

1.	Course Title	Media and Communications	
2.	Code	F18L2S124	
3.	Study program	Software engineering and information systems	
4.	Study Program Organizer	Faculty of Computer Science and Engineering	
5.	Degree (first, second, third cycle)	first cycle	
6.	Academic year / semester 2 / summer / mandatory	7. ECTS credits	6
8.	Teacher	full professor Vladimir Trajkovikj	
9.	Course enrollment prerequisites	Вовед во компјутерски науки	
10.	<p>Course program goals (competencies): After the course, the student will be able to understand fundamental topics from communication as science, and have deeper knowledge of how to apply contemporary techniques and findings in order to increase the achieved quality of communication among communication stakeholders. Special focus will be given to new media, and how they fit in different sociological environments. Students will be introduced to basic principles of analyses of public opinion and usage of social media to create and promote brands (personal or cooperate).</p>		
11.	<p>Course program content: Communication theories, communication models, story telling, public speaking, public relations, ICT as communication tool, media types, digital media features, new media and social networks, cooperative communication tools, introduction to analyses of public opinion, brand definition, social media for brand promotion, virtual societies, ciberculture.</p>		
12.	<p>Learning methods: Lectures using presentations, interactive lectures, exercises (using equipment and software packages), teamwork, case studies, invited guest lecturers, independent preparation and defense of a project assignment and seminar work.</p>		
13.	Total available time	6 ECTS x 30 hours = 180 hours	
14.	Distribution of the available time	30 + 45 + 15 + 15 + 75 = 180 hours	
15.	Teaching activity forms	15.1. Lectures – theoretical teaching	30 hours
		15.2. Exercises (laboratory, auditory), seminar papers, teamwork	45 hours

16.	Other activity forms		16.1.	Project Tasks	15 hours	
			16.2.	Independent Learning Tasks	15 hours	
			16.3.	Home learning	75 hours	
17.	Assessment methodology					
	17.1.	Tests			10 points	
	17.2.	Seminar paper/project (presentation: written and oral)			10 points	
	17.3.	Activity and learning			10 points	
	17.4.	Final exam			70 points	
18.	Assessment criteria (points/grade)		up to 50 points		5 (five) (F)	
			51 to 60 points		6 (six) (E)	
			61 to 70 points		7 (seven) (D)	
			71 to 80 points		8 (eight) (C)	
			81 to 90 points		9 (nine) (B)	
			91 to 100 points		10 (ten) (A)	
19.	Course completion and final exam requirements		Realized activities 15.1 and 15.2			
20.	Teaching Language		Macedonian and English			
21.	Teaching quality evaluation method		Internal evaluation mechanisms and questionnaires			
22.	Course Material					
	22.1.	Mandatory course material				
		No	Author	Title	Publisher	Year
		1	Robert Hassan, Julian Thomas	THE NEW MEDIA THEORY READER	Open University Press	2006
		2	David Holmes	Communication Theory Media, Technology, Society	SAGE Publications	2005
		3	Jan A.G.M. van Dijk	The Network Society: Social Aspects of New Media	SAGE Publications	2006
		4	Повеќе автори	Научни трудови и интернет блогови	разни извори	2017
	22.2.	Additional course material				
		No.	Author	Title	Publisher	Year

