

M.A. IN MEDIA AND COMMUNICATION



UNIVERSITY OF NICOSIA



M.A. IN MEDIA AND COMMUNICATION

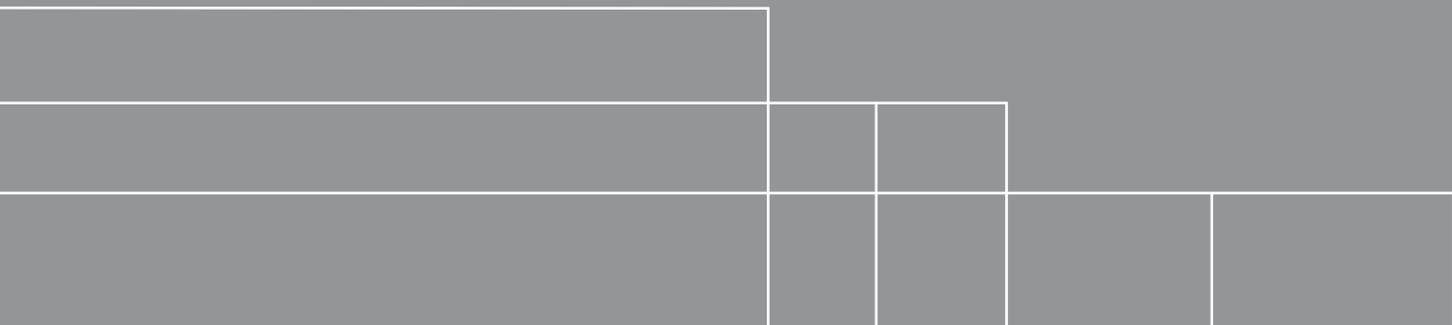
1. AIMS AND OBJECTIVES OF THE PROGRAMME

The Master of Arts in Media and Communication focuses on the significant position that the mass media occupy in society as well as the social, economic, cultural and psychological implications of this position.

The objective of the programme is to provide an advanced understanding of mass communication processes and concepts, as well as to improve students' competence in dealing with media production and consumption. By the end of the course, students will be able to comprehend media production and to criticize media content in a constructive manner.

The Master's programme provides a curriculum which focuses on the social, economic, cultural, legal and public policy implications of the mass media rather than simply offering an advanced degree in journalism, broadcasting and the like. It also provides opportunities for students to specialize in particular areas, in order to prepare for careers in media research, public relations, journalism, media criticism, advertising, media management and media regulation. In addition, the course is expected to enhance career development for media practitioners, prepare students for high-level employment in media-related professions and provide a theoretical and methodological training route for students wishing to further their theoretical and analytical research competencies.

The programme appeals to a market consisting of people willing to work, or already working in the area of mass communication. It also pertains to a number of professions in which communication skills are essential, such as consultancy in large organizations and/or public institutions, communication research and analysis, media production and cultural critique.





2. DURATION OF THE PROGRAMME

The duration of the programme is two academic years, or until the student has completed 36 credits as listed in the pages that follow. Each subject normally carries 3 credits, and is taught for 42 hours. The thesis and the practicum carry 6 credits each.

3. M.A. IN MEDIA AND COMMUNICATION

Core Courses

COMM-501	Introduction to Mass Communication Theory	3
COMM-502	Public Opinion and Political Communication	3
COMM-503	Media Effects and Society	3
COMM-504	Research Methods in Media and Communication	3
COMM-511	Mass Communication Ethics and Law	3
COMM-512	Media Management and Advertising	3
COMM-513	News Production and Management	3
COMM-514	Public Relations Theory	3
COMM-521	Communication, Culture and Society	3
	OR	
COMM-522	Theory and Criticism of Media Production	3
COMM-530	Topics in Communication	3
COMM-540	Practicum	6
	OR	
COMM-550	Thesis/Project	6
TOTAL CREDITS REQUIRED		36



OPTIONS

Students are offered the choice between COMM-521 and COMM-522. Additionally students are able to choose between COMM-540 (Practicum) and COMM-550 (Thesis/Project).

The Practicum involves 90 hours of work on site and a Report of 5,000 words and the Thesis involves a research project of not more than 10,000 words.

