



UNIVERSITETI I EVROPËS JUGLINDORE
УНИВЕРЗИТЕТ НА ЈУГОИСТОЧНА ЕВРОПА
SOUTH EAST EUROPEAN UNIVERSITY

Study program **Media and Communication** **(2022/2023)**

Faculty	Languages, Cultures and Communications
Study Cycle	Third Cycle (PhD)
ECTS	180
Code	PhD-MC
Title	Doctor of Sciences in Media and Communication
Accreditation archive number [180]	03-1778/1
Accreditation date	10.06.2022

Description of the program

The third cycle study program in Media and Communication offered by the Department of Communication Sciences at the Faculty of Languages, Cultures and Communication is one of three distinct paths for media and communication, research and practice. By utilizing the contemporary cultural and critical theory, doctoral studies in media and communication focuses on interactions between the main components of contemporary communication - media institutions, their content and recommendations, and their audience - especially as a process by which cultural meaning is generated. Doctoral studies of this program examine the process from an interdisciplinary perspective through social, economic, political, historical, legal, regulatory, and international viewpoints, emphasizing the issues that involve new communication technologies and policy. Graduates will engage in an environment that involves critical pedagogy, intellectual and creative comparison among contemporary forms of intellectual analysis and other equally profound exploring models that lead towards acquiring knowledge through research.

Doctoral studies in Media and Communication aim to equip students with the competencies and tools required to develop research projects that include the highest scientific standards and advanced levels of ethical significance. In addition to mastering the various theoretical trends and methodological tools, PhD students will also extend their capacities for critical analysis and interpretation of various communication phenomena. The curriculum is designed to meet the current and future needs of the labor market in certain fields such as in the field of media and communication, national and international policy making, corporate development in the field of media, digital and interactive communication, Internet companies, development of portals, journalism, business and organizational communication, public relations, etc. This study program follows the contemporary European and worldwide trends and has many similarities compared to other international study programs within the European educational system. The study program offers students the most recent scientific and specialized knowledge in the field of media and communication, which is in accordance with at least three accredited study programs of international institutions for higher education.

Career

Doctoral graduates are prepared for academic careers at universities, and for employment as media analysts in applied research, as well as senior-level policy and communications roles in government and nonprofit sectors.

Learning outcomes

Knowledge and understanding

Acquiring knowledge and understanding of the communication process in general and possessing in-depth knowledge of the main theories and approaches from the media and communication.

Gaining advanced knowledge of media and communication, types of communication campaigns and media relations strategies.

Developing analytical and critical thinking about media and communication and their strategies and tactics.

Originality in applying autonomous ideas for creating a communication message in the media and communication as well as competent writing and speaking in the media.

Gaining advanced practical experience in media and communication.

Applying knowledge and understanding

To mediate in the resolution of conflicts between two or more parties.

To plan project management (preparation of scientific research, organization of research implementation, timely detection of potential problems, determination of necessary funds, management of research team).

To apply statistical packages for conducting statistical analysis of data (possibility to draw conclusions based on qualitative and quantitative data)

To apply scientific methods (scientific methodologies) to research in independent research work.

To design and implement new theoretical paradigms based on scientific achievements in the field of research.

Apply academic writing and reporting skills (speaking and listening skills, ability to present data, and find a non-professional audience)

To apply knowledge based on modern trends in thinking in information and communication sciences.

Making judgement

Ability to evaluate and select strategies in media and communication and more specifically ability to evaluate and select channels and models of communication.

The right to choose the forms of media and communication, the work and evaluation of the most appropriate new media for a particular communication message in the communication process.

Decisions on the selection of arguments and facts for an effective communication message in the media and communication.

Identification of strengths and weaknesses in the management of certain communication strategies in media and communication.

Ability to engage at a professional level in media and public debates and to argue their views, supported by facts, on topics related to communications, new media, creating public opinion, etc.

Critical information gathering (literature search, critical reading and bias detection, interviewing skills).

Communication skills

To plan, implement and evaluate presentations of new ideas, concepts and strategies in the field of media and communication.

To compile an agenda for communicating messages, ideas and decisions of institutions and organizations in the practice of

media and communication.

To give a clear and coherent professional presentation on a topic or task related to media and communication using reference examples and solutions.

