



**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	First Cycle (Undergraduate)
ECTS	180
Code	N-COMMIC
Title	Bachelor of International Communication
Accreditation archive number [180]	03-1777/1
Decision for starting of the program	
Accreditation date	10.06.2022

## **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 workplaces in international organizations and institutions; in the industry of media; workplaces in the growing, fast evolving field of communication strategies and technologies used by the corporations and other organizations; for workplaces 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 workplaces 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.

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## **Career**

The study program International Communication is especially appropriate for all those interested in 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 analyse, 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, regarding planning communications,

management of processes, control, and strategic management.

- Has the ability to analyse 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-101] [6.0 ECTS] **Introduction to Communication Sciences**
- [CCM-102] [6.0 ECTS] **Introduction to International and Intercultural Communication**
- [CCM-103] [6.0 ECTS] **Introduction to International Relations**
- [3.0 ECTS] **Albanian/Macedonian Language**
- [3.0 ECTS] **English Language**
- [6.0 ECTS] **Elective/Digital Competencies**

### **Semester 2**

- [CCM-202] [6.0 ECTS] **Theory of Communication**
- [C2184] [6.0 ECTS] **Communication and Social Theory**
- [CCM-203] [6.0 ECTS] **Introduction to Political Sciences**
- [3.0 ECTS] **Albanian/Macedonian Language**
- [3.0 ECTS] **English Language**
- [6.0 ECTS] **Elective/Digital Competencies**

### **Semester 3**

- [CCM-301] [6.0 ECTS] **Communication Research Methods**
- [CCM-201] [6.0 ECTS] **Media Studies**
- [C2185] [6.0 ECTS] **Culture, Identity and Globalization**
- [CCM-302] [6.0 ECTS] **Diplomacy**
- [C2069] [3.0 ECTS] **Oral Communication**
- [3.0 ECTS] **English Language**

### **Semester 4**

- [ECS093] [6.0 ECTS] **Semiotics of Mass Communication**
- [CCM-402] [6.0 ECTS] **Public Relations: Principles and Practices**
- [C2186] [6.0 ECTS] **Media and Cultural Policy in the European Union**
- [CCM-403] [6.0 ECTS] **International Organizations**
- [C2070] [3.0 ECTS] **Written communication**
- [3.0 ECTS] **English Language**

## Semester 5

- [ECM-603] [6.0 ECTS] **International Politics**
- [CCM-502] [6.0 ECTS] **Political Communication**
- [C2188] [6.0 ECTS] **Media and Journalistic Genres**
- [6.0 ECTS] **Elective from other unit**
- [6.0 ECTS] **General elective (from SP)**

## Semester 6

- [C2187] [6.0 ECTS] **Global Communication and Social Change**
- [CCM-603] [6.0 ECTS] **Communication and Leadership**
- [CCM-504] [6.0 ECTS] **Professional Practice**
- [6.0 ECTS] **Elective from other unit**
- [6.0 ECTS] **General elective (from SP)**

## Description of courses

### Core courses

- **Introduction to Communication Sciences**

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 International and Intercultural Communication**

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 RNM 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.

- **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.

- **Communication and Social Theory**

Aims of the course program: Theories help us to make sense of the world around us. Regardless of their scope, all theories shape how we make judgments about reality, relationships, circumstances, and decisions in our lives. This

course is designed to introduce to the classic and current theories pertaining to the nature of social influence. We will take a broad perspective, considering issues typically included under the rubric of "persuasion," as well as influence via nonverbal channels, and influence in the contexts of mass media. Social theory must take specific internet-related changes into account since together they amount to new and lasting ways in which we have become subject to more targeted political messages and ways to engage with them (politics), more tethered to each other and to information (culture) and to more online consumption (economy) and small, with the intention of better equipping to make sense of the communicative aspects of the world around. The overarching goal of this course is to think about and analyse communication in a systematic way (i.e., in a theoretical way!). Then, the field of communication studies with other social sciences and understand its varied contributions to the knowledge/practice of human interaction. Analysing communication phenomenon from different perspectives (both general theoretical views and specific theories). Recognize and explain major communication theories, but also applying knowledge of communication theories to "real world" issues. This course enables specific access to improving social language skills, to build understanding of essential social communication skills.

