UNIVERSITETI I EVROPËS JUGLINDORE

УНИВЕРЗИТЕТ НА ЈУГОИСТОЧНА ЕВРОПА

SOUTH EAST EUROPEAN UNIVERSITY

Study program	**International Communication (2017/2018)**
Faculty	Languages, Cultures and Communications
Study Cycle	First Cycle (Undergraduate)
ECTS	180 / 240
Title	Bachelor of International Communication
Accreditation archive number [180]	03-2119/3
Accreditation archive number [240]	03-1619/15 (10.11.2017)
Decision for starting of the program	03-1619/15 (10.11.2017)
Accreditation date	30.08.2017

Description of the program

The study program in International Communications at the Department of Communications includes dynamic, interactive, and interdisciplinary studies. It is expected that this study program will generate professional results adopted for the needs of the global integrative market, and at the same time it will serve as a basis for post-graduate studies (second-cycle studies).

This program prepares students for work places in international organizations and institutions; in the industry of media; work places in the growing, fast evolving field of communication strategies and technologies used by the corporations and other organizations; for work places in foreign affairs; and personal policies in training and development. The International Communications study program is designed in a way to satisfy the current and future needs of the market for work places in specific fields of international communications; in creating the politics in national and international level and the corporation development in the field of media; digital and interactive communications; internet companies; in the development of portals; journalism; corporate and organizational communication and foreign affairs, etc.

International Communications offers a deep understanding and knowledge in the field of international communication skills and at the same time it orients students to other fields which will be specialized in the second cycle of studies. Another advantage is that students in the last semester participate in practice, through which they gain experience about the applicative aspect of international communications.

South-East European University has an extraordinary IT infrastructure for the realisation of the proposed curriculum in the field of communication sciences with computer laboratories, internet connections and distance-learning opportunities, as well as the library with online resources available for searches.

In the last year of studies, students work in large individual or team projects which are in the form of research, development, or internships; and in close co-operation with, or practice in, local and global companies, national and international socio-political institutions and media. This experience results in developed technical knowledge, analytical thinking, quantitative resonance, project leading skills, as well as communication skills. The presentation of the final project is expected at the end of this program.

Career

The study program International Communication is especially appropriate for all those interested for an employment and professional career on:
• International organizations;
• Diplomacy;
• Multinational corporations;
• Media;
• Offices of Public Relations;
• International non-governmental organizations, etc.

Learning outcomes

Knowledge and understanding

- Getting a theoretical basis, knowing and understanding communication sciences in general, and having more knowledge about the main theories and approaches of international communications.
- Getting knowledge about the models and types of communication technologies, communication campaigns and strategies for foreign affairs, the basic characteristics of diplomacy and the way international organizations function.
- Developing critical thinking about international communications.
- Competent writing and speaking in the public and private spheres.
- Getting practical experience about international communications.

Applying knowledge and understanding

- Do research and be analytical in the field of international communications.
- Ability to work with programs and duties in different international institutions and to have trainings and consultations for communication skills from the national and international aspect.
- Ability to manage conflicts, make decisions and build teams.
- Ability to maintain affairs with the public and developing affairs with the public; and marketing campaigns on the local, national and global level.
- Ability to analyze, on a local and international level, the public understanding of the relationship between society, media, messages, international institutions and the public.

Making judgement

- Helps evaluating specific problems related to international communications, in regard to planning communications, management of processes, control and strategic management.
- Has the ability to analyze media competition in the market.
- Students will be able to participate in media debates and defend their attitudes, supported by facts about topics related to the objectivity of journalism, creating public opinion, media ethics, modern trends in contemporary marketing, and PR.
- Will be able to assess which are the most suitable strategies and tactics which are supposed to be applied in a specific campaign for public affairs on a local and global level.

Communication skills

- Presents new ideas, concepts and strategies in the field of international communications.
- Advanced knowledge of foreign languages for international communications at an academic level.
- To engage in an efficient and constructive way in the related professional fields of international communications.
- To deliver a clear and coherent presentation about a topic or task using referential examples and solutions.
- To use advanced sources for further perfection and implementation of the acquired knowledge.
- To express themselves in a clear, fluent, and moderate way, and to gain skills for public speaking.
- The students will participate in creating debate rules and characteristics, and to actively debate on topics related to international communications.

Learning skills

- Is able to search and identify learning resources.
- Has the ability to make analyses from the field of international communications and to use scientific literature and reviews from other authors.
- Has the ability to learn individually and in teams.
- Further promotion of their knowledge through skills of interactive learning, learning through practical communication

projects, critical thinking and analysis of contents of the international media.

