



## **Communicology, Media and Journalism, university undergraduate study -learning outcomes-**

### **Introduction to media**

1. Understanding and valorizing concepts from different areas of media activity.
2. Distinguishing between various forms of media records and audiovisual content.
3. Ability to analytically evaluate theoretical thinking in media practice.
4. Understanding the structure and functioning of the social, political, economic and cultural environment in which the media operate.
5. Using all media platforms to strengthen democratic institutions, freedoms and human rights.

### **Introduction to digital media**

1. Recognize the basic types and functions of digital media
2. Explain the key concepts of digital communication
3. Analyze the ways in which digital media shape society and culture
4. Apply basic digital tools for creating simple multimedia content
5. Critically evaluate the role of digital media in public communication

### **Public opinion and public relations**

1. They will be provided with basic knowledge about the theoretical-methodological foundations of OSJ
2. They will be trained to work in different areas of OSJ, work in advertising agencies or other similar ones areas.
3. It will build a base for critical reflection and development of OSJ practice
4. They will master the methodology for searching scientific literature
5. They will acquire the basic skills of working in a team and will develop the basic skills of forming a promotion campaigns.

### **Visual communication and new media**

1. Analyze the processes of visual communication in different media
2. Explain and compare the effects, purposes and properties of individual means of visual communication
3. Independently design a project with a visual message in one of the media
4. Lead and realize a graphic design and visual communications project

### **Media literacy and media audience**

1. Acquire and apply basic knowledge in the principles of media audience formation and acquire basic knowledge for understanding theoretical and practical approaches to studying media audiences
2. Recognize and distinguish the characteristics of media audiences from the perspective of the individual and mass media in a socio-historical context
3. Acquire key parameters for generating cultural indicators
4. Understand the relationships between media consumption in different social environments, races, nationalities, gender, etc., given the acquired knowledge about the type, type, structure and specific characteristics of a particular media
5. Use common computer tools for an interactive, personalized and connected approach to media audiences
6. Create forms and manifestations of the internet audience, its local and global appearance



## Media law

1. Acquire basic knowledge of law and media law so that as an author/editor/media manager, he/she can recognize common problems of media law.
2. Understand the social and legal context of everyday media practice.
3. Recognize and distinguish the broader framework of media regulation in the EU, the Council of Europe, the UN, and professional media organizations.
4. Use legally permissible sources of media data in the preparation of media-demanding content.
5. Determine and responsibly accept that the media are an extralegal instance that monitors and evaluates the courts, including the highest, and thus enables (or disables) the functioning and very existence of modern legal systems, from national through transnational to international.

## Television show

1. Demonstrate advanced, effective communication skills and apply them in shaping, organizing and presenting content in a coherent, detailed and appropriate manner in written and oral communication and interaction in public speaking and the media
2. Apply advanced communication skills and ensure the implementation of effective communication strategies in the broader context of public space, media and journalism
3. Apply and adapt appropriate theoretical knowledge from the fields of media, communication studies and journalism and select and apply relevant methodological procedures and technological solutions in accordance with the requirements of the profession
4. Manage, design and lead the processes of creating television and radio shows from collecting and selecting information to the final presentation of the project.