- **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 analyse 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.

- **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.

- **Culture, Identity and Globalization**

Aims of the course program: Students should be able to: - Understand the impact of globalization on cultural identity; - To get acquainted with the different aspects of cultural identity (personal, ethnic, social, national); - To critically see and understand the impact of popular culture and globalization in the formation of identity; - To get acquainted with the ways of verbal and non-verbal communication in different cultures through certain examples and case studies.

- **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, economic and cultural activities.

- **Oral Communication**

Aims of the course program: - To develop verbal communication skills. - To be able to be actively involved in a discussion on a particular topic. - To master the techniques for successful communication. - To express their critical opinion on certain topics. - To apply the adopted techniques in their professional career.

- **Semiotics of Mass Communication**

Aim of the course program: To acquaint the students with the terms semiotics and mass communication.

- **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.

- **Media and Cultural Policy in the European Union**

Aims of the course program: To introduce the student to the EU media culture, the influence of mass media regarding the formation of European values, the orientations in the criticism of the mass culture as well as with the essentials of the European standards and criteria in the creation of the media culture. Students will have the opportunity to analyse European regulations and national practices in the media culture of the member states as well as the candidate countries for membership in the European Union.

- **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.

- **Written communication**

Course objectives: - To gain knowledge about the writing process (stages in creating a text). - To approve the standard language norms. - To achieve an academic level for written expressions in Albanian, Macedonian, or English, which will apply the previously acquired knowledge of the standard language. - Encourage student motivation for written expressions regardless of text types and forms. - To approve the criteria of textuality, which are essential for a text. - Acquisition of materials search skills (libraries and online resources).

- **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.

- **Political Communication**

In this course political communication is explained and analysed; 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.

- **Media and Journalistic Genres**

The course aims to introduce the students to the types and functions of media, students will be able to understand the professional standards and norms in their work, to be able to distinguish journalistic genres according to the structure of the media message, and it is especially important to identify the impact and effects on the audience in order to form public opinion and the determinations that define the journalistic product as a manipulation of public opinion. In order to apply the theoretical settings, students will be able to distinguish and write news from commentary, i.e., informative from analytical genres by applying professional standards and criteria.

- **Global Communication and Social Change**

This course is designed to develop professional skills and a critical understanding of the role of media and communication in facilitating processes of social change. Global communication plays a key role in bringing about changes in the world around us, whether with respect to changes in social norms, economic development or broad social change that affect public policies. This course will encourage students to examine critically theories of communication, social change, and economic development etc. Citizens' media and communication comprise social, cultural, and political processes that have the potential to be transformative. These approaches and processes are often not well understood, however, by mainstream development policy and practice, resulting in weak implementation. This course will find that citizens' media and communication is about more than bringing diverse voices into pluralist politics: it contributes to processes of social and cultural construction, redefining exclusionary norms and power relations. Local participation, ownership and control can allow people to reshape the spaces in which their voices find expression.

- **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.

- **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.

## Elective courses

- **Albanian Language for Beginners 1**

Albanian Language course for beginners 1, 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 of the structure of the Albanian language; They will also acquire a modest set of various lexical and grammatical categories which will enable them carry out simple conversations.

- **Albanian Language for Beginners 2**

Albanian Language course for beginners 1, 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 of the structure of the Albanian language; They will also acquire a modest set of various lexical and grammatical categories which will enable them carry out simple conversations.

- **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.

- **Macedonian Language Intermediate Level 1**

The curriculum for Macedonian Language intermediate level 1 includes: reading, writing, listening and speaking through which the students: will enrich the vocabulary through appropriate texts for daily activities (in a bank, in a library, in a ministry, etc.) and will improve the skills for professional writing and speaking that are necessary for clear and effective communication in their further professional career. A special, continuous emphasis on the overall activity is placed on the linguistic elements, that is, on the spelling and grammar of the Macedonian standard language. Experts as one of the key elements for good written expression state the correct use of language.

