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

Study program	International Communication (2022/2023)
Faculty	Languages, Cultures and Communications
Study Cycle	Second Cycle (Postgraduate)
ECTS	60
Code	N-MIC60C
Title	Master of International Communication
Accreditation archive number [60]	03-1329/1
Decision for starting of the program	
Accreditation date	04.05.2022

Description of the program

The **International Communication** program is designed to contribute to modern specialist education and development of scientific research facilities that will be prepared to plan, manage and apply modern communications in institutions and organizations in the process of European and Euro-Atlantic organizations and in general in international relations and diplomacy.

The program is designed according to the latest trends in the field of applied communications in an international context and it is completion & continuity of undergraduate program for international communications offered by the Faculty of Languages Cultures and Communication at Southeast European University.

The purpose of this program is to prepare students as future researchers and / or experts who will be able to analyse communication phenomena and processes in an international context, to study international media, to analyse and interpret political and social processes from the aspect of trends in international communications, etc.

Integration with the European Union and NATO countries in the region, government and non-governmental institutions in the member states or candidates, need, more than ever, experts and specialists of international communications area that will apply communications between the appropriate units and departments of the institutions with centres in Brussels, with the institutions of other member countries, while there is a need for researchers in the field of international communications that research method will review and explore the most appropriate models for successful functioning of the communications of the institutions of the countries of the region with a central administration and hierarchy of those international organizations and finding forms and models for successful cooperation with other Member States which is the core operation of those international organizations.

The objectives of this program for students are:

- acquire the knowledge of the communication management process in an international context;
- plan international communications with international organization within international organizations;
- conduct international communication campaigns;

- evaluate the results of the international communications between institutions in international relations;
- value diplomatic relations and functions between countries and institutions in terms of communications;
- acquire knowledge of various theories of communication, intercultural communications and leadership, international communication, scientific and methodological issues of communicating in an international context, as well as analytical and creative skills for negotiation;
- - acquire practical knowledge for analysing international communications between institutions, countries, and groups, understanding of the functioning of the international media, international management practices, leadership and messages in international communications, and develop effective skills and communication campaigns in the international communication.

Career

Upon completion of the Master's Program in **International Communication** students can work as researchers or trainers in the area of international communications, and to be employed as managers, specialists, consultants and advisors for communications and / or international communications:

- international organizations,
- Embassies
- multinational corporations,
- Media
- public relations agencies,
- diplomatic missions,
- non-governmental organizations, etc.

Learning outcomes

Knowledge and understanding

- Acquire knowledge and understanding of the communication process in general and possessing profound knowledge of the major theories and approaches of international communications.
- Acquire advanced knowledge of international communication models, types of communication campaigns and public relations strategies, the basic features of diplomacy and functioning international organizations.
- Development of analytical and critical thinking for international communications and their strategies and tactics.
- Originality in the application of autonomous ideas, construction of communication message in the international and diplomatic relations as well as competently writing and speaking in public and private atmosphere in issues related to international communications.
- Establishes a strategy for developing communication with (and within) international organizations and particularly describes and classifies communication models and tools in the development and application of international communications.
- Acquires advanced practical experience for international communication.

Applying knowledge and understanding

- To plan and negotiate with international institutions and facilitate the resolution of conflicts between two or more parties.
- To plan, manage and evaluate research projects in the field of International Communications and be analytical in the field of international communication.
- Ability to maintain a professional and institutional communications with international actors and institutions and developing public relations and communication campaigns at the national and global levels.
- Ability to manage and evaluate programs and positions various international institutions and lead trainings and provides expert advice on communication skills of national and international perspective.

- Organizes detailed and structure of the content of communication message in its main segments in an international context: information, awareness, persuasion, feedback, and transparency.

- Observe, explore, and analyse certain communication situations in communicating in international relations and diplomacy and international media leadership issues and communication, intercultural communication, globalization and new media.

Making judgement

- Ability to assess and selection strategies in international communications in general and more specifically the ability for the evaluation and selection of channels and models for communicating with and within international institutions.
- Right Selection forms of international communication campaigns, work with international media valuation of most appropriate and particular communication message of new media at the process of international communicating.
- Decisions on selection of arguments and facts for effective communication in international relations message diplomacy and negotiation.
- Identify strengths and weaknesses in the management of certain communication strategies in an international context.
- Ability to include a professional level in the media and other public debates and to argue their positions, supported by facts, issues related to communications, new media, objectivity in international communications, the creation of public opinion, etc.