List of courses

Semester 1

- [CCM-102] [6.0 ECTS] **Introduction to International and Intercultural Communication**
- [CCM-101] [6.0 ECTS] **Introduction to Communication Sciences**
- [CCM-103] [6.0 ECTS] **Introduction to International Relations**
- [3.0 ECTS] **Elective course - Albanian/Macedonian Language**
- [3.0 ECTS] **Elective course - English Language**
- [6.0 ECTS] **Free elective course**

Semester 2

- [CCM-201] [6.0 ECTS] **Media Studies**
- [CCM-202] [6.0 ECTS] **Theory of Communication**
- [CCM-203] [6.0 ECTS] **Introduction to Political Sciences**
- [6.0 ECTS] **Free elective course**
- [3.0 ECTS] **Elective course - English Language**
- [3.0 ECTS] **Elective course - Albanian/Macedonian Language**

Semester 3

- [CCM-301] [6.0 ECTS] **Communication Research Methods**
- [CCM-302] [6.0 ECTS] **Diplomacy**
- [ECM-302] [6.0 ECTS] **International Communication and Cultural Identity**
- [6.0 ECTS] **Elective course - English for specific purposes 1**
- [6.0 ECTS] **Free elective course**

Semester 4

- [CCM-401] [6.0 ECTS] **International Communication Systems**
- [CCM-402] [6.0 ECTS] **Public Relations: Principles and Practices**
- [CCM-403] [6.0 ECTS] **International Organizations**
- [6.0 ECTS] **Elective course**
- [6.0 ECTS] **Elective course - English for specific purposes 2**

Semester 5

- [CCM-504] [6.0 ECTS] **Professional Practice**
- [CCM-501] [6.0 ECTS] **Media Writing and Reporting**
- [CCM-502] [6.0 ECTS] **Political Communication**
- [6.0 ECTS] **Elective course**
- [6.0 ECTS] **Elective course**

Semester 6

- [CCM-602] [6.0 ECTS] **Negotiations**
- [CCM-603] [6.0 ECTS] **Communication and Leadership**
- [LCC-601] [6.0 ECTS] **Capstone Project**
- [6.0 ECTS] **Elective course**
- [6.0 ECTS] **Elective course**

Semester 7

- [ECM-301] [6.0 ECTS] **International Media**
- [CCM-503] [6.0 ECTS] **Globalization**

- [CCM-701] [6.0 ECTS] **Diplomatic Correspondence**
- [6.0 ECTS] **Elective course**
- [6.0 ECTS] **Free elective course**

Semester 8

- [ECM-603] [6.0 ECTS] **International Politics**
- [CCM-801] [6.0 ECTS] **Social Networks**
- [CCM-802] [6.0 ECTS] **International Communication ad Conflict Resolution**
- [LCC-802] [6.0 ECTS] **Project - Case studies**
- [6.0 ECTS] **Elective course**

Description of courses

Core courses

- **Introduction to International and Intercultural Communication**
  After finishing with the course Introduction to Communication Sciences, the students are expected to be able to deal with simple conversations, and to be able to apply their knowledge about Shannon's and Weaver's schemes to master the basic linguistic models of communication. It is also expected that the students will independently use this knowledge later for their needs.

- **Introduction to Communication Sciences**
  The students will be able to define intercultural communication, to identify and explain intercultural politics, and to apply their knowledge and understanding in making multicultural strategies with the ability to assess identifiers, and to identify the different cultures which exist in the Republic of Macedonia and in the world.

- **Introduction to International Relations**
  The students get introduced to the most significant notions, ideas and institutions in international affairs. The course presents a survey of the basic concepts of the discipline, with a tendency to introduce the students to the current scene of International Relations (IR) and to contemporary world problems, as well as to the future of IR discussing new agendas. After finishing with this course the students should be able to: - master understanding/knowledge for the concepts and themes of the IA discipline; - acquire leadership strength and occurrences, influences and ideas that built the evolution of IR; - articulate and analyze themes of IR from different perspectives.

- **Media Studies**
  Aims (competencies) of the study program are: - to introduce students to the basic functions of the media and the tools for mass communication; - to introduce them to their impact and meaning in society; - to introduce them to the journalistic profession; - to present the functions and types of journalism and of journalistic activities.

- **Theory of Communication**
  After finishing with the Theory of Communication course, the students are expected to reach suitable and advanced knowledge in the field of psychological models of communication. Besides this, the students are expected to become more autonomous in studying the same models and to be responsible for their own learning. After finishing with Communication theory, the students will be able to use and to interpret of examples of Freud's models, anxiety and behaviour theory, and they will be able to think critically on different topics and to come to conclusions by themselves based on the literature; they will, as well, gain the skills for advanced written and oral communication in the different psychological theories of communication.

- **Introduction to Political Sciences**
  This course aims to introduce students to the basics of political sciences. The main political concepts, notions, ideas and institutions will be presented. The course is designed as an introduction to the nature and study of politics, including the investigation of the basic concepts of the discipline: government, authority, and legitimacy. Statehood, the nation, the state, and types of government, will all be considered. The main ideologies of the political theory will be particularly studied.

- **Communication Research Methods**

As a scientific discipline of the communication sciences, the course Communication Methods of Research aims to analyze the most developed theoretical-methodological approaches in contemporary communication research, as well as to explain the empirical methods and techniques in investigating communicative situations. The aim is to enable the students to explain and to differentiate between the main qualitative and quantitative methods (ways) and the main techniques (tools) in communication research, to identify and apply the phases in the communication project, and to understand how to write a research report. The students will apply their knowledge and understanding in the preparation of a conceptual sketch for communication research with all its phases, which will be applied in projects in the important fields of the social-political, cultural, professional, and mass- and business- communication, especially in the organizations of the citizen sector.