- **Macedonian Language Intermediate Level 2**

The curriculum for Macedonian Language intermediate level 2 includes: reading, writing, listening and speaking. Special emphasis is placed on the development of students' communication skills, or the use of language in daily activities and professional context, enriching the vocabulary and acquiring knowledge about the structure and types of professional texts. Different communication styles will be covered, with the goal being for students to establish good communication with the audience through their texts and to attract and retain their attention.

- **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.

- **English Language 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. By the end of this course students are expected to be at A1 level of the Common European Framework (CEF) and should be able to understand and use familiar expressions and very basic phrases aimed at the satisfaction of needs of a concrete type; ask and answer questions about personal identification and personal relations; students should be able to introduce themselves and others by using pronouns and possessives, use greetings, name things in the classroom, distinguish between singular and plural, recognize and use numbers from 1- 100. Students should be able to describe a typical day, recognize and use simple constructions in order to describe their daily routine; talk and write about their everyday lives, leisure; ask and answer questions about food and drink. students should be able to give dates, use appropriately the vocabulary related to months in the year, make polite requests, describe places, travel and personal histories; choose a destination and give directions; discuss likes and dislikes.

- **English Language 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. By the end of this course students are expected to be at A1 level of the Common European Framework (CEF) and should be able to understand and use familiar expressions and very basic phrases aimed at the satisfaction of needs of a concrete type; ask and answer questions about personal identification and personal relations; students should be able to introduce themselves and others by using pronouns and possessives, use greetings, name things in the classroom, distinguish between singular and plural, recognize and use numbers from 1- 100. Students should be able to describe a typical day, recognize and use simple constructions in order to describe their daily routine; talk and write about their everyday lives, leisure; ask and answer questions about food and drink. students should be able to give dates, use appropriately the vocabulary related to months in the year, make polite requests, describe places, travel and personal histories; choose a destination and give directions; discuss likes and dislikes.

- **English Language 3**

По завршување на секое ниво на овој предмет кое се одредува според тест на почетокот на семестарот/годината, од студентите се очекува да бидат на различно ниво според Европската јазична рамка и да можат да разберат и користат различни фрази и изрази за нивни потреби како што се: прашања и одговори за себе и за семејството, за својот живот, за слободното време, финансии, за универзитетски дипломи, за

работни вештини, за нивниот личен напредок, за својата идна професија и сл, да учествуваат во дијалози и дебати и да пишуваат параграфи или есеи на теми кои ги обработувале. При завршувањето и полагањето на овој предмет, од студентите се очекува да го постигнат нивото Б1 од европската јазична рамка . Тие би требало да се во можност да прашуваат и одговараат на прашања сврзани со различни теми како криминални појави, природни непогоди, работни вештини и ситуации, да одговараат на покани , да разговараат за семејни врски и брачна состојба и да бидат во состојба да го препознаат и да го употребат соодветно вокабуларот сврзан со универзитетско образование, уметност, патувања и спорт. 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 different phenomena including crime and natural disasters, 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. By the end of this course students are expected to be at B1 level of the Common European Framework (CEF) . They should be able to ask and answer questions about university degrees, job skills and situations; invite and respond to invitations. Students should be able to ask about or describe family relationships and marital status and they should be able to recognize and use appropriately vocabulary related to degrees and university education, art, travelling and sport.

- **English Language 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, environment finance, problems; ask and answer questions about university degrees, job skills and situations. They should be able to 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. By the end of this course students are expected to be at B2 level of the Common European Framework (CEF); They are expected to be independent users of English language and to implement some of the following language functions: give advice; ask and answer questions about university degrees, job skills and situations; invite and respond to invitations, read and listen for gist, detail and comprehension.

- **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 course should enable them to use those skills in both foreign language classroom as well as academic progress in content areas. The course incorporates language skills, study skills and generally applicable skills (listening, delivering oral presentations, constructing arguments) in specific assignments. Therefore, upon successful completion of the course ,the students' proficiency level should be at C1 according to Common European Framework. As a result, 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 and write a problem solution paragraph and essay. They should be able to present visual information in a form of Power Point 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 for Social Sciences 1**

This course is offered with the aim of improving the four main language skills such as reading, writing, listening and speaking in the content-specific area as well as revision and advancement of selected intermediate and upper-intermediate grammatical items and vocabulary in the field of social sciences. This is done to enable students to comprehend more complicated texts in the mentioned area and enable them to communicate fluently with colleagues and experts in the social sciences field. The course focuses 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 Policy, Political Sciences and International Communication as part of their speaking skills. The main focus is on using the professionally related vocabulary for communication and development of students' future careers.