To use advanced sources for further improvement and implementation of the acquired knowledge.

To express themselves professionally and eloquently in the media, as well as to acquire public speaking skills on issues and topics related to society and mass communication.

To create strategies for communicating with the public and to apply appropriate tactics and tools for the realization of communication strategies and plans.

Learning skills

To have professional/expert ability for research in the field of media and communication, supported by the advancement of information technology.

To make analyzes in the field of media and communication in theoretical and methodological sense and to use scientific literature and review by other authors.

To deepen theoretical knowledge by problematizing various communication situations in the media and communication.

To formulate a research question and to prepare questionnaires as well as other scientific methods in scientific research in the field of media and communication.

To take initiatives and responsibility for creating global communication policies in the institutions.

List of courses

Semester 1

- [C2347] [10.0 ECTS] **Research Methodology**
- [C2215] [10.0 ECTS] **Communication and Media Theory**
- [C2348] [10.0 ECTS] **Doctoral Dissertation Writing**

Semester 2

- [DLCC0104] [10.0 ECTS] **Review and Approval of the Doctoral Dissertation Plan**
- [10.0 ECTS] **Elective course**
- [10.0 ECTS] **Elective course**

Semester 3

- [PHD-S3-S4-01] [40.0 ECTS] **Scientific Research Work**

Semester 4

- [PHD-S3-S4-02] [15.0 ECTS] **Publications I**
- [C2019] [5.0 ECTS] **Student Mobility**

Semester 5

- [DLCC0105] [20.0 ECTS] **Presentation of Research Results**
- [PHD-S5-01] [10.0 ECTS] **Publications II**

Semester 6

- [C2299] [30.0 ECTS] **Doctoral Dissertation**

Description of courses

Core courses

- **Research Methodology**

The goal of this course is to explain the methodologies and techniques of scientific work, which mostly create many difficulties for students. Practical exercises are designed to help us in the way how we should utilize the library, how to write an essay, research papers and others. Within this course will be included the following topics: defining the topic, bibliography, citation rules, scientific codes, organizing work.

- **Communication and Media Theory**

Aims of the course program: Obtaining specialistic knowledge on communication theories and media.

- **Doctoral Dissertation Writing**

This course is designed to enable students to carry out independent scientific research or writing a doctoral thesis. The course is intended to give to students the necessary knowledge, ability and confidence to successfully approach their research work. The course is therefore more collaborative than a strict lecture-based course; students are expected to discuss actively in the class.

- **Review and Approval of the Doctoral Dissertation Plan**

After the first semester, the student begins his activities for the development of the plan on his doctoral dissertation. Activities include the definition of literature, defining hypothetical framework, the definition of the work methodology and determination of the individual plan as well as the first public presentation. If necessary, can be held elective courses for this purpose.

- **Scientific Research Work**

In the second year (semester 3 and 4) the candidate continues with research activity by approved individual plan. Mentor provides assessment on these activities in the form of a report to the Scientific-Teaching Council of the Faculty.

- **Publications I**

Publication of research activities under the table relevant to the media for publication. Publication activities and successes of the candidate checked before scientific audience by area and the relevance of the research.

- **Student Mobility**

The aim of PhD students' mobility is to request candidates to present, exchange and discuss their research work with their colleagues from other European countries for improving the quality of their dissertation.

- **Presentation of Research Results**

At the end of the 5th semester, after the research activities under the individual plan, overall results of this phase of the paper and the research will be presented publicly by the candidate.

- **Publications II**

Publication of research activities under the table relevant to the media for publication. Publication activities and successes of the candidate checked before scientific audience by area and the relevance of the research.

- **Doctoral Dissertation**

Continuing the work of doctoral dissertation. Submitted thesis (dissertation) accepted by the Scientific-Teaching Council of the Faculty and submitted to committee members and begins the procedure of public defense.

Elective courses

- **Comparative Media Systems**

Aims of the course program: The course aims to explain the ambiguity of media systems where students can analyze and critically think about concepts and models, European and global media perspectives, to determine the political context of media systems in terms of the social conditionality of modernism, as well as to research and compare specific media in Europe and the world according to the media pluralism of the contents, the homogenization of the topics, the impulsiveness of the interests of the citizens, the influence in the development of the cultural values and the democratization of the national social communities.