4. CORE COURSES

COURSE CODE/NAME:

COMM-501

INTRODUCTION TO MASS COMMUNICATION THEORY

The course covers selected topics in modern media and communications research and addresses key concepts and debates on an advanced level. Topics include history and concepts in mass communications research, mass media and society, mass communication processes and effects, mass media and social problems (e.g. children, violence, advertising), media economics, media and international relations.

COURSE CODE/NAME:

COMM-502

PUBLIC OPINION AND POLITICAL COMMUNICATION

The course is designed to concentrate on the close relationship that politics and mass communications have developed today. Relative topics include: political communications; opinion polls and media coverage; political socialization; political culture; election campaigning; party publicity; political communication in Britain and America; agenda setting and political effects.

The course aims at enabling students to grasp the relationships - direct and indirect - between the media and political processes and practices, as these emerge in the public sphere and in the voting behavior of citizens.

COURSE CODE/NAME:

COMM-503

MEDIA EFFECTS

This course describes and analyzes the history and the theories of the impact mass media have on the public. It offers an advanced understanding of important issues: propaganda and rhetoric, social movements and public communication campaigns; advertising and political communication; theories and types of the audience; the psychology of the audience; theories of attitude change and social information processing.

The course aims at examining the effect of communication and media theories on social functions and attitudes, as well as on the psychology of audiences and their processing of communication information.

COURSE CODE/NAME:

COMM-504

RESEARCH METHODS IN MEDIA & COMMUNICATIONS

The course focuses on concepts and methods of research in media and communications and the application of various research techniques selected from both the quantitative and qualitative research paradigms: content analysis of the media, structural and semiotic analysis, media effects design, survey research and questionnaire design, descriptive and inferential statistics, focus group discussions, interviewing, audience measurement, case studies.

The main objectives of the course are to train students in conducting different types of media research (quantitative and qualitative) and to analyze, discuss and present the results of such research.

COURSE CODE/NAME:

COMM-511

MASS COMMUNICATION ETHICS AND LAW

The course provides identification and analysis of ethical issues raised by the media. Relevant topics: history and evolution of journalism and broadcast law; the ethical dimensions of art and entertainment; invasion of privacy; copyright; ethics in cyberspace.

The objectives of the course embrace illustrated knowledge of USA and European Media Law and codes of ethics, both for the electronic media and the Internet.

COURSE CODE/NAME:

COMM-512

MEDIA MANAGEMENT & ADVERTISING

This course emphasizes the commercially operated media and includes an examination of marketing and promotion concepts and the pragmatic strategies and techniques used by media personnel to generate revenues through the sales of advertising. Advertising campaigns, their design and implementation, are also a focus of the course.

The course aims at giving the student a thorough background about the practices, the functions of advertising and the practical skills necessary to evaluate and measure the results of an advertising campaign.

COURSE CODE/NAME:

COMM-513

NEWS PRODUCTION AND MANAGEMENT

The course is designed to offer a complete understanding of the news production process. It covers the following topics: the genre of media news; social functions and relevant questions about facts and values; research and reporting; writing and editing; interviewing; broadcast news; documentary; magazine editing and design; editorial writing and news analysis; language; law and free speech.

The objectives of the course focus mainly on enabling students to comprehend the nature of news in different media (print and electronic) and to prepare them for handling and communicating news professionally and effectively.

COURSE CODE/NAME:

COMM-514

PUBLIC RELATIONS THEORY

The course is designed to provide a complete understanding of organizing and implementing public relations; history, theories and methods; analyzing goals; setting objectives; designing messages, choosing channels, planning implementation (budgeting, staffing, timetables); crisis management and problem solving; evaluating effects; marketing and advertising techniques.

The aim of the course is to provide students with the knowledge and skills needed to plan and implement public relations programmes by using appropriate media techniques in a national or global professional context.

COURSE CODE/NAME:

COMM-521

COMMUNICATION, CULTURE AND SOCIETY

The course is designed to provide an advanced analysis of the social and cultural context of mass media. Relevant topics include: theories of literature, society, culture and ideology; popular and mass culture; media modernism and post-modernism; cross – cultural communication and globalization; advertising and consumerism; cultural studies, political economy and critical theory.