- **English for Social Sciences 2**

This course is offered with the aim of improving the four main language skills such as reading, writing, listening and

speaking in the content-specific area as well as revision and advancement of selected intermediate and upper-intermediate grammatical items and vocabulary in the field of social sciences. This is done to enable students to comprehend more complicated texts in the mentioned area and enable them to communicate fluently with colleagues and experts in the social sciences field. The course focuses 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 Policy, Political Sciences and International Communication as part of their speaking skills. The main focus is on using the professionally related vocabulary for communication and development of students' future careers.

- **Selected chapters in IT Skills**

The aim of this subject is: - To display the technical elements, the structure of the text and design of different papers during their studies. - To enable students to acquire IT skills knowledge that will be needed in preparing the scientific papers, professional papers and presentations. - To practically apply IT skills.

- **Microsoft Office Access**

Microsoft Official Academic Course (MOAC) for Access 2016 provides the hands-on experience to increase your personal productivity skills. This program is divided into 15 lessons cover all product areas required. to pass MOS exam 77-730.

- **Microsoft Office Excel**

Microsoft Official Academic Course (MOAC) for Excel 2016 provides the hands-on experience to increase your personal productivity skills. This program is divided into 15 lessons cover all product areas required to pass MOS exam 77-727.

- **Microsoft Office PowerPoint**

Microsoft Official Academic Course (MOAC) for PowerPoint 2016 provides the hands-on experience to increase your personal productivity skills. This program is divided into 11 lessons resources cover all product areas required to pass MOS exam 77-729.

- **Microsoft Office Word**

Microsoft Official Academic Course (MOAC) for Word 2016 provides the hands-on experience to increase your personal productivity skills. This program is divided into 11 lessons resources cover all product areas required to pass MOS exam 77-725.

- **Web Creation**

Aim of this course is 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.

- **Digital Media Design**

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.

- **Google Education Apps**

Conceptual overview with hands-on tutorials for harnessing the educational potential of G Suite. It identifies learning principles that guide the effective use of G Suite to create learning environments that improve educational communication. This course is organized into a series of modules . The modules are attached to a collapsible menu available at google for education site that organizes the modules in roughly the same order in which they will be discussed in class.

- **Introduction to Public Administration**

Public administration is an area of special scientific interest. The course Introduction to Public Administration will offer to students' knowledge regarding the basic concepts of public administration. Special attention will be devoted

for acquiring knowledge about the evolution of public administration, as well as the envisaged reforms of the public administration in our country. Furthermore, the students will have the opportunity to understand and critically analyse the phenomena's that public administration is challenged with. Since the study area of this course is subject to continuous change, a special focus will be given to new developments and study classical theories of public administration. In this course we will investigate the following concepts: definitions and basic knowledge about the principles and institutions of public administration, the role and importance of public administration in an organized society; genesis and historical development of public administration, public administration, organizational structures, functioning of institutions of administration public administration services; Decision Making in AP, public administration service for the protection and realization of human rights, public administration reforms in RNM etc.

- **Public Leadership and Organizational Development**

The course aims to enable students to identify how leaders and managers are developing and implementing the achievement of the mission and vision of an organization in the public sector; develop values required for long-term success and their application through appropriate activities and habits; how leaders and managers are personally involved in providing assurance that the systems for managing the organization will be developed and implemented. Also, about how the organization implements its mission and vision through a clear strategy based on the views of all interested parties, supported by all relevant policies, plans, goals and processes.

- **Introduction to Public Policies**

The Course aims to provide students easier understanding and mastery of public policy; its principles for creating and running a particular policy; and the analysis, implementation, evaluation and development of policy. Management of public policies is a discipline for problem solving that draws upon knowledge of basic theories and methodologies of social sciences, the social professions and the philosophy of politics.