- **Diplomacy**
  The course introduces the students to the theoretical explanation of the basics of diplomatic affairs; gives a development review; assesses the role and importance of diplomacy in international communication; and provides a theoretical and practical application of significant diplomatic skills and techniques in external/outer presentations of the states of political, economical and cultural activities.

- **International Communication and Cultural Identity**
  After finishing with the International Communications and Cultural Identity course the students will be able to identify and analyze basic concepts of their cultural identity, as well as be aware of the existence of other cultural identities besides their own. Besides this, the students will be able to apply suitable theories for analyzing different intercultural communications. After finishing with this subject the students will be able to communicate in different contexts with an increased awareness for the differences between people of different cultures.

- **International Communication Systems**
  This is an introduction to traditional and contemporary international communication systems. It promotes acquiring knowledge about communication systems which have a significance for contemporary study of the communication processes in society, from traditional to contemporary media systems in different countries (especially in the European region). It is about the communication systems and models developed within the sociological, political, and psychological frameworks, as well as other theories and schools whose attention is directed to communication processes in the global society. The focus is on interdisciplinary access in researching complex communication processes and re-establishing integration in different scientific disciplines.

- **Public Relations: Principles and Practices**
  This is an introduction to the basic principles, legal aspects, and the development of foreign affairs. The subject matter in question treats: acquiring knowledge in the concept of public affairs; the definition and historical development of public relations; and the new role of public affairs, with particular regard to the processes of management and the new theories of public affairs.

- **International Organizations**
  This course focuses on studying the history, structure and function of international organizations, as well as how communications operate between international organizations, and with internal communication systems in the organizations. It further reviews the acts of foundation, the general principles of legal responsibilities, the functioning of international associations, and the member countries, of those organizations. We will study in particular the communication methods and systems of the United Nations, NATO, the EU, OSCE, European Council, etc.

- **Professional Practice**
  The aim of the course is for students to acquire skills in the field of practical work in order to increase their employment opportunities after graduation. Students will find it easier to identify opportunities for the development of their professional careers, as well as knowledge about strategies and techniques for research on the labour market in the region and beyond.

- **Media Writing and Reporting**
  This course is aimed to develop the students' practical skills in journalistic writing and to provide information on the press and electronic media. This course will give the students practical guidelines for the basic techniques of media writing. Students will be capable of writing for newspapers, radios, and television. The students will also focus on how to gather, verify, organize and present the news in front of a broad audience.

- **Political Communication**

In this course political communication is explained and analyzed; it has a history as long as the existence of political society. However, it doesn't deal with the history - it stays in the modern times and the political actuality. The course has something in common with public opinion, but mostly remains in the nature of the relationship between politicians and the media. After finishing with this course the student will be able to understand and formulate attitudes in relation to political formations, communication, and the adaptation of ideas and attitudes. They are supposed to understand the dangers of psychology on the mass and their origins, with the help of the examples of the recent and distant past.

- **Negotiations**
  The subject offers the opportunity to learn techniques of negotiation, and recognition of unfair tactics, in order to create mutual beneficial situations. The course focuses on negotiation theory with its practical application. Emphasis is on body language, personality types, regional and international differences, and the hidden meaning of words.

- **Communication and Leadership**
  This course explores the history of theories of leadership with primary attention on transformative leadership. It motivates participation in the pursuit of leadership with particular attention to opportunities to communicate transformative leadership.

- **Capstone Project**
  This is an activity related to diploma work and professional project. Students are required to complete a project, usually related to their diploma work, to outline the structure of the project, to do research and write down the report.

- **International Media**
  This is an introduction to the basic principles, the legal considerations, and the development of international media. Students acquire knowledge for the concepts and the power of the international media, for their social role and significance, for their tendencies and challenges in their development, as well as for media effects, media politics, and international standards.

- **Globalization**
  The main aim of the Globalization and Cultural Identity course is to guide students to some of the key questions related to the complex problem of globalization and cultural identity. The students will be able to explain the economical, political and cultural aspects of globalization and its consequences for contemporary civilization, and they will be able to contribute critically in discussing open questions like contemporary resources-Europeanization, Americanization or cosmopolitanization of cultural values. The students will be able to write, create communication messages and debate on the phenomena of modern society and modern communication, and on the impact of standardization of European and world values, as well as in nourishing and developing their own cultural identities.

- **Diplomatic Correspondence**
  The course aims to train students to understand international communication rules in the international community, especially in diplomacy. The focus will be on rules and modalities for the realization of international communication between political and diplomatic elites. Of particular importance are the communication styles within diplomatic missions (embassies and consulates).

- **International Politics**
  The course investigates the contemporary political system, the methodology of research on political phenomena on an international level, typological and modern qualifications of international politics through scientific approaches to political analysis of the structure, and the organization and functioning of the international political system.

- **Social Networks**
  The aim of the course is for students to gain professional knowledge about social networks on the internet, with the manner of their operation, use and abuse and protect against abuse. The subject highlights how social networks are used as tools for different other activities, how they are changing the way organizations communicate and interact with their audience, how social networks should coordinate with the business objectives and the whole communication strategy and how they should be incorporated into various organizational functions.