The main objectives of the course are to give students a rich in-depth analysis of how the media function in contemporary societies, with their different dimensions of political economy, culture, literature and market ideology in a modern and postmodern world.

COURSE CODE/NAME:

COMM-522

THEORY AND CRITICISM OF MEDIA PRODUCTION

The course is designed to provide basic production techniques, in order to analyze and evaluate the quality, intention, and effects of production strategies; production and post production techniques; technological determinism; negotiation of control in media organizations; public vs. private television, are all focus areas of the course.

The main aims of the course are to help students analyze and understand production strategies mainly in television but also in press and radio, as well as the social effects and power relations between television production forces and audiences.

COURSE CODE/NAME:

COMM-530

TOPICS IN COMMUNICATIONS

The course is about a particular area of mass communications not covered comprehensively in one of the other advanced courses. The topic for a given semester is announced prior to registration for the semester, having been selected in response to student needs and wishes. Titles of courses vary under this Course Code and the Topic Areas are always relevant to the particular course designed and offered, in response to current developments in society and the media scene and student suggestions and requirements. A characteristic example is “Computer-Mediated Communication” which follows.

The objectives of these courses will embrace a grounded understanding and imparting of knowledge to handle proficiently current issues which at times are important enough to command the attention of society and media professionals.

COURSE CODE/NAME:

COMM 530A

COMPUTER MEDIATED COMMUNICATION

This is a graduate-level introduction to computer-mediated communication (CMC), as well as the use of other digital media, like mobile telephone. CMC as communication between people using applications such as e-mail, news groups, chat, MUDS, and 3D virtual worlds is the main object of study in this course. This course is concerned with the implementation of such applications and the analysis of CMC and Mobile telephony practices and social formations that emerge when people use these applications. Topics include adoption and use of CMC systems, as well as Mobile Telephony and the social, political, linguistic, historical, and philosophical analysis of existing and emerging CMC.

The course aims at enabling students to use computer mediated communication, but also to understand how these practices affect social relationships, exchanges and formations.

COURSE CODE/NAME:

COMM-540

PRACTICUM

Students may be assigned to "on-the-job" training positions with communication organizations. Supervision will be provided by an on-site professional as well as a faculty member. Students are involved in various aspects of mass communication process (e.g. production of media content, management of public relations campaigns etc.). The Master's practicum consists of a minimum of 90 hours on site. In the end students are asked to produce a report of 5,000 words describing and accounting for their involvement. A grade of satisfactory or unsatisfactory is assigned.

The course has two objectives: to give students the chance to get real exposure to media and other communication practices – i.e. public relations, advertising, etc. - and to report on this experience meaningfully, convincingly and effectively.

COURSE CODE/NAME:

COMM-550

THESIS/PROJECT

Students should provide a thesis or a research project of not more than 10,000 words on a topic in media and communications approved by each student's supervisor.

The course aims at offering students the opportunity to make an in depth study of a topic of their choice and to make an original contribution to the area.

5. ENTRANCE REQUIREMENTS

A recognized-accredited Bachelor's degree in Communications or in a subject-related area is required for admission to the MA programme. If this does not exist the student must take a Foundation course, consisting of the following subjects:

COMM-125	Introduction to Journalism
COMM-135	Introduction to Communication
COMM-240	Communication and Media Analysis
COMM-321	Public Relations Principles
COMM-220	Newsriting
MKTG-291	Introduction to Marketing

Proficiency in English: Candidates are deemed to satisfy the English requirements if their first degree was taught in English. Otherwise, they would need to present at least a TOEFL score of 550 paper-based or 213 computer-based, or GCSE "O" Level with "C" or IELTS with a score of 6.5 or score placement at the ENGL-100 level of the English Placement Test.

APPLICATIONS AND FURTHER DETAILS

For further details about the programme and registration, please contact the Head of the Communications Department, Professor Nayia Roussou. Application forms are available from the reception and the Admissions Office, which can also assist in the application procedure.

