



INTERNATIONAL BALKAN UNIVERSITY

COURSES SUMMARY

CATALOG

SPRING SEMESTER

Faculty of Communications

Skopje, 2017

PUBLIC RELATIONS**FIRST YEAR****SECOND SEMESTER****ENG 102 - English Language II; Weekly hours: 2+1, ECTS: 5**

The purpose of this course is to enrich student vocabulary, to practice spoken language, to learn the various linguistic / grammatical structures, to overcome the various models of academic writing skills in written English. The curriculum includes the following themes: Introduction, Adventures of Ideas by A.N. Whitehead; Non-auditory Effects of Noise (writing comparison and differences), The Past Life of Earth; The Raising of the 'Vasa' (reading, discussion, writing), Patients and Doctors; The Pegasus Book of Inventors (reading, discussion, writing-problem solving), Exploring the Sea-floor by TF Gaskell; On Telling the Truth (reading, discussion, writing), (writing essays for the application study program).

POL 101 - Introduction to Law; Weekly hours: 2+1, ECTS: 5

The main objective of the course is to give a general understanding about the general principles and the basics of law. Introduction: Society and order; Social order; Characteristics of legal rules ;Application of legal rules; Interpretation of legal rules; Sources of law ;Legal system of the world ;Branches of law ;The fundamental concept of public law ; Constitutional Law ; Administrative and criminal law ; Law of procedure and public international law ; Private law and civil law ; Commercial law and private international law.

VAM 103 - Philosophy of Art; Weekly hours: 2+1, ECTS: 5

Through the program for this course, students will have the opportunity to explore different topics that look at the philosophical aspects of art. It primarily addresses topics such as the idea of taste, the possibility of critical reasoning, the criteria that determine the art, the development of the notion of beautiful, aesthetic aspects of the artwork, the formal elements of art and so forth. Stylistic, aesthetic and philosophical aspects of art. Basic notions of the philosophy of art and basic aesthetic terms and phenomena. Theories of the ancient period. Theories of mimesis and catharsis in the teachings of Plato and Aristotle. Plotin's theory of artistic creativity. Medieval church philosophies. Theories of the Renaissance. About nature, ideals and rules of art forms. Defining artistic theories and the beginnings of modernism in art.

POL 103 - Peace and Conflict; Weekly hours: 2+1, ECTS: 5

The approach of this course will be interdisciplinary. Conflict triggers such as economic and cultural competition as well as fear and insecurity will be examined. Types of ethnic violence--war, riots, and genocide--and the mechanisms and processes implicated in such violence will be explored. Finally, we will discuss dilemmas of democratic transitions with respect to ethnic conflict and will consider various means of conflict management. Introduction, ; Conflict versus cooperation; The human dimension of conflicts, Facts, figures, and stories of conflicts; What causes ethnic conflicts?; Who fights in ethnic conflicts and how?; Managing and settling ethnic conflicts; Post-conflict reconstruction; The future of ethnic conflict, Possibilities and probabilities; Case study of conflict: Bosnia conflicts and Dayton agreement ; Negotiation and international conflict; The study of negotiation; Negotiation and the conflict cycle; Mediation; Trends in mediation

PR 103 - Interpersonal Communication; Weekly hours: 2+1, ECTS: 5

This course provides the students with the theoretical and practical knowledge required to understand the interpersonal communication in different social contexts and situations. It familiarizes students with the key concepts, elements and dynamics as with the new theories and models of interpersonal communication through which they can understand their communication capacity and their impression management within the interpersonal, group and public real life situations. It also introduces them with the computer mediated communication. This course contains the following topics: Introduction to Interpersonal Communication; Perception, Self and Identity; Impression management; Verbal vs. Nonverbal Communication; Understanding Interpersonal Relationships; Managing Interpersonal Relationships; Groups, Roles and Identity; Managing communication in groups; Public communication; Computer mediated Communication: Key concepts and processes; Computer mediated Communication: Online Identity, Online Environments and Social interaction.

SECOND YEAR**FOURTH SEMESTER****PR 203 - Public Relations: Contemporary Approaches; Weekly hours: 2+1, ECTS: 6**

The aim of this course is to provide students with advanced understanding of public relations, processes, practices and effects. It explores a range of contemporary theories of, and approaches to, public relations in key areas including corporate social responsibility and employee relations. It provides a deepening of students' understanding of public relations theory and professional practice developed, and encourages a critical focus on ethical and rhetorical issues as these arise in the development and deployment of public relations strategies and tactics. The allure of PR: parties, power and postmodernism; PR's strange social profile: Girls, gurus, gays, and diversity; PR and the media: A love/hate relationship; The lying game PR – the truth and other ethical issues; Portrait of an industry Money, motives, and mergers; From PR to propaganda The persuasive industry's problem with definitions; Professional, but never a profession; PR in the not-for-profit sector; Internal communications; PR and academia; Lobbying, public affairs, politics, and government PR; The future of PR.