- **International Communication ad Conflict Resolution**
  International communications and conflict resolution is an area of study that has a growing interest as a result of

contemporary processes of globalization. Global communication enabled with the help of modern technology creates a platform for a huge number of daily communications between different cultures. In this sense, this subject aims to let us know the problems that may hinder the process of communication between people from different cultures. Topics related to the issue of stereotypes, generalizations, communication skills, communication strategies and orientations are part of the key material to be dealt within this course Students are expected to acquire: - Abilities that explain various dimensions of intercultural communication that may cause a conflict situation. - Be able to critically analyze the dynamics of cross-cultural interaction; - Be ready for the development and planning strategy for intercultural interaction; - To prepare a case study of intercultural communication and conflict resolution.

Elective courses

- **Macedonian Language for Professional Purposes 1**
Upon completion of the course Macedonian for Professional Purposes 1, students are expected to broaden and strengthen their abilities for more advanced written and oral expression in Macedonian in the context of the different professional settings. Students are expected to be able to read, write and comprehend various professional texts in Macedonian. They are also expected to acquire knowledge and skills about the general terminology from the field of law, business and economy, administration, computer sciences, language and communication and to be able to use that terminology in the framework of their future professions. Besides accomplishing these professional aims, students are expected to become more autonomous language learners and be able to think critically about different topics in a multilingual and multicultural environment.

- **Macedonian Language for Professional Purposes 2**
Upon completion of the course, Macedonian for professional purposes 2, students are expected to reconfirm and expand further their abilities for advanced written and oral expression in Macedonian, in the context of their future professions. They should be able to read, write and comprehend different kinds of professional texts in Macedonian, to analyse and discuss those texts, as well as to create their own documents, including professional biography in Macedonian (CV). They should also expand the knowledge of specific terminology from the field of law, business and economy, administration, computer sciences, language and communication and be able to use that terminology in simulation of authentic situations from the professional environment, in debates and exchange of opinion regarding different aspects of these professions.

- **Macedonian Language for Beginners 1**
The programme Macedonian Language for beginners 1: reading, writing, listening and speaking. Through special exercises and lectures introduction to basic communication in Macedonian language is provided, i.e. introducing, greeting, presentation, enriching vocabulary and write and understand short texts. When we created this program we took into the consideration that students can apply the acquired knowledge further. The material is processed under the principle of combined lectures and exercises, and continuous tasks through which students are actively involved during class and participate with their questions and suggestions.

- **Macedonian Language for Beginners 2**
The programme Macedonian Language for beginners 2 includes: reading, writing, listening and speaking activities. In this course the following issues are covered: daily routines, planning activities for the next period, description of persons, places and objects. When we created this program we took into the consideration that students can apply the acquired knowledge further.

- **Albanian Language for Beginners 1**
Albanian Language course for beginners 1 is prepared with the purpose to enable the students, who do not have basic knowledge of the Albanian language, to get to know the characteristics of this language, to gain knowledge of the linguistic structure of the Albanian language, and to extend and apply their knowledge in everyday situations. Correspondingly, they will gain knowledge on the structure of the Albanian language, will overcome a modest set of various lexical and grammatical categories which will enable simple conversations. Even though, it is a second level course for beginners, the course is designed to be flexible and to adapt to the capabilities and interests of students.

- **Albanian Language for Beginners 2**
Albanian Language course for beginners 2 is prepared with the purpose to enable the students, who do not have basic knowledge of the Albanian language, to get to know the characteristics of this language, to gain knowledge of the linguistic structure of the Albanian language, and to extend and apply their knowledge in everyday situations. Correspondingly, they will gain knowledge on the structure of the Albanian language, will overcome a modest set of various lexical and grammatical categories which will enable simple conversations. Even though, it is a second level

course for beginners, the course is designed to be flexible and to adapt to the capabilities and interests of students.

- **English Language for General and Professional Purposes 1**
  By the end of each level of this course determined by the placement test taken at enrolment, students are expected to be at different levels as determined by the Common European Framework (CEF) and should be able to understand and use familiar expressions and phrases aimed at the satisfaction of needs of a concrete type; ask and answer questions about personal identification and personal relations; talk and write about their everyday lives, leisure, entertainment, finance, problems; ask and answer questions about university degrees, job skills and situations; invite and respond to invitations read and listen for gist, detail and comprehension; evaluate their own progress; participate in role plays and dialogues on familiar topics and produce a paragraph/ essay on topics related to the course material.

- **English Language for General and Professional Purposes 2**
  By the end of each level of this course determined by the placement test taken at enrolment, students are expected to be at different levels as determined by the Common European Framework (CEF) and should be able to understand and use familiar expressions and phrases aimed at the satisfaction of needs of a concrete type; ask and answer questions about personal identification and personal relations; talk and write about their everyday lives, leisure, entertainment, finance, problems; ask and answer questions about university degrees, job skills and situations; invite and respond to invitations read and listen for gist, detail and comprehension; evaluate their own progress; participate in role plays and dialogues on familiar topics and produce a paragraph/ essay on topics related to the course material.