Communication skills

- Plans, implements, and evaluates presentations of new ideas, concepts, and strategies in the field of international communication.
- Creates and applies an agenda for communicating messages, ideas and decisions of the institutions and organizations in the practice of international communications
- Advanced knowledge of foreign languages for international communication at an academic level.
- To provide clear and coherent professional presentation on a topic or task in relation with international communications using reference examples and solutions.
- To use advanced sources for further development and implementation of the acquired knowledge.
- To be able to express themselves professionally and eloquently in the media, and to gain skills in public speaking on issues and topics related to international communications.
- Organize, manage, and develop professional debates, and professional / expert debate on topics related to international communications.
- Specialists in international communication create strategies for communicating in an international environment, apply appropriate tactics and tools for the implementation of international communication strategies and plans, facilitate and / or mediate in negotiations to resolve a conflict of communication nature in an international context.

Learning skills

- Owns a professional / expert ability to do analysis in the field of international communication and use scientific literature and review by other authors.
- To deepen the theoretical knowledge facing different problems in communication situations in international relations, diplomacy, and negotiations.
- Formulation of the research question and the development of questionnaires and other scientific methods for scientific research in the field of international communications.
- Survey of the audience / public international context.
- Take initiatives and responsibility for creating global communication policies in institutions.

List of courses

Semester 1

- [MIC-101] [6.0 ECTS] **Research Methodology**
- [MIC-102] [6.0 ECTS] **Advanced Communication Theory**
- [CM172] [6.0 ECTS] **Global and International Communication**
- [CM173] [6.0 ECTS] **Mass Media, Society and Public Opinion**
- [6.0 ECTS] **Elective course**

Semester 2

- [MIC-400] [30.0 ECTS] **Master Thesis**

Description of courses

Core courses

- **Research Methodology**
  This course focuses on quantitative and qualitative research methods and techniques needed to write a Master's thesis, as well as on its structure and standards. The selection of the needed literature, its analysis and scientific interpretation also represents an important component of the course.

- **Advanced Communication Theory**
  This course analyses theories of communication and their analysis of the discourses and narrative analysis. This course also aims to analyse “the person” through the model of discourse analysis, which brings about an authentic model in education.

- **Global and International Communication**
  Students will have in-depth knowledge of contemporary theories of global and international communication will be able to create a strategy for effective global communication in terms of application of socio-cultural characteristics of construction and organization of communication message and in terms of impact on global audiences, i.e., the international public. Students will also analyse contemporary cultural phenomena of global communication such as globalization, multiculturalism, interculturalism and cultural identity in specific communication realities.

- **Mass Media, Society and Public Opinion**
  Mass media play important role by letting individuals know what other people think and by giving political leaders large audiences. In this way the media make it possible for public opinion to encompass large numbers of individuals and wide geographic areas. A discursive study of mass media organizations, how they operate and exert their influence on individuals and society enabling students to become knowledgeable and self-critical consumers of mass media content. The emphasis will be on those media engaged in news and public affairs reporting and commentary, especially the press, television, and digital media. This course covers the functions, principles, theories, conceptual tools, and methods used for understanding the role of media in society. The course is intended to sharpen students’ understanding of processes and functions of media in politics and government, elucidate theories and effects of media on public opinion and political processes, develop understanding of the practice and impact of political communication, mature appreciation of factors influencing news provision, advance comprehension of the roles played by media in various political and governmental undertakings, and to critically evaluate media performance in relation to politics and society.

- **Master Thesis**
  After passing examinations, the student may begin the procedure of filing, making and public defence of thesis topic. The student chooses the mentor, who gives him instructions for preparation of the application of master theses. The application must be granted by the Graduate Studies Educational Collegium and the Scientific and Academic Council of the Faculty. After preparing the final version of Masters Thesis, Academic-Scientific Council of Faculty forms a three-member committee, which prepares the report, which is may be accepted or rejected. The positive report is approved by the Academic-Scientific Council and it is set the date of public defence. After successfully defending the thesis, the student gains the degree - Master of International Communication.