PR 204 - Theory of Communications; Weekly hours: 2+1, ECTS: 5

This course will focus on explaining different ideas, approaches and concepts regarding communication. It will introduce the students with the major and contemporary communication theories and practices across the field of human communication. It will also provide information and knowledge regarding the key processes in communication, various forms and types of communication and factors that affect communication. It will address the historical development and the existing communication concepts and theories and the key processes of communication in its forms and types within the personal, social and cultural context. The approach in this course is based on critical analysis of the communication theories and their application in mass media research

PSY 204 - Social Psychology; Weekly hours: 2+1, ECTS: 5

This course aims to deepen students' knowledge about individual change during the process of social interactions, sharpened by culture and social structures from the social context they are living in. The course contains the following topics: introduction to social psychology, self, social cognition, attribution, attitudes, attitude change, social influences, group dynamics, intergroup relations with special points on stereotyping, prejudices, discrimination, attraction and close relationships, aggression, prosocial behavior, selected topics from applied social psychology: law, health and business

POL 204 - Media and Politics; Weekly hours: 2+1, ECTS: 5

The goal of this course is to help students better understand how all forms of media (print, broadcast, electronic, digital) help shape the public policy. In addition to topical lectures, the class format will consist of group discussions and student presentations. Introduction; Models of Media and Politics; Political Journalism ; News Making and News Analysis ; Political Public Relations; Media and Electoral Process; Public Opinion Polls; Politics and the New Media; Media and Ideological Framing; The Politics and Governance of Everyday Life; Politics and Propaganda; War in the Media Age; Revision Case study presentations; Movie Screening

PR 205 - Social Anthropology; Weekly hours: 2+1, ECTS: 4

This course aims to explore the human societies, their universalities and specifics in the historical continuum. In this regard, the students will get a presentation with an analysis of the organization of social life of people in the archaic societies, their common, but also different elements with the organization of social life in the modern society. The curriculum is comprised of the following contents: Introduction to social anthropology; The natural order; Comparison Claude Levi-Strauss, Alfred Radcliffe Brown and Bronislaw Malinowski; Anthropological methodology; Myth and rituals; Religion and society; Systems of kinship and marriage; Exchange and market; Social organization of the tribe; On social structure; Political organization and the birth of nation; Patrimony and patriotism.

PCG 212 - Multicultural Education; Weekly hours: 2+1, ECTS: 5

The course aims to present the dynamics of education within multicultural societies. Multicultural issues are considered as an interdisciplinary process for reforming education in multicultural schools such as the impact of diversity, race, culture, ethnicity, gender exceptions within the major cultural groups. A key aim is to emphasize the importance and effects of education. During the semester the following topics will be taught: Multicultural Schools and multicultural education, culture, race, ethnic groups, the problem of prejudice, contemporary immigration, and cultural awareness.

THIRD YEAR**SIXTH SEMESTER****PR 302 - Public Relation Campaigns; Weekly hours: 2+2, ECTS: 6**

The course aims to give students knowledge how to organize well-planned public relations campaigns. They will encounter and practice the main topics covered in this course such as public relations research, systematic approaches to planning, preparing a communication plan, creating a communication proposals/messages, implementation and realization of campaigns within different campaign settings and evaluation of their effectiveness. Introduction to the PR campaigns; Defining Campaigns; Starting the planning process; Campaign Research and Development; Communication theory and setting aims and objectives; Knowing the public and messages; Campaign Planning: Strategies and Tactics; Campaign communications and propositions; Campaign Execution; Working with media; Campaigning in the Old Media vs. New Media and evaluation and review of PR campaigns.

