



**UNIVERSITETI I EJL**  
**ЈНЕ УНИВЕРЗИТЕТ**  
**SEE UNIVERSITY**

## **FACULTY**

**OF LANGUAGES, CULTURES AND COMMUNICATIONS**

## **STUDY PROGRAMME FOR POSTGRADUATE STUDIES**

**(Master of Arts)**

**NAME OF THE PROGRAMMES  
IN COMMUNICATIONS FIELD :**

- **Media Studies**
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## GENERAL DESCRIPTION

Second- cycle programme in Communications Studies at the Faculty of languages, Cultures and Communications will help students acquire skills, knowledge and competencies in the communications field. Communications-related positions are currently on the increase and this trend is expected to continue in future. Through the programmes offered, SEE-University is likely to become a leading centre in creating professional teaching staff in Communications Sciences field in the region of South-Eastern Europe. The programme covers both professional and academic aspects with a possibility of focusing on separate one by giving students the opportunity to select the programme and its courses.

### I. LEARNING OUTCOMES

The skills students will acquire through this programme include behavioral skills (both intellectual and transferable) and technical skills (practical and knowledge-based). According to the selected programme, students will gain the following skills and employment prospects:

#### Media Studies

*The graduate will be able to:*

- Acquire thorough theoretical and practical knowledge of media studies;
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- Design effective media messages in various media (audio, video, web);
  - Design media campaigns;
  - Plan and realize public relations strategies;
  - Acquire methodological skills and competencies for Media Studies;
  - Further deepen the understanding of how media function and their effect on the society.

*Students will gain:*

- Skills in planning and practice of media strategies;
- Developing advanced abilities for media writing and reporting;
- Use of media ‘tool-box’ (equipment, technique, prospects);

## Modifications and supplements of study programmes

- Analytical and critical abilities in the media field, and so on.

*Students who will acquire these skills may be employed in one of the following areas:*

- Media organizations;
- Public relations (public relations strategies are globally utilized by businesses, NGO, governments);
- Advertising (which is also utilized by business companies, NGO, governments);
- Political campaigns (professional such as analysts and speech writers are engaged by the candidates in election campaigns in every democratic system);
- Public services campaigns (both governments and NGOs launch various campaigns for the public good, such as cancer prevention and treatment, immunization);
- Media management, and so on.

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Second cycle Master's programme in **Media Studies** consists of the following curriculum:

<b>Semester 1</b>	<b>Credits</b>	<b>W/S</b>	<b>Lectures:</b>	<b>Tutorials:</b>	<b>Overall classes:</b>	<b>Group size:</b>
Research Methodology	6	W	30	15	180	80/20-30
Communication and Media Systems	6	W	30	15	180	80/20-30
Media Analysis	6	W	30	15	180	80/20-30
Advanced Communication Theory	6	W	30	15	180	80/20/30
<b>Elective</b>	<b>6</b>	<b>W</b>	<b>30</b>	<b>15</b>	<b>180</b>	
<b>Total</b>	<b>30</b>				<b>900</b>	
<b>Semester 2</b>	<b>Credits</b>	<b>W/S</b>	<b>Lectures:</b>	<b>Tutorials:</b>	<b>Overall classes:</b>	<b>Group size:</b>
Media Criticism	6	S	30	15	180	80/20-30
International media	6	S	30	15	180	80/20-30
Advanced Public Communication	6	S	30	15	180	80/20-30
Media and Politics	6	S	15	30	180	80/20-30
<b>Elective</b>	<b>6</b>	<b>S</b>	<b>30</b>	<b>15</b>	<b>180</b>	<b>80/20-30</b>
<b>Total</b>	<b>30</b>				<b>900</b>	
<b>Semester 3</b>	<b>Credits</b>	<b>W/S</b>	<b>Lectures:</b>	<b>Tutorials:</b>	<b>Overall classes:</b>	<b>Group size:</b>

## Modifications and supplements of study programmes

Online journalism: theories and practice	6	W	30	15	180	80/20-30
Advanced interviewing principles and practice	6	W	30	15	180	80/20-30
Media effects and Functions	6	W	30	15	180	80/20-30
Media strategies	6	W	15	30	180	80/20-30
<b>Elective</b>	<b>6</b>	<b>W</b>	<b>15</b>	<b>30</b>	<b>180</b>	<b>80/20-30</b>
<b>Total</b>	<b>30</b>				<b>900</b>	
<b>Semester 4</b>	<b>Credits</b>	<b>W/S</b>	<b>Lectures:</b>	<b>Tutorials:</b>	<b>Overall classes:</b>	<b>Group size:</b>
Masters Thesis Work	30	S	-	-	900	80/20-30

### Elective courses:

1. Media culture
2. Media training
3. Advanced persuasion
4. New media
5. Media management
6. Advanced media production

## COURSE DESCRIPTION

### Media Studies

#### Research Methodology

Students develop understanding of the research methods used in communication studies. Furthermore, they will develop an ability to conduct research in a given context including methods for presenting the research results.

#### Communication and Media Systems

The course focuses on socio- psychological, political and cultural aspects of organization and influence on communication process through theoretical elaboration, comparative analysis and research approach to development concepts, influence and role of the traditional and contemporary media systems.

#### Media Analyses

The course introduces the students with the basic skills for analyzing the content of the media messages. The course addresses the best techniques and methods of identification of reporting, publishing and issuing in both print and electronic media. At the end of the course students will be able to analyze media reporting. The course also gives an overview on the historical development of the media in different periods of their development.

#### Advanced Communication Theory

## Modifications and supplements of study programmes

Students explore how scholars from different theoretical schools elaborate on the universal human experience with communication and understanding of many communication theories in a flexible, useful and challenging manner.

### **Media Criticism**

A course founded on theories and critical reviews from the wide range of contemporary theoretical issues which will familiarize students with analyses of media messages and application of appropriate models of analyzing specific media texts.

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### **International Media**

The course deals with comparative analysis of media systems and their impact on the comparison of media campaigns.

### **Advanced Public Speaking**

This course is designed to enhance student knowledge capacity in developing, presenting and evaluating informative and persuasive presentations and speeches. In order to achieve this, the focus of theoretical discussions and practical application will be on: utilizing audience analysis in adapting presentation situations, authentic material in developing oral messages, effective organizational design, oral (less emphasis on written) language styles, advanced presentation tools, including media technology, vocal and physical presentation skills and appropriate evaluation criteria.

### **Media and politics**

This course is concerned with the mutual influence of politics and media (including their relations). It focuses on functions and influence of free media in developed democracies, and it also elaborates on the relations between journalist community on the one hand, and political and business elite on the other hand. Through this course students will deal with media in a professional manner, they will know how to apply the freedom of media in all area of socio-political, economic and public life of the society.

### **Online Journalism: Theories and Practice**

An overview of practical and scholarly approaches to computer-mediated communication. The impact of synchronous and asynchronous form of interaction on personal and professional interaction, as well as ethics and organizational function are examined.

### **Advanced Interviewing Principles and Practice**

The course focuses on the principles and interview types along with application of norms for informative, consulting, evaluative and employment interviewing. CVs, placement papers, job applications and other similar forms are also examined.

### **Media effects and functions**

## Modifications and supplements of study programmes

The course addresses the social dimension of media researching their influence and role on the public through media content. The effects of different types of media messages are also elaborated as well as the social context of their creation within the frames of media functions: informative, entertaining-recreational, educational, cultural, political and so on.

### **Media Strategies**

Contemporary communication, widely known as face-to-face interaction, requires additional knowledge in order to meet the needs of the media. This course will primarily focus on effective persuasion.