- **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.

- **Legal Writing and Reasoning**

The course purpose is to provide the basic knowledge of legal writing and justification to the first-year students.y studies. In this course, there will be gained knowledge for the legal writing and reasoning principles and basic guidelines for it, by applying the various methods of legal writing of normative legal acts (regulations, laws, decisions, judgments, contracts, wills etc.) and acts (CV, claim, competition, application, notification, plaint etc.).

- **Assisted Reproductive Technology and Law**

This course aims to emphasize the fact that in the modern society, there is no one universal, generally accepted model of family and parenting. By studying the subject 'Assisted reproductive technology and Law', students will gain knowledge about new artificial reproductive technologies that are part of the contemporary natal policy. In more detail, students will be introduced to all artificial reproductive technologies, such as artificial insemination, in vitro fertilization, surrogate motherhood, the birth of children from a woman with sperm donation, posthumous reproduction, co-parenting, 'three parent' baby technique, cryopreservation of gametes or embryos. Students will have the opportunity to be informed that there are many other opportunities offered by science but are forbidden, for example, cloning, gender selection, improvement of the physical, intellectual or other capacities (eugenics) of the future child, etc. By studying this course students are expected to develop their critical thinking by debating the complex set of moral, ethical and legal dilemmas regarding these new reproductive technologies.

- **Domestic Violence**

Domestic violence is a social phenomenon of wide scale and widespread in contemporary society. It is present in all states and societies regardless of their development and emancipation. Immune to this phenomenon is neither our country nor the region in which we live. Therefore, law students through this course gain knowledge of what is domestic violence, the forms in which it is manifested, the legal arrangements in the country, the region and the international sphere as well as the ways of preventing it. Through this course, students at the end of the course will be

able to identify domestic violence, identify criminal offenses that are incriminated in the Criminal Code as domestic violence, and develop critical thinking about this problematic. This course enables the future jurisdiction to handle issues of this sphere of high sensitivity as well as to provide the most adequate assistance and protection for the victims of these criminal offenses in the exercise of his future profession as a judge, prosecutor or lawyer.

- **Introduction to Computer Sciences**

This course presents a wide, integrated introduction to fundamental concepts of computer sciences. The following subjects are covered: history of computing; digital logic and digital systems; introduction to computer architectures, basic algorithms, problem solving and data structures; introduction to programming languages, operating systems, databases, networks, web and software engineering; application types, including specific software descriptions (word processors, database, browsers, etc.); traditional and multimedia data processing.

- **Internet Technologies**

The main objective of the course is to give students a practical knowledge of basic mechanisms, services and protocols of the global network - Internet. The course provides mastering of the overall architecture of an effective, scalable and secured web page. The students will acquire deep technical knowledge of XML, XHTML (lists, tables, figures, multimedia and forms), CSS (formatting, styles and layouts), and JavaScript (variables, conditions, loops and functions).

- **Applied Probability and Statistics**

The course objective is to provide students with the required knowledge of probabilities and statistics that have direct application in computer sciences. The goal is to learn about the processing of statistical data, their rules and presentation, and the laws for appropriate conclusions based on processed data. Furthermore, the students will learn about basic principles of probability and their application in different areas of everyday life, especially in the field of computer science.

- **E-Commerce**

Course aims: To learn the basic concepts and the terminology of e-commerce: ● The history of e-commerce ● E-World: e-business and e-commerce ● Business Models for e-commerce ● Online payment systems ● Online Marketing ● E-infrastructures - To learn about the core technologies that are mandatory to run e-commerce nowadays, including servers, software, Internet connections, payment gateways and their security, cookies, etc. - To apply e-commerce concepts and theory in practice by doing appropriate analysis on business models and technologies and making decisions on the most appropriate solutions. - To understand the process of creating a web shop and connecting it with the payment gateways. - To be able to put the idea on paper, create business model and prepare the finances. - To be able to differentiate various online marketing tools and to be able to apply some of them in practice. - To examine information security, ethical, and social issues and know how to address specific issues. To be familiar with the Internet and Cloud computing.