Elective courses

- **New Media and Strategic Communication**
  The course is designed to offer students a comprehensive overview of the role, aspects and significance of new media and contemporary communication strategy. The course deepens students' knowledge in relation to the field of social media for strategic communication, and creative research-based strategies and applications teach students the skills and principles needed to use social media in effective communication campaigns.

- **Contemporary Politics, Mass Media and Journalism**
  Students will expand their knowledge in the field of political communication through the analysis of the impact of contemporary politics on the media means and the work of journalism in order to apply professional criteria and ethical principles in the organization and distribution of the media message to the mass audience. The aim of the program is for students to analyse the media in terms of influence, role, functions, and significance on the development of democratic processes in society and profiling of political entities, their participatory role in political processes, political campaign analysis and detection of elements of political propaganda.

- **Media and Politics**
  This course provides an overview of the role media and politics. Not only is the relationship between media and politics increasingly contested and debated, but political action and communication is taking place in new types of media which have not existed before. These developments are changing the relationships between citizens, politicians, and media. New media, new types of politicians and new forms of citizen activism challenge traditional approaches and provide fertile grounds for exploring national and international cases and trends, as well as for comparing developments across countries and contexts. The course introduces key theoretical approaches to the study of the increasing hybridization of media and politics, and places current trends in an historical and comparative perspective. Key topics include media-state-relations, election campaigns, social media activism and performances of politicians. The course also explores how both routine politics and political activism develop with and within a diverse media landscape. A specific emphasis is placed on how citizens and social movements use media in political struggles. In doing so, we will focus on several broad themes: the relationship between the media and government; changes to the media environment in the last two decades the process of news making and how it shapes the content of political news; and the effects of the media on public opinion and voting behaviour.

- **Communications as Social Interaction**
  Communication is a social interaction with individuals constantly altering their signals in response to the history of the immediate interaction and in response to the history of the social relationships between individuals. The study of social interaction involves the careful assessment of the practices of everyday communicating between people in various (usually) real-life contexts, such as doctor-patient visits, organizations, and human-computer communication. The purpose of this course is to increase your understanding of the role of language and communication in social interaction and the construction of identity, and to heighten your awareness of language choices and their consequences. Topics include different approaches to the study of communication in social interaction, ways in which language and communication is used to construct social identity (e.g., race, gender, status), and issues concerning language and culture (e.g., code-switching and stance). In addition to providing a conceptual framework with which to think about communication and interaction, this course will provide experience in observing and analysing how verbal and nonverbal conduct are enacted and understood in social situations.

- **International Management: Theory and Practice**
  Explanation of the process management and the manner of its organization and functioning in international terms used in international companies conducting international business cooperation and partnership.

- **International Communication and Social Networks**
  Course objectives: The international communication report and social networks, through: - Comparative approach and practical examples of positive and negative aspects arising from this relationship. - Analysis of the dynamics of the relationship between social networks and the construction of international communication. - The impact of social networks in different political and cultural climates. - Application of social networks in establishing better international communication through practical examples.

- **Intercultural Communication**
  Within the course there will be learnt the importance of the theory of culture, and culture in the communication view. Next Masters' students need to apprehend the theoretical and practical aspects of the intercultural communication and to be able to gain knowledge about culture in different contexts and environments from the viewpoint of communication and or epistemology.

- **Digital Media Literacy**
  This course aims to extend and refine students' ability to use digital technology, communication tools, and the internet creatively, critically, and safely, in support of their development, learning and capacity to participate effectively in business, social and community life.

- **International Public Relation and Global Communication**
  Students will have in-depth knowledge of contemporary theories of global and international communication will be able to create a strategy for effective global communication in terms of application of socio-cultural characteristics of construction and organization of communication message and in terms of impact on global audiences, i.e., the international public. Students will also analyse contemporary cultural phenomena of global communication such as globalization, multiculturalism, interculturalism and cultural identity in specific communication realities.

- **Communication Planning**
  The course aims to enable students to develop a communication plan in accordance with modern communication principles; to analyse communication plans in different communication realities - institutions, companies, and the civil

sector, as well as to make a differentiation between the elements of communication and media plan and communication strategy. The application of the course - Communication Planning will enable effective professional communication and a successful communication strategy in the development of organizational communication.