- **English Language for General and Professional Purposes 3**
  By the end of each level of this course determined by the placement test taken at enrolment, students are expected to be at different levels as determined by the Common European Framework (CEF) and should be able to understand and use familiar expressions and phrases aimed at the satisfaction of needs of a concrete type; ask and answer questions about personal identification and personal relations; talk and write about their everyday lives, leisure, entertainment, finance, problems; ask and answer questions about university degrees, job skills and situations; invite and respond to invitations read and listen for gist, detail and comprehension; evaluate their own progress; participate in role plays and dialogues on familiar topics and produce a paragraph/ essay on topics related to the course material.

- **English Language for General and Professional Purposes 4**
  By the end of each level of this course determined by the placement test taken at enrolment, students are expected to be at different levels as determined by the Common European Framework (CEF) and should be able to understand and use familiar expressions and phrases aimed at the satisfaction of needs of a concrete type; ask and answer questions about personal identification and personal relations; talk and write about their everyday lives, leisure, entertainment, finance, problems; ask and answer questions about university degrees, job skills and situations; invite and respond to invitations read and listen for gist, detail and comprehension; evaluate their own progress; participate in role plays and dialogues on familiar topics and produce a paragraph/ essay on topics related to the course material.

- **English Language 5**
  Academic English is a one semester course which aims to enable the students with skills which can facilitate their language learning and their study progress in an academic teaching and learning environment. The number of hours is 30 (100 minutes once per week). The course should enable students to use those skills in both foreign language (native language classroom) as well as content areas. The course incorporates language skills, study skills and generally applicable skills (listening, delivering oral presentations, constructing arguments) in specific assignments. Therefore, upon completion of the course, the students should be able to deliver successfully oral presentation, participate in an online debate/ discussion forum stating their opinion and arguments and give feedback to others in a constructive manner. In addition, the students should be able to listen and read for gist and detail and write an argumentative paragraph and essay stating their opinion. They should write a problem solution paragraph and essay. They should recognize the abbreviations and symbols in a dictionary as well as practice using monolingual dictionary.They should be able to present visual information in a form of poster presentations. The students should be able to identify main ideas and supporting evidence in a text and to analyse and identify topic sentences in a paragraph. They should be able to identify a purpose of a text, patterns of organization in a text and apply them in their own writing.

- **English Language 6**
  Academic English is a one semester course which aims to enable the students with skills which can facilitate their

language learning and their study progress in an academic teaching and learning environment. The number of hours is 30 (100 minutes once per week). The course should enable students to use those skills in both foreign language (native language classroom) as well as content areas. The course incorporates language skills, study skills and generally applicable skills (listening, delivering oral presentations, constructing arguments) in specific assignments. Therefore, upon completion of the course, the students should be able to deliver successfully oral presentation, participate in an online debate/ discussion forum stating their opinion and arguments and give feedback to others in a constructive manner. In addition, the students should be able to listen and read for gist and detail and write an argumentative paragraph and essay stating their opinion. They should write a problem solution paragraph and essay. They should recognize the abbreviations and symbols in a dictionary as well as practice using monolingual dictionary.They should be able to present visual information in a form of poster presentations. The students should be able to identify main ideas and supporting evidence in a text and to analyse and identify topic sentences in a paragraph. They should be able to identify a purpose of a text, patterns of organization in a text and apply them in their own writing.

- **Public Speaking**
  Upon completion of this course, the students will gain knowledge about the communication process, the ethical responsibilities of public speaking and the different types of informative and persuasive speeches. In addition, the students will acquire skills necessary for preparing and delivering different types of speeches, audience analysis, researching speech topics, preparing speeches etc. After completing the Public Speaking course, the students will be able to think critically through constructive self-criticism and criticism towards the speeches of the others.

- **Debate and Presentation Skills**
  Through this course students will; gain tools for arguing effectively and developing their confidence in front of an audience; construct, develop, and practice presenting arguments in a variety of ways including - individual, pair and group presentation; learn to use persuasive rhetoric to put forward logical arguments in support of a position on a current issue; become familiar with the stages of formal debate, specifically the British Parliamentary style;

- **Intercultural Studies**
  Having completed this course the students will able to identify global questions and problems from the perspectives of different cultures, the communication dynamics in the other cultures, the similarities and the differences between their values and those of other cultures, as well as the similarities and differences between their communication practices and those from other cultures. In addition, students are expected to become more aware of the stereotypes that society has for different cultures and as a result will better understand their place in the global community. The students will start thinking critically about topics related to their ethnicity, gender identity, class, religion, national origin, age and other demographic characteristics and their impact on the communication process. After finishing Intercultural Studies, the students will also gain communication skills for working in groups through participation in research projects and will acquire the necessary skills to present their research projects.

- **Communication Skills**
  The course Communication Skills is designed to enable students to practically apply interpersonal communication. Students will have the opportunity to learn interpersonal skills (such as perception, listening, verbal and non-verbal communication); public speaking (such as organization, delivery and the basics of writing public speeches) and small group communication (such as leadership, self-confidence and listening). The course will also focus on providing basic knowledge and understanding of the job hunting process through written and oral communication by doing tasks such as writing a resume and a cover letter, conducting interview simulations etc.

