



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

Study program **International Communication (2013/2014)**

Faculty	Languages, Cultures and Communications
Study Cycle	Second Cycle (Postgraduate)
ECTS	120
Title	Master of International Communication
Accreditation archive number [120]	18-253/2
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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 South East European University.

The purpose of this program is to prepare students as future researchers and / or experts who will be able to analyze communication phenomena and processes in an international context, to study international media, to analyze 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 analyzing 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 analyze 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

- [6.0 ECTS] **Research Methodology**
- [6.0 ECTS] **Advanced Communication Theory**
- [6.0 ECTS] **Negotiations**
- [6.0 ECTS] **Elective course 1**
- [6.0 ECTS] **Free elective course 1**

Semester 2

- [6.0 ECTS] **International Communication**
- [6.0 ECTS] **Political Leadership**
- [6.0 ECTS] **International Relations**
- [6.0 ECTS] **Elective course 2**
- [6.0 ECTS] **Free elective course 2**

Semester 3

- [6.0 ECTS] **Diplomacy: Theory and Practice**

- [6.0 ECTS] **Political Communication**
- [6.0 ECTS] **Globalization and New Media**
- [6.0 ECTS] **Elective course 4**
- [6.0 ECTS] **Elective course 3**

Semester 4

- [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 analyzes theories of communication and their analysis of the discourses and narrative analysis. This course also aims to analyze "the person" through the model of discourse analysis, which brings about an authentic model in education.

- **Negotiations**

The course focuses on negotiation theory with its practical application in planning negotiations, the role of the Third Party, creating and maintaining a strategy for negotiations to resolve a dispute, etc.

- **International Communication**

The course will cover international communication systems, a process of international communication. Also, the course will examine modern theoretical approaches to the elaboration and construction of cultural policies, strategies and criteria in intercultural communication, and management of intercultural conflicts. The course will also discuss cultural identity issues in multiethnic societies.

- **Political Leadership**

This course focuses on various styles of political leadership and on the appropriate public relations techniques and strategies needed for application. Students will also analyze the public speaking abilities of political leaders as well as explore various types and forms of political leadership.

- **International Relations**

The course focuses on the study and analysis of the nature, dynamics and structure of the system of international relations and its development from the perspective of each dominant theories of international relations that usually the developments are interpreted in a manner completely opposed in the international arena. Besides learning the dominant theories in the field of international relations, the course will analyze contemporary political and security problems in the world today, from the point of view of each of the theories of international relations.

- **Diplomacy: Theory and Practice**

The course focuses on the theoretical and practical explanation of access diplomacy, defining foreign policy situation, the place, the selection and funds in creating diplomacy, the forms of relations and relations with the international community, as well as the creation of specific types of strategies with application individual techniques and skills, and alternative methods. While of particular importance will be the elaboration of comparative individual countries in terms of good neighbourly diplomacy policy, unresolved issues from a regional perspective and outstanding issues globally.

- **Political Communication**

This course aims to study, explain and analyze political communication, which as a field dates back from the first existence of political communities. The course however does not deal with the historical side of this subject, focusing more on the modern times and the political actuality.

- **Globalization 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.

- **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 Scientific and Academic Council of the Faculty. After preparing the final version of Master's Thesis, Academic-Scientific Council of the Faculty forms a three-member committee, which prepares the report, which 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

- **International Communication Systems**

The course is focused in meeting and elaborate communication system in Europe and worldwide, their common characteristics and specificities, with special emphasis on European practice in the European Union countries. Among other things students will learn the following topics: defining communication system its structure (field, events, area, media, application sphere, the normative basis regarding communication system with other systems), typology of communication systems (traditional, commercial, models of public services mixed), features their division according to the criteria of ownership, level of development, social system, relations communications system with other systems in the environment.

- **International Organizations and Communication**

The course focuses on the theoretical issues of international organizations and communications structure of different types of communication messages in international organizations, explains the types and purposes of different communication strategies and their comparative analysis among the various international organizations and practical process and analyze the successful communication projects in the international arena. Part of the contents of the subject intended for public opinion on global communication issues raised by international organizations.