- **Mass Communication and Society**

The course will focus on the relationship of mass communication processes and effects on the individual and society; impact of media messages on knowledge, attitudes and behavior. It examines social, economic, political, and cultural changes around the world from the perspective of mass communication theory and practice. It provides an understanding of the historical and cross-cultural/international aspects of a variety of issues from a mass communication perspective. Emphasis on both the fascinating new forms of politics, economics, and creative enterprises are rapidly challenging many core assumptions about human communication and identity. This course will help develop an advanced understanding of the rapidly changing and dynamic media field. The course balances theoretical insights with practical aspects of media and mass-communication. Students will develop advanced skills in the critical analysis of media texts, audiences and institutions. They will focus on communication between individuals, groups, organizations, humanity and nature, and the evolving media through which communication takes place.

- **Advanced Studies in New Media and Society**

This advanced course explores the role of new media in shaping and transforming society. It investigates how media audiences become producers, how citizen journalism and digital culture change established norms and practices, how social media and peer production affect politics and business and how technology is related to power and social change. This course provides with a thorough understanding of the current transformations and with the analytical skills to investigate new media in the context of social, political and economic change. We ask how online communication is shaped by users, states and businesses, and how our society is, in turn, affected by new digital media. Indeed, what we see, hear, read, and experience are largely a product of our society and its particular political, economic, material, and cultural configuration. This relationship also shapes our understanding of ourselves, our society, and the world around us. Yet, our media culture is undergoing a profound series of transformations – as new technologies, new forms of entertainment, new venues for political debate, and new models of participation and labor emerge online. This course will interrogate how the social, political-economic, and cultural landscape is changing in relation to digital media and information technologies. We will develop critical resources to better understand the history of these technologies and emerging communicative forms; the economics and politics behind them; the sociocultural moments from which they have emerged; and the shifts they have engendered. Once equipped with these tools, we will ask deeper questions about their impact on society.

- **Strategic Writing and Media Relations**

Students will be able to apply the techniques and styles of writing in media relations, to create a strategy in organizing the communication message for special purposes, to apply techniques in research of the target groups, such as interview and questionnaire as well as to apply special skills in written expression for media presentation, promotion, company brand development and for changing social norms and values. Students will also be able to analyze, classify, and compare the effects of strategic writing and media relations by specific institutions, organizations, and associations.

- **Journalism and Digital Communications**

Journalism is an important, exciting and dynamic field. It tells us about ourselves. The platforms through which we tell our stories are evolving. We help develop real-world practical and critical thinking skills in students so that their journalism is informed by a balanced sense of justice, accuracy and life-experience. This course combines traditional media studies with new practices emerging in the 21st century. This course covers a huge range of traditional and new communicative and creative practices across the arts, sciences, humanities, business and industry – exploring how the field is being shaped and changed by technological advances and digital communications. This interdisciplinary approach will give you a thorough grounding in media and communications – as an academic field, a cultural landscape and a network of complex industries. Examining key theories, you'll discover how media and communications both influence and are influenced by, people and societies across the world – developing a critical understanding of media creation and consumption.

- **Processes and Effects of Mediated Communication**

Aims of the course program: Specialistic knowledge on the intermediation process in terms of social sciences.

- **Study of Communication: Communication and Culture**

Based on the theoretical settings and practical analysis of the communication-cultural phenomena, students will be able to write a research paper – A Case study from certain aspects of the mutual influence of communication and culture. The aim of the course program is to apply the forms of communicative expression through the forms of cultural expression of the individual, groups, organizations and the mass audience. Students will analyze intercultural differences in verbal and nonverbal communication and the culture of communication in specific professional settings.

- **Public Speaking: Speech and Criticism in a Democratic Society**

Upon completion of this course, students will gain advanced knowledge and research skills about the communication process, the ethical responsibilities of the public speaker in a democratic society, as well as the different models of informative and persuasive speeches, all from a critical perspective. At the same time, students will explore the best models for preparing and delivering different types of speeches, audience analysis, speech research, speech preparation, and so on. Upon completion of the course students will be able to think critically through constructive self-criticism and critique of the speeches of others in the democratic process in a multiethnic society.