



GOOD NEWS NEWSPAPER



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ISSUE 01



➤ Specialization in the first-cycle full-time studies in Journalism and Social Communication

➤ **COMMUNICATION AND MEDIA STUDIES**

COMMUNICATION AND MEDIA STUDIES is an interdisciplinary field of study that focuses on analyzing and understanding various forms of communication, including traditional and digital media. Students in this field learn how media influences our thinking, behavior, and society, as well as how we communicate with others in different situations.



The study program includes both theoretical and practical aspects of communication and media, including subjects such as communication theory, media history and culture, media sociology, language and stylistics, as well as media content production and distribution.

In general, the **COMMUNICATION AND MEDIA STUDIES** program is suitable for individuals who are interested in exploring how media and communication affect our lives and society, and who wish to develop their communication and production skills.

Choose this program if you are a person who possesses the following characteristics:



- Interest in media culture and history – you want to learn about how media and communication have evolved over time and how they have impacted our society.
- Creativity – you are capable of creating original and engaging media content.
- Analytical thinking skills – you want to analyze and interpret different forms of communication and media, as well as understand their impact on our thinking and behavior.
- Strong communication skills – you are able to express your thoughts clearly and effectively.
- Interest in technology – you are interested in modern tools and technologies related to communication and media.
- Ability to work in a team – you work well with others and are able to collaborate effectively in a group, which is important in the media and communication industry.

You will develop these abilities and skills during your studies!

▶ Graduates of this program have many opportunities when it comes to their career:

- Journalism – they can work as journalists in various media outlets, such as newspapers, magazines, television, radio, or the internet.
- Advertising and PR – they can create and implement advertising campaigns and PR activities for different brands and companies.
- Film and TV production – for example, as producers, editors, directors, or camera operators.
- Marketing – they can also work as marketing specialists, creating and implementing marketing strategies for different brands and companies.
- Education – as teachers or lecturers in schools and universities, to share their knowledge and experience with others.
- Media libraries and archives – they can also work as media library and archive specialists, responsible for storing and sharing archival and film materials.
- Freelancing – as freelancers, offering their services as journalists, directors, editors, advertising and PR specialists, etc.



Did you know that?

This field of study is very dynamic and flexible due to the rapidly changing trends and technologies in the media industry. The curriculum is constantly updated and adjusted to meet the current needs of the market.

The program is led by
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