- **Advanced Excel**
  The purpose of this course is to provide the students with advanced knowledge of this application and of the opportunities offered by the Microsoft Excel application, as well as to enable them to carry out advanced tasks, which are associated with their faculty's program.

- **Advanced IT skills**
  The aims of this course are: To enable students to acquire basic knowledge and skills in the field of information sciences; To enable the students to acquire theoretical and practical knowledge in Microsoft Office applications (Windows, Word, PowerPoint, Excel, Access) and to apply them in real life situations; To enable the students to work individually or in groups on practical projects.

- **Advanced Word**
  The aim of this course is to enable the students to acquire advanced knowledge of Microsoft Word and PowerPoint and to familiarize them with the opportunities, which are offered by them. Moreover, it will enable the students to

independently implement various projects and specific complex tasks, which are associated with the program in which they study.

- **Google Apps**
  The aims of this course are: To enable the students to acquire advanced knowledge and skills in the field of electronic services (cloud applications); To enable the students to acquire theoretical and practical knowledge in Google Docs (G-mail, Documents, Spreadsheets, Presentations, Drawings and Forms) and to apply them in real life; To enable the students to work individually or in groups on various online projects, directly through the web browser.

- **Advanced Access**
  Databases are ideal tools for tracking large volumes of Data and Microsoft Access is a quite popular and powerful tool, which is used for designing and developing Windows-based databases. This course is intended for new users of Access where the most important functions needed for working with databases are processed.

- **Desktop Publications**
  The aim of this course is designing and processing raster and vector graphics through the leading programs Adobe Photoshop and Illustrator, as well as designing and publishing commercial materials for print using Adobe InDesign.

- **Web Publications**
  Developing even a simple web page according to current standards requires knowledge of Hypertext Markup Language (XHTML) and Cascading Style Sheets (CSS). Most of the websites also use images, whether in the form of banners, buttons, logos, photos or scans. Adobe Fireworks is built as a tool to create and manipulate images from the web and to allow the makers to optimize these images in order to reduce the file size. Firework also provides an excellent integration with Dreamweaver. This series provides a comprehensive introduction to XHTML, CSS and creating web graphics.

- **Albanian Language and Writing Culture**
  The course, Albanian language and writing culture, is a synthesis of rules and guidelines for improvement of the skills for written and oral expression in Albanian. Students are expected to improve these skills by becoming familiar with the spelling and punctuation rules, some morphological norms, as well as the Albanian syntax, all in order to achieve proper use of the language. An accent will be put on motivating them for fluent speaking and raising their awareness for use of the Albanian pure standard language. A special attention will also be paid to encouraging students to advance the process of writing and increasing their understanding about the differences between specific genres. The issue of academic integrity (plagiarism) will also be tackled, as well as the specific terminology of the different areas of specialization. All these topics will be offered as separate lessons, that is, as rules, guidelines and exercises, which complement each other.

- **Albanian Language for Specific**
  The subject aims at improving and perfecting the expression of Albanian language (speaking and writing). Specifically, the course aims to introduce students to specific terms, the possibilities of its use, with the most common errors in daily speech, but also for communication in specific circumstances. The students will learn about the conditions in which the rules work, so they can use them not only for tasks related to the subject but also in their future profession.

- **Academic Writing in English**
  In this course, students' academic writing skills will be enhanced in a variety of ways. Students will be enabled to communicate their ideas in a clear, fluent and effective way in order to produce a piece of writing. Students' academic writing skills will be developed through activities that promote writing like: writing different types of paragraphs and essays. In addition, students will be introduced to paraphrasing and citing rules as well as will be made aware of what plagiarism is. Giving feedback on students' pieces of writing will involve self-correction, peer-correction and teacher-correction of content, organization and language errors.

- **Academic Writing in Macedonian**
  After finishing the Academic Writing in the Macedonian course, the students are expected to gain appropriate knowledge and advanced communication in Macedonian language with particular emphasis on writing skills. In addition, it is expected that students will become more autonomous and responsible learners. Moreover, students will be able to improve their writing skills in more levels and thereby they will become more confident and more competent when writing in Macedonian. They will be able to reflect critically on different topics, to make conclusions and they will develop skills for excellent written and oral communication in Macedonian.

- **Academic Writing in Albanian**
  By the end of each level, the students are expected to write an essay and a research paper based on the rules learned during the semester. Specifically, from them it is expected to know the function, the structure and the different types of paragraphs, ways of choosing research topics, collecting the material, the rules for source documentation and the final model.

- **German Language (level 1 to 4)**
  After completing each level, students will be able to gain appropriate knowledge according to the European Language Framework (specifically and concretely determined by level). In addition, students are expected to become more autonomous and more responsible language learners. By the end of the course, students will be able to think critically and make conclusions about different topics based on the texts that they have read, as well as to express their thoughts and opinions in written and spoken German.