- **Introduction to Information Systems**

Aims of the course program: To learn the basic concepts and the terminology of Information Systems: - Basic Information Systems concepts: hardware, software, networks; - E-World: e-business and e-commerce; - Developing Processes; To learn about the Information Systems and technologies that improve business values and various processes inside organizations; Applying IS concepts with various managing disciplines, during analysis, interpretation, assessments and decisions; To understand the process of redesigning organizations by using information systems; To describe the role of information systems in decision making; To examine information security, ethical, and social issues; To be familiar with the Internet, electronic commerce, and e-business; To prepare students to work on small scale projects, individual or group work, who by nature could fall into these categories: case studies, scientific research project, development projects or internship projects;

- **IT Professional Ethics**

This course provides a comprehensive overview of the current ethical issues in Information Technology (IT) use. It examines an array of long-standing and emerging issues facing IT users ranging from free speech, privacy, intellectual property, hacking, and the digital divide, to ethics in social networking and online communities. The course discusses the ethical dilemmas and responsibilities of IT professionals, and promotes the critical examination and responsible usage of IT.

- **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.

- **German Language 1-4**

After completing this course, 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.

- **Multiculturalism in Teaching English Language**

Course objectives: Communication skills: Students should be able to present their opinions regarding culture and globalization and the influence that these processes have in education. They should be able to discuss issues related to the themes of tolerance, understanding, and accommodating diversity. They will also work towards producing essays treating the issues of cultural relativism, stereotypes, prejudices, as well as the development of concepts like intercultural cooperation and multicultural education. Applying knowledge and Understanding: Creating educational models for multicultural cooperation and their application in the process of teaching English as a second language. Developing an educational strategy that would prove successful in situations where there might be tensions among students due to the lack of tolerance. Making judgments: Ability to make their own individual portfolio based on the principles of multicultural education and capacity to identify cases where there is lack of tolerance, thus aiming at developing the spirit of intercultural cooperation. Knowledge and understanding: Getting to know the basic principles of culture, cultural relativism, intercultural and multicultural education and addressing these issues in the context of teaching English as a foreign language. Learning skills: Learning about efficient models for promotion of multiculturalism in the educational process where learning English plays a crucial role being a neutral language for the students regardless of the ethnic background.

- **Intercultural Studies**

Having completed this course, the students will be 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.

- **Critical Reasoning and Thinking**

At the end of this course, students will become able to improve the quality of their thinking by capturing the inherent structures of the act of thinking and by making them subjects to their intellectual and academic standards. They will develop strategies for decision making based on reflection, reason, and logic. Through this course, students will learn the tendencies, approximations, and assumptions on which their reflections are based, and the conditions and the outcomes derived from their ways of thinking. This reflective thought is the active, careful, and persistent examination of all beliefs in the light of the fundamentals that support them and their conclusions. Students will be equipped with knowledge and skills needed to bring reasoned decisions which are required in everyday circumstances, and which are related to the jobs they will perform.

- **Public Relations and New Media**

The course focuses on the development of those communication skills and techniques that are essential for effective functioning in the era of globalization. Students will elaborate the process of globalization, social, political, economic and cultural aspects of modern phenomenon, the consequences and impacts in the communication sphere marked an era of postmodernism, particularly the impact of new social media, their structure, Multilanguage functions of social networks, the effects and consequences in the modern world communication realities.

- **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, economic, social, and cultural implications of media on society.

- **Introduction to Economics and Business**

The primary purpose of this course is to develop a basic understanding of the major economic concepts and theories used in analysing economic issues. This course is designed in a way to equip students with basic principles, concepts and techniques in doing economic analysis. At the end of the course, the students should be able to “think like an economist”. This course provides a survey of the principles of micro- and macroeconomics with a focus on applied managerial decision-making in a global setting. Upon completion of the course, students should be able to: utilize the demand and supply model to determine the impact of changes in demand or supply on price and quantity; define GDP and describe its measurement, uses, and limitations as a measure of economic wellbeing; define Inflation and describe its measurement, consequences, and how to adjust for it; as well as describe the role and tools of a central bank.

