical and alternative thinking about media phenomena and their relation with the dramatic arts, culture and the contemporary world.		
Content of the course <i>Lectures:</i> Course contents are ontological, phenomenological and critical analyses of different theories and practices of contemporary media culture. The course will be realized through the following three thematic and problem fields: (1) Introduction: What is "philosophy of the media", what is it based on, what are its "contents" and "subject" of research, which methodological approaches are adequate for this subject, what are its limits, as well as theoretical or practical opportunities; (2) Introduction of certain theoretical starting points and models that can be a constituent for the design of a contemporary philosophy of the media (Adorno and Horkheimer, McLuhan, Anders, Baudrillard, Virilio, Manovich, Taylor and Saarinen, ...); (3) Analysis and critique of contemporary media phenomena, techno-culture and influences of the so-called. new, alternative and radical media, and the concept and practice of multimedia. <i>Workshops:</i> The practical part of the course will be carried out within the mentor-guided research projects of students (in the form of video author works or essays on "Media phenomena"), whose presentations are part of the exam obligations of the students.		
Recommended Literature Divna Vuksanovic, Filozofija medija I: ontologija, estetika, kritika, Institute for Theatre, film and television FDA – Cigoja stampa, Belgrade 2007 Divna Vuksanović=c, Filozofija medija II: ontologija, estetika, kritika, – Institute for Theatre, film and television FDA Cigoja stampa, Belgrade 2011 Vlatko Ilic, "Kako pišemo Umjetnost?", Filozofija i mediji, Juric, H., Alic, S. (editors), Hrvatsko filozofsko drustvo, Zagreb 2014, pp. 407-420. "Filozofija medija", Kultura no. 133, Culture Development Institute, Belgrade 2011 <i>Books or texts chosen by students</i>		
No. of active teaching classes: 4	Lectures: 2	Study Paper: 2
Teaching methods: The prevailing mode/acquisition of knowledge is a method of dialogue, which includes maieutic abilities of the lecturer on one side, and the active participation of students in conversations that are subject to review, on the other. Furthermore, interactivity in the work on the subject is achieved through conversations about research projects/students' papers.		
Mark (max. no. of points 100): Pre-exam obligations include regular attendance and active participation in the dialogue during lectures (10 + 30 points) while the final exam includes presentations of student research papers and oral presentations in which students demonstrate the application of acquired knowledge and skills in interpreting and establishing problem and critical attitude towards the selected references (30 + 30 points).		