- **Environmental Protection**
  The aims of this course are: To familiarize the students with the basic environmental problems; To familiarize the students with the role of humans as the key factor in the process of pollution and environmental protection; To familiarize the students with the influence of various environmental pollutants on health, the professional activity and the organizational ability of the human factor; Creating positive habits for the environment and raising the awareness for a healthier and cleaner environment; International and national legislation and international conventions on the environment; Introduction to international and national global policies in the field of environment; The environment as a condition for sustainable economic development; The role of the society in the protection of the environment; Introducing the major risks to a healthy environment; Introducing the National Environmental Strategy of the Republic of Macedonia.

- **Professional Career Development**
  This course offers practical, results-oriented instruction for seeking, obtaining and keeping employment. It is intended to provide students with the appropriate job skills needed in the modern workplace. Specific tasks that will be covered will be composing an effective c.v., writing a letter of inquiry/interest, interviewing skills, and formal communication within the office (memos, formal emails to superiors or customers, reports, etc.). Additional elements that will be covered will be how to conduct a self-evaluation, how to manage inter-office conflict, and how to seek promotions actively. Although the primary focus of this course will be on white-collar employment, the skills obtained through the instruction are applicable to the job search process generally.

- **Human Rights and Freedoms**
  The struggle for human rights begins with the historic efforts to identify them. Over the time, the corpus of rights and freedoms that are incriminated by laws or international treaties is expanding but it certainly does not prove that the same are respected in practice. Human rights at the first were considered as internal matters of states (under the principle of absolute sovereignty of states) and only in more recent times have gained the title of jus cogens norms. This course will study how to develop doctrine on human rights, types and categories of human rights and will be studied the relevant documents that regulate certain rights. The purpose of this course is: to introduce students to the concept of international law on human rights, implementation of the same, influence in the formulation of national policies; This will encourage students to critically reflect on the relationship between international law and national law; make them aware of current international events, how they affect the daily lives of people in the world; encourage students to contribute in matters of drafting laws for the protection of human rights.

- **English Language for Public Administration, Political Sciences and Communication 1**
  English for Public Administration, Political Sciences and Communication 1 and 2 are one semester courses each, for students studying Public Administration, Political Sciences and Communication. Students from International Communication can follow them, as well. The courses focus on development of language proficiency in general and subject-related vocabulary, development of academic writing and reading skills and discussion of articles from the fields of Public Administration and Political Sciences and International Communication as part of their speaking skills. Materials to be used are from different sources, including textbooks from the aforementioned fields, as well as authentic documents and texts. The main focus is on using the professionally related vocabulary for communication and development of students' future careers.

- **International Communication in Europe**
  The students will be able to define International Communications in Europe; to identify and explain the European

media space and the European media culture; and they will apply their knowledge and understanding in making national and European audiovisual politics and regulations. They will be offered the ability to evaluate specific communication situations based upon applied European standards and criteria in communication contents, as well as critical thinking on the structure of the European communication systems, as tools to express themselves.

- **Interpersonal Communication**
  The aim of this course is to make students gain knowledge of the theory and practice of interpersonal communications. The students will investigate the communication process; will evaluate their understanding of interpersonal communications and relations; will evaluate the role of communication in creating and developing effective interpersonal relations; and they will evaluate the role of communication as citizens of a society.

- **Cultural Studies**
  The students are expected to achieve theoretical knowledge about cultural phenomena and concepts. They will be able to comprehend, and define, changes of culture in society. After finishing with this course they will be able to think critically about socialization and culture by resolving cultural differences, and by debating changes in culture like acculturation, subculture, and counter-culture, as well as such challenging topics as ethnocentrism, national cultures and cosmopolitism.

- **Persuasion**
  Course objectives: - Students become familiar with the subject of persuasion; - Students will learn methods and techniques of persuasion; - Students can use the methods and techniques for testing theories, principles and strategies of social influence in different communication contexts; - Students can use the methods and techniques of communication primarily for obtaining consent, the methods of persuasion and ethics of social influence in interpersonal and professional contexts; - Students apply persuasion within different contexts, including relations, organizations, legal campaigns and mass culture;

- **English Language for Public Administration, Political Sciences and Communication 2**
  English for Public Administration, Political Sciences and Communication 1 and 2 are one semester courses each, for students studying Public Administration, Political Sciences and Communication. Students from International Communication can follow them, as well. The courses focus on development of language proficiency in general and subject-related vocabulary, development of academic writing and reading skills and discussion of articles from the fields of Public Administration and Political Sciences and International Communication as part of their speaking skills. Materials to be used are from different sources, including textbooks from the aforementioned fields, as well as authentic documents and texts. The main focus is on using the professionally related vocabulary for communication and development of students' future careers.

- **International Management**
  This course will investigate the intercultural and international issues of governing, and it will analyze the problems of governing in the international market. The course will focus on cultural and regional diversity, political and economical effects, the global market, as well as on other responsibilities which the managers of multinational enterprises usually face. The course comprises a series of governing practices –from human resources, to motivating the multicultural work force, for big and small international companies. Classroom activities, exercises for self-evaluation, and analysis of single cases will be used in researching international dimensions of organizational behaviour, as for instance, leadership, making decisions, resolving problems and conflicts.