- **Principles of Management**

The purpose of this course is to familiarize students with the basics of management, its genesis, definition and basic principles which should be based on the work of any future manager. This course also aims to acquaint students with knowledge of the basic functions of management as planning, organizing, coordinating, motivating and controlling. Mastery of this subject will provide students with the ability: - To learn the basics of management and to enable them to give concrete examples. - To be able to see the mastery of this subject as the need and acquiring knowledge to be in the context of practical application of learning. - To think of an effective way this will help them to face with business problems in their future life.

- **Business Communication**

Contents of the curriculum: In recent years more and more companies apply the techniques of business communication as a key tool to respond to competition in the global market. This subject is an attempt to improve the communication skills of students with theoretical and above all, and practical indication of the correct way of communicating in an organizational environment with employees and managers as well as holding meetings, interviewing, how to respond when interviewing, negotiating and motivating those around them.

- **Project Management**

The purpose of this course is to introduce students to the world of modern projects and their confrontation with the opportunities and challenges of real economic life in the creation of appropriate, real need projects. Specific objectives of the subject include how to determine a project (using several stages) and to emphasize the important role of project manager (understanding the need, field of action, activities for implementation, the complexity of modern design, etc...). Students will be trained on how to apply modern tools and techniques of modern project management in the transformation necessary or appropriate creative idea in a real and documented project that will make you be more inventive about themselves and more competitive labour market.

- **Business Plan**

The aim of the course is to assist students in understanding the behaviour of conscious enterprise in modern economic conditions.

- **Corporate Social Responsibility and Ethics**

The aim of the course is to develop general theoretical knowledge of corporate social responsibility in modern economies and analyse the reflection of corporate social responsibility in the overall functioning of the enterprise.

- **French Language 1-2-3**

The purpose of this course is for students to strengthen their language skills and competencies, as well as to develop four communication competencies, particularly in the following areas: • to be able to express an opinion, • to be able to express their feelings, • to understand the essence of an expression, thought or idea, • to be able to argue and defend their opinion. • to manage different situations, • to maintain a simple and coherent speech, • to tell an event, • to talk about a dream or experience, • to present the reasons for a project or idea, • to communicate spontaneously.

- **Italian Language 1-2-3**

The purpose of the course is for students to get acquainted with the Italian culture, the Italian civilization and the Italian language. The idea is for students to know a slightly different reality, which may help them to become aware of themselves, as well as in creating a better picture for themselves and for their future. Corresponding to the level (from A1 to B2), which students choose, or the levels that they will follow in the semesters they have at their disposal for a free elective subject, the matter progresses deeper. The first level starts from basic settings such as: orthography

(spelling), pronunciation, vocabulary for managing simple, everyday language situations (personal presentation, presentation of others, orientation in space and in time, communication expressions in a bar, restaurant, supermarket, on the market), and it is reaching more complex constructions in the continuing stages, which refer to the expression of attitude, desire, need, telling past events, talking about future actions, etc. Grammar is introduced inductively (through awareness of situations (audio recordings, videos, films, various texts) and conclusions), in which the students themselves playing the key role, with their active participation in the lectures.

- **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 such as 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.

- **Digital and Online Literacy**

Digital and Online Literacy is a one-semester course meeting 3 class hours per week, offered in the undergraduate studies. The course is designed according to students' needs and it includes several 21st century skills related to using technology appropriately and effectively. The course will encompass the three categories of the 21st century skills. By the end of the course students will be able to search for and access online information successfully using variety of digital tools, critically evaluate the reliability of online resources and distinguishing between credible and untrustworthy sources, demonstrate understanding of ethical issues related to academic context, understand proper referencing in order to avoid plagiarism, learn how to effectively communicate in a professional manner, understand the basics of being safe online and the positive and negative aspects of creating an online identity, investigate cyber bullying and identify possible solutions for reducing online harassment.