- **Advanced Interviewing Principles and Practices**

This course is focused on the principles and practices of interviewing, using criteria for informative, consultative, evaluative job interviews. The course also covers resumes, cover letters, job applications, job descriptions and other similar forms. Preparation of guidelines and protocols for different types of interviewing. Simulation of interviews, changing roles of participants in the communication process when interviewing. Research, preparation, conducting and evaluating interviews.

- **Public Opinion**

This course is designed to help students develop skills for creating and analyzing public opinion. Students will be trained in organizing ideas, adapt messages to specific audiences, provide clear and logical argumentation of ideas, and deliver effective messages with confidence and enthusiasm in front of a smaller or larger publics.

- **Rhetoric**

During its long history of 2,500 years, rhetoric was used to indicate many different things; but rhetoric nowadays is considered as the art of persuasion through language. Rhetoric marks the way that an individual is linked to a particular theme or idea in order to convince the others. Rhetoric is characterized by several distinguishing features.

- **Multilingualism and multiculturalism**

The purpose of this subject will be multilingualism in multicultural societies as a social phenomenon. This phenomenon is massive in the world. During the lectures, more precise terms such as monoculturalism and multiculturalism will be considered. The term 'linguistic nationalism' has at least two forms of this nationalism, which collide with each other: for the leaders of the most powerful countries nationalism means expansion, and for minorities it takes the form of defiance and struggle for the affirmation of identity, despite such pressure. The emphasis during the program will be multiculturalism in education. In the schools curricula consists of contents from

different cultures.

- **Selected Chapters of Advanced Topics in IT Applications for Preparing a Scientific Paper**

The aim of this subject is: - To display the technical elements, the structure of the text and design of a scientific research. - To enable students to acquire advanced knowledge and skills from selected advanced chapters of IT applications that will be needed in preparation of the scientific and research paper. - Practical application of these objectives in preparing student's individual research paper.

- **Selected Chapters of Advanced Applications for Statistical Data Processing**

The aim of this subject is: - To display the technical elements in the field of statistics: organizing, processing, comparing through analysis and publication of data. - To enable students to acquire advanced knowledge and skills from selected advanced chapters of the applications for statistical data processing. - Practical application of these objectives in statistical processing of data obtained from questionnaires, reports, scientific studies and other documents.

- **Professional Communication**

The course is focused on the development of those communication skills that are essential for effective functioning in the professional world. Students will study the process for analysis of different communication situations, and will accordingly comprehend them. Among the themes that will be covered are communication in organization, interpersonal and group communication, oral presentations, interviews for employment, professional business letters and interpersonal skills including group dynamics and teamwork.

- **Methodology of Teaching**

The aim of the course is to introduce the students to the basic teaching approaches and methods. They are expected to gain knowledge and skills in order to be able to apply the active educational tools. The course also offers development, learning and teaching as concepts and basic practices that allow teachers to teach about the development of thinking. Throughout this course, students will gain both theoretical background and entirety of strategies that will enable them to reflect and develop both their own and their students' critical thinking.

- **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.

- **Integrative Marketing Communication**

This course will provide the definition, objectives and long strides of integrated marketing communication. The course will also discuss theoretical and practical elaboration of integrated marketing communication strategies, application to real products and services, evaluation of individual integrated marketing communications.

- **Communication Campaigns**

Students will gain knowledge about the importance of communication campaigns, theoretical models for campaigns, types of communication campaigns – both political and public. Students will also discuss issues related to the market, success and effectiveness of communication campaigns, social responsibility and ethical issues.

- **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.

- **Communication Approaches to Semiotics**

After completion of the course, students will be able to achieve appropriate knowledge according to the world contemporary literature regarding the main approaches to the science of signs, especially psychological and logical-pragmatic approach. Apart from this, students are expected to obtain some degree of autonomy on their studying of semiology as an inter-disciplinary field and its application in communication.

- **English for International Communication**

This course is intended for students who are already proficient users of English. It is aimed towards further improvement of all four language skills through dealing with topics that arise from global communication under

contemporary conditions, such as written and electronic media, industrialization, international economy and policy, international organizations, free expression of public opinion and democracy, intercultural cooperation, protection of human rights etc.

- **Public Relations**

This course includes the following: Public Relations Strategic Management, Management Models, Techniques For Achieving Public Relations, Phases Of Strategic Management, Planning And Developing Media Relations, Planning And Realization Of Crisis Communication And Crisis Plans.