- **Intercultural Communication: Cultural Contents and Strategies**
  After finishing the course Intercultural Communication: Cultural Contents and Strategies, students will understand the way by which communication processes are differentiated among cultures. They will also be able to identify the challenges which come of these differences in intercultural interactions, and they will be aware of the ways in which they can address these differences creatively. After finishing this course students will gain knowledge, skills and attitudes which will increase their intercultural competency.

- **Ethics of Communication**
  The course is designed in a way that provides the students with the fundamental knowledge and skills for the contemporary ethics of communication. Contemporary morals are in crisis. That is what Zigmunt Bauman says in his book Postmodern Ethics. The contemporary ethics of communication, in the time of the internet (when it is open even for Al Qaeda) represent a big challenge to the moral limits of modern society. The issues of the morals, artistry, plagiarism, and people's privacy, are all questions for the students, and they will gain insight on these themes through the work of Kant, Noam Chomsky, Manuel Castelles, and others. They will gain knowledge and skills that modern

individuals, especially journalists, recognize as the good and bad sides of the journalistic profession and craft.

- **Principles and Practices of Interviewing**
  This course introduces the students to the basics of the principles and practices of interviewing as a special and significant genre of journalism. The students will be introduced to the basic principles of doing an interview in the written and electronic media, and they will compare the advantages of interviews in different media. This course aims to introduce the students to interviewing as a practice and as a specific activity in journalism which is especially known and applied in the sphere of politics and diplomacy. The informative and analytical interview, as well as the combined interview (portrait interview and the newspaper report interview), will be analysed and realized in practice.

- **Computer Applications In Communication**
  The course is an introduction to the concepts and principles of computer applications which help communication. Different themes from the field of computer applications in communication are considered. The aim of this course is to make students gain an understanding of the tools and methodologies in resolving problems related to creating an effective World Wide Web site. Although specific tools will be considered, like HTML, our primary focus is on resolving problems, and on the techniques of gathering information, which outlive each special language. In the lectures general concepts and syntax will be considered, while the laboratory exercises will focus on implementation and practice.

- **American Studies**
  After finishing with the course American Studies students will be familiar with the history of the American people, their culture and their way of living. Students will also acquire oral and written communication skills, and skills for critical thinking and analysis.

- **Business and Professional Communication**
  Students will acquire basic skills for business and professional communication. Students will prepare and present informative business presentations. Students will prepare and present presentations for sales and marketing. Students will know how to use basic forms of business correspondence. Students will be prepared to participate in decision-making processes in different communication situations and in different professional and business environments.

- **Media and Society**
  Media and Society introduces students to the discipline which studies the complex relationship between media and society, as well as the role of mass media as mediating technologies for mass and global communication. The main aims of this course are the political, economical, social and cultural implications of media on society.

- **Argumentation and Debate**
  The aim of the course is for students to gain knowledge of the theory and practice of argumentation and debate. Students will learn how to observe arguments, how to detect the same in conversations and in the daily press, and at the same time to locate the contrary versions. Students will learn how to evaluate different types of arguments, and they will also learn the standards that are included in the conversation.

- **Communication Planning**
  This is an introduction to communication tactics, techniques and skills in regard to the public and other fields. Acquiring knowledge to develop the strategy of communication by preparing a communication plan, this approach can be applied in communication tactics and techniques in business and mass communication. The emphasis is on the process of planning which comprises vision and strategy, the plan, and the calculation and realization of the plan as well as the instruments of communication.

- **European Studies**
  The course aims to introduce the students to European institutions, politics and regulations, conditions, processes and perspectives of the Euro-integrative processes. The students will gain knowledge and skills about Euro-integrations from the aspect of international communications, and will apply it while preparing European projects from the aspect of communications.

- **News Writing**
  The aim of this course is to develop students' skills in writing a basic journalist paper-news. Through this course the students will have the opportunity to apply their theoretical knowledge of media writing, like how to structure the

news, how to report from the scene etc.

- **Writing for Public Relations**
  Public Relations Writing is the fullest and most actual approach to writing text for the public. Students are expected to gain many techniques necessary to achieve other public communication in the digital time today. It allows students to become familiar with the types of writing material for public relations and basic tools of public relations, and basic journalistic forms. Writing is one of the most influential forms of communication, and the style of writing is one of the real skills, which in the era of new technologies requires speed and skill of mastering the language. The course is devoted to mastering the art of writing with the recognition of traditional techniques, forms, patterns and practices that enable writing to achieve a good, successful and effective communication in the media world. At the same time, students are introduced to the concepts of media literacy, the credibility of media content and professional standards of reporting. The practical work will enable students to create a variety of materials used in public relations. It will provide the implementation of public relations tools and professional standards in designing materials for public relations and other media materials.

- **Career Professional Development**
  The aim of this course is to enable students to gain skills to write a resume (CV), an interest letter, preparing for interviews, and generally to increase all the possibilities of getting employed after completing their studies. The students will be able to identify their options in an easier way for their professional career, as well as to gain knowledge for strategies and techniques for research of the labor market in the region, and in the broader fields.