PR 303 - Political Communication; Weekly hours: 2+1, ECTS: 6

This subject aims to make the students familiar with the basic concepts in political communication. Particular attention will be paid to the methods and the techniques that are used in practice, their characteristics and effects. The curriculum is comprised of the following contents: Introduction to political communication; Strategy of political communication; Tactics of political communication; Political marketing; Political advertising; Image building in politics; Branding in politics; Spin of information; The pseudo-events in politics; Press conferences in politics; Debates in politics

RMSS 307 - Research Methods in Social Sciences; Weekly hours: 2+1, ECTS: 5

To provide students with relevant knowledge about the basic characteristics of the research process, methodology and instruments available in scientific research and in the realization of the research and preparation of scientific papers. In addition students will learn the relevant aspects of each stage in the process of research and gain practical knowledge on reporting and the preparation of research projects. The course intention is to introduce students with the scientific method and methods for collecting data and information used in scientific research. The students will learn about the process of scientific research and the stages of this process, such as choosing the title, address critically the existing literature, designing a strategy of research, quantitative and qualitative methods of research, collection and analysis of data, and academic writing of the scientific research report

PR 313 - Mass Media; Weekly hours: 2+1, ECTS: 5

The main goal of this course is to provide the students with a broad overview about the various theories, perspectives and historical development of mass media within a globalized society. This course will examine the media impact on the person itself and the society in a whole. The students will be familiarized with most important and influential traditional and new mass media such as newspaper, radio, television, internet and their derivatives such as advertising and public relations that are inseparable part of the media today. The course will identify, discuss and help students to recognize different types of media and their development; recognize its influence on the everyday life, examine the mass media influence on communication and leisure time, and understand the specifics of the traditional and contemporary media, understand the media as a business and entertainment feature as well as define convergence and discuss its effects on media use. The course also covers the basics of the ethical issues in the media business and develops student skills for media evaluation and research.

PR 304 - Correspondence Techniques; Weekly hours: 2+1, ECTS: 5

This course aims to introduce the students with the business correspondence, the letters, memos, reports domain as key to successful correspondence. The students will develop their own correspondence style and skills by involvement into practice of various writing and translational techniques. This course will include: Planning and conducting a proper business correspondence, sentence formation, writing styles, formation of classical and e-letters, reports, requests and complains, meetings and presentations, grammar of correspondence writing styles, use of punctuation marks and spelling as written and verbal communication with potential employers.

FOURTH YEAR**EIGHT SEMESTER****PR 404 - Text Writing in Public Relations; Weekly hours: 1+2, ECTS: 6**

This course will provide students with various models and practices that are necessary for becoming an efficient PR writer. It will help them to develop their writing skills and to use it effectively for realizing the PR strategy within media and organizational setting. Principles of effective writing, writing for public relations, writing for print media, writing press releases and broadcast video news releases, writing for online media and creation of multimedia PR campaigns will be accentuated. The course will also address topics such as writing brochures and fliers and direct mail PR campaigns and public relations advertising

PR 403 - Propaganda and Persuasion; Weekly hours: 2+1, ECTS: 5

The aim of this course is to develop an understanding of propaganda and persuasion theory in order to ethically and effectively evaluate communicative practices related to influencing attitudes, beliefs, opinions, and actions. The course emphasizes critical evaluation of persuasive messages and campaigns. It will provide students with in-depth overview of the persuasive communication and its everyday presence, law, industry structure, organizational structure, occupational careers, and market. The course will cover following topics: theories of propaganda and persuasion, function and consequences of propaganda and persuasion, interpersonal persuasion and cognitive dissonance theory, audiences and attitudes, visual persuasion, media and persuasion, culture of persuasion, persuasion in advertising and propaganda and persuasion in politics.

PR 405 - Communication and Media Ethics; Weekly hours: 2+1, ECTS: 5

The course also aims to equip future media professionals with sensitivity to moral values under challenge as well as the necessary skills in critical thinking and decision making for navigating their roles and responsibilities in relation to them. At the end of the semester students should be able to identify a range of moral problems and issues commonly associated with the media in society. They should be able to analyze these problems and their components, make informed judgments based in ethical theory and offer possible solutions to these issues. Corporative principles and ethics in the media, principles of journalism ethics, media and violence, war reporting, reporting of terrorism and crime, ethics in advertising, ethics in new media, media regulation and Media Law, ethics of media entertainment and media tabloidization, freedom of expression and media ethics - censorship, self-censorship, moderation and content filtering, media and moral panic an questions of privacy and surveillance will be addressed.