- **Conversational English**

Conversational English is a one semester course designed for intermediate-level English speakers and above and will be available to students in all semesters. English is an international language that facilitates communication in a variety of contexts around the world, ranging from business meetings and transactions to casual conversations between friends and interactions during travel. Conversational English will build students' listening and speaking skills, providing grammar, vocabulary, pronunciation, and fluency practice needed for common types of spoken English interactions. This course will cover topics related to professional conversation, casual conversation, and everyday interactions, providing students with conversational confidence in a variety of contexts. Professional conversation will include formal and polite varieties of speech used in contexts such as work meetings or discussions with colleagues. Casual conversation will include practice with language used while socializing with friends or family and other informal situations and will include slang and informal speech. Everyday interactions will include conversations at stores, during travel, and asking for or providing assistance. Methods of learning will focus on practice and will include listening activities, dialogues, role-plays and simulations, debates, and discussions.

- **Communication Skills in a Professional Setting in English**

The purpose of the course is to develop the communication skills that are essential for effective functioning in the professional world in English. The course objectives focus on a wide range of professional settings and issues. Students will study the process for analysis of different communication situations and will accordingly comprehend them.

- **Fiction and Fun**

The course aims to explore a range of attractive and popular literary texts (novels, excerpts, readers and short stories) so as to understand and enjoy the characteristics of different and popular genres, including science fiction, young adult literature and fantasy. Among the course objectives, the following can be included : to develop students' confidence, fluency and interest in reading in English, to read different types of novels and respond thoughtfully and critically, verbally and in writing, by drawing connections between personal experience, world knowledge and/or other sources (lectures, readings, films) and the assigned text. In addition, the aims are to transfer advanced reading skills to the second language classroom and develop these skills, making the students better readers in both languages. Reading skills include skimming, scanning, predicting, guessing words from context and reading for detailed comprehension.

- **English Literature and Film**

This course is aimed for students that like to read, enjoy watching and analysing films - to help students develop critical thinking skills through film analysis - to discuss, evaluate and write critical reviews - to critically analyse literary

and informational texts - to discuss and analyse students' work and give peer review - to present different perspectives, support claim, use sensory language

- **Macedonian Language for Legal and EU terminology**

The aim of the course is to train students for language competence and language performance in the professional field (i.e., in the field of law and the EU). It is a learner-centred approach that is focused on developing communication skills in specific areas, ie deepening and strengthening the skills for advanced written and oral expression in a standard Macedonian language. The intended material includes contents related to professional disciplines, as well as authentic documents and materials. Particular attention is paid to mastering professional terminology and its application in an appropriate language context and to the development of digital skills. Students are expected to become more autonomous in learning the language and to be able to think critically on various topics, as well as to acquire the ability to communicate in Macedonian in a multilingual and multicultural environment.

- **Crisis Communications and Media Relations**

Students will be introduced to the discourse - crisis communication, with its orientations, characteristics and elements and will be able to distinguish it from other types of communications. They will apply communication skills in managing communication in times of crisis in order to resolve conflicts in specific communication realities.

- **Global and Intercultural Communication**

Aims of the course program: Students can and should be able to: - Understand the patterns of communication between people; - To critically analyse the processes of globalization and their role in intercultural communication; - To gain an overview of the theories of intercultural and global communication; - To develop awareness of intercultural competencies; - To acquire skills through which they will be effective communicators in a global and intercultural context.

- **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.

- **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.

- **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.

- **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.

- **Strategic Communication for Social Change**

Aims of the course program: This course provides knowledge and understanding of the central concepts, roles and functions of Strategic Communication in a contemporary society, examines an array of theories, strategies and tactics that social change groups can employ to communicate the validity and benefits of the changes they seek, and through that inspire people to action. Its aim is to help students promote social justice through effective communications. Through this course students will have a full understanding of: • The nature of social problems and the ways in which their causes and solutions are linked to public policy, mass media and cultural differences. • The unique, societal role of social change groups and how their communication needs differ from corporate-based models employed by business and traditional non-profit organizations. • A strategic communications process designed to

help social change groups inspire action. • Specific technologies, tools, and techniques for the execution of strategy. Students will achieve these objectives through class discussion of selected readings, tracking and analysing a current social problem or issue of their choice, designing a communications strategy to influence their chosen issue, and presenting that strategy in class.