PSY 402 - Psychology of Advertising; Weekly hours: 2+1, ECTS: 4

The purpose of this course is to familiarize students with wider field of advertising, with particular emphasis on the practical aspect as well as research in advertising, in the light of psychological concepts and theories, which will allow to clearly review the specific psychological processes that determine the effectiveness advertising and the impact of advertising on consumer, prompting him specific needs, preferences, choices and ultimately changing buying behavior. The course includes the following topics: Advertising - origin , function , effects , elements of advertising - consumer , message , context , approaches to increase the effectiveness of advertising , ways of processing information by consumers , attention and focus , remembering , understanding and elaboration , the attitude of the consumer towards the product - form and structure , models and approaches in the process of changing attitudes of customers , persuasion and changing attitudes , the impact of advertising on consumer.

MAN 406 - Negotiations Strategies and Tactics; Weekly hours: 2+1, ECTS: 4

In this course students will learn the processes of negotiation as it is practiced in a variety of settings. They will develop an understanding of the principles, strategies, and tactics of effective negotiation, conflict resolution, and relationship management, and enhance your ability to assess the variables in negotiations, the impact of interpersonal styles, personality, and culture. The course treats negotiation, conflict resolution and relationship management as complex processes that require the successful practitioner to develop and use a unique blend of perceptual, persuasive, analytical, and interpersonal skills. Also special attention will be given to preparing for negotiations, distributive negotiations, integrative bargaining: creating value, multi-issue negotiations, multi-party negotiations.

NEW MEDIA AND COMMUNICATION**FIRST YEAR****SECOND SEMESTER****ENG 102 - English Language II; Weekly hours: 2+1, ECTS: 5**

The purpose of this course is to enrich student vocabulary, to practice spoken language, to learn the various linguistic / grammatical structures, to overcome the various models of academic writing skills in written English. The curriculum includes the following themes: Introduction, Adventures of Ideas by A.N. Whitehead; Non-auditory Effects of Noise (writing comparison and differences), The Past Life of Earth; The Raising of the 'Vasa' (reading, discussion, writing), Patients and Doctors; The Pegasus Book of Inventors (reading, discussion, writing-problem solving), Exploring the Sea-floor by TF Gaskell; On Telling the Truth (reading, discussion, writing), (writing essays for the application study program).

POL 101 - Introduction to Law; Weekly hours: 2+1, ECTS: 5

The main objective of the course is to give a general understanding about the general principles and the basics of law. Introduction: Society and order; Social order; Characteristics of legal rules ;Application of legal rules; Interpretation of legal rules; Sources of law ;Legal system of the world ;Branches of law ;The fundamental concept of public law ; Constitutional Law ; Administrative and criminal law ; Law of procedure and public international law ; Private law and civil law ; Commercial law and private international law.

VAM 103 - Philosophy of Art; Weekly hours: 2+1, ECTS: 5

Through the program for this course, students will have the opportunity to explore different topics that look at the philosophical aspects of art. It primarily addresses topics such as the idea of taste, the possibility of critical reasoning, the criteria that determine the art, the development of the notion of beautiful, aesthetic aspects of the artwork, the formal elements of art and so forth. Stylistic, aesthetic and philosophical aspects of art. Basic notions of the philosophy of art and basic aesthetic terms and phenomena. Theories of the ancient period. Theories of mimesis and catharsis in the teachings of Plato and Aristotle. Plotin's theory of artistic creativity. Medieval church philosophies. Theories of the Renaissance. About nature, ideals and rules of art forms. Defining artistic theories and the beginnings of modernism in art.

POL 103 - Peace and Conflict; Weekly hours: 2+1, ECTS: 5

The approach of this course will be interdisciplinary. Conflict triggers such as economic and cultural competition as well as fear and insecurity will be examined. Types of ethnic violence--war, riots, and genocide--and the mechanisms and processes implicated in such violence will be explored. Finally, we will discuss dilemmas of democratic transitions with respect to ethnic conflict and will consider various means of conflict management. Introduction, ; Conflict versus cooperation; The human dimension of conflicts, Facts, figures, and stories of conflicts; What causes ethnic conflicts?; Who fights in ethnic conflicts and how?; Managing and settling ethnic conflicts; Post-conflict reconstruction; The future of ethnic conflict, Possibilities and probabilities; Case study of conflict: Bosnia conflicts and Dayton agreement ; Negotiation and international conflict; The study of negotiation; Negotiation and the conflict cycle; Mediation; Trends in mediation

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TUR 101 - Turkish Language II; Weekly hours: 2+1, ECTS: 5

The aim of this course is to introduce the students to elementary Turkish language skills. The course begins with the Turkish alphabet and studies basic Turkish by reading and writing of easy and simple sentences. Locations, prepositions, agglutination, vowel harmony, Time Passes by: Simple past tense, from past to now; past perfect tense, Memories: Present Tense; linkings, with, 'ile, "Where shall we dine? Where shall we go? What shall we do? "What shall we eat?", Negative Imperatives; Subjunctive Mood: Comparatives: Adjectives / Adverbs; Superlative Adj / Adv., "Dear Officer / Sir/ Madam"; Present tense; ", Request for Help: "Diminutives; Dative, Locative suffix; ablative forms ., Negative Verb: Interrogative Particle.

or

MK101 - Macedonian Language II; Weekly hours: 2+1, ECTS: 5

The goal of this course is to enrich vocabulary, practicing spoken language, learning the various linguistic, grammatical structures, overcoming the various models of academic writing skills in written forms in Macedonian Language. The curriculum includes the following themes in Macedonian: Adjectives; At the market, Personal pronouns. Family, Future tense; At a hotel, Stories – Past Tenses, The Past Definite Imperfective Tense – Imperfect, The Modal Verbs in the Imperfect, Causal Clauses, Negative Quantifying and Universal Quantifying Pronouns and Adverbs, The Adverb MHOГY

SECOND YEAR**FOURTH SEMESTER****NMC 204 - New Media Theory; Weekly hours: 2+1, ECTS: 6**

This subject is a review of the history and theory of new media, from a communication, aesthetic, cultural and political perspective. A series of topics will be discussed, starting from the logic of the database as a new cultural form, and ending with the idea of software as the basic link in the nature of digital media. Particular attention will be paid to new media directly related to the Internet.

PR 204 - Theory of Communications; Weekly hours: 2+1, ECTS: 5

This course will focus on explaining different ideas, approaches and concepts regarding communication. It will introduce the students with the major and contemporary communication theories and practices across the field

of human communication. It will also provide information and knowledge regarding the key processes in communication, various forms and types of communication and factors that affect communication. It will address the historical development and the existing communication concepts and theories and the key processes of communication in its forms and types within the personal, social and cultural context. The approach in this course is based on critical analysis of the communication theories and their application in mass media research

NMC 205 - Writing for Media; Weekly hours: 2+1, ECTS: 5

The purpose of the course is to introduce students to the general principles of journalistic writing, and in techniques of collecting, selecting, organizing and revising information and texts. Students will be trained to edit their own texts, as well as critically analyze current media products present in the media. Mastering the writing techniques for different media. Students will be trained how to compile basic journalistic texts - news, story and interview for printed, electronic or on-line media, journalistic writing, techniques for collecting, selecting, organizing and auditing information and texts.

NMC 206 - New Media and Politics; Weekly hours: 2+1, ECTS: 5

This course explores the relationship between new media and politics. New media have caused significant changes in the political arena: participation in politics, political culture, political systems, party systems, the structure of political parties, the communication between political actors and the public. This course will enable students to gain important information on all these issues. Introduction to new media and politics, the impact of new media and transformation policy, the impact of new media and transformation of political communication, the impact of new media and the transformation of democracy, the impact of new media and the transformation of the public sphere, the impact of new media and transformation of democracy, impact of new media and the transformation of public policy, the impact of new media and the transformation of the management, the impact of new media and the transformation of the political landscape, the impact of new media and the transformation of the political parties, the impact of new media and the transformation of election campaigns.

PR 205 - Social Anthropology; Weekly hours: 2+1, ECTS: 4

This course aims to explore the human societies, their universalities and specifics in the historical continuum. In this regard, the students will get a presentation with an analysis of the organization of social life of people in the archaic societies, their common, but also different elements with the organization of social life in the modern society. The curriculum is comprised of the following contents: Introduction to social anthropology; The natural order; Comparison Claude Levi-Strauss, Alfred Radcliffe Brown and Bronislaw Malinowski; Anthropological methodology; Myth and rituals; Religion and society; Systems of kinship and marriage; Exchange and market; Social organization of the tribe; On social structure; Political organization and the birth of nation; Patrimony and patriotism.

PCG 212 - Multicultural Education; Weekly hours: 2+1, ECTS: 5

The course aims to present the dynamics of education within multicultural societies. Multicultural issues are considered as an interdisciplinary process for reforming education in multicultural schools such as the impact of diversity, race, culture, ethnicity, gender exceptions within the major cultural groups. A key aim is to emphasize the importance and effects of education. During the semester the following topics will be taught: Multicultural Schools and multicultural education, culture, race, ethnic groups, the problem of prejudice, contemporary immigration, and cultural awareness.