6. FACULTY

A. Full-time faculty

ANDREAS SOPHOCLEOUS, is a Professor teaching in the Communications Department. He is also the Director of the Institute of Mass Media and the Dean of the School of Humanities, Social Sciences and Law. He has a B.A. in Political Science from the Pantion University, Athens, an M.A. in Mass Communication from the University of Denver, Colorado, USA and a Ph.D. in Communication and Mass Media, from Pantion University, Athens, Greece. He was Director of the Press and Information Office (PIO), Republic of Cyprus between 1991-1995. He is a member and Chair of different professional and cultural associations and his areas of concentration and research publications cover the following areas:

- The History of the Cypriot Media
- History and Geography of Cyprus
- The Cyprus Problem
- Cypriot Literature of the 19th century

NAYIA ROUSSOU is a Professor and Chair of the Communications Department and Acting Associate Dean in the School of Humanities, Social Sciences and Law. She has a B.A. and an M.A. from Indiana University, Bloomington, USA and a Ph.D from Coventry University in the U.K. She worked for many years in the Cyprus Broadcasting Corporation, her last post being Head of Public and International Relations. Aside from her production work in the Media where she directed over 20 documentaries, doing the research and taking interviews, she has published books on television and cultural identity, the impact of the Internet on the mass media, and books with poetry and literature. She has also taken part in many conferences and seminars both in Cyprus and abroad and has organized many events and activities on behalf of the Communications Department. She has published articles in European journals and has chapters in European publications on the media. She was an active member of European COST-A 20 Action Programme on "The Impact of the Internet on the Mass Media" for six years.

MICHAEL HADJIMICHAEL is an Assistant Professor in the Communications Department. He obtained a B.A. in Government and Sociology and an M.A in Literature (Cross-Cultural Studies) both from the University of Essex and a Ph.D in Cultural Studies from the University of Birmingham. His areas of concentration and interests include:

- The History of the Cypriot Community in the UK
- Equal Opportunities and Racism
- Reality TV – Construction and Audiences
- Popular Music – Identities and Scenes
- Music & Poetry – Multiculturalism in Cyprus
- Podcasting – Narrowcasting as Communications

He has received funding from UNOPS and the Research Promotion Foundation for different projects and is active in Music productions and releases with different groups like the Olive Tree Music, and a founding member of Poetz4Peace Music and Poetry Group.

TAO PAPAIOANNOU is an Assistant Professor in the Communications Department. She obtained a B.A. in Communication from the University of Northern Iowa, USA, an M.A in Communication, from the University of Arizona, USA and a Ph.D from Keele University, U.K. Her research interests include the adoption, use and impact of computer-mediated communication, the use of the Internet as an information and commercial medium and research methodology for studying networked communication. She has received funding from Cyprus Research Promotion Foundation for collaboration in different research projects, the most recent one being on "Policy and Practice: Ethnicity and Race in Contemporary Cyprus".

HOLGER BRIEL was the Vice-Rector for Research and Development and Dean of Communication and Media Studies at New York University, Skopje. He has a B.A in German and English Literature from Eberhardt-Karls-Universitat Tübingen, an M.A in English, German and Comparative Literature from Eberhardt-Karls-Universitat Tübingen and an M.A. in Sociology, Psychology, Philosophy, Comparative Literature from the University of Western Oregon, Monmouth, USA, as well as a Ph.D. in Media, Comparative Literatures/Cultural Studies from the University of Massachusetts, Amherst, USA. He has taught in New York University, New York, New York University, Skopje, Aristotle University, Thessaloniki, Indiana State University, USA, having held several Administrative positions in these universities. He has published several books on Cultural Studies, Media Cultures, Culture and Society and various articles on Media and Cultural Studies, and Television and the New Media, among others. He has participated in Internet projects and has been awarded different Academic honours from the UK, Greece and the USA.

CHRISTOFOROS CHRISTOFOROU is an Associate Professor in the Communications Department. He has a Diploma in Political Science from the Pantion University of Athens, a Licence in Education from the University of Pars X, a Postgraduate in Political Science in the University of Lille II, France and a Doctorat 3e Cycle in Political Science from the University of Lille II, France. He was Research Director at the College of Tourism and Hotel Management and the Institute of Social and Political Studies, Cyprus College. He was also Director of the Cyprus Radio and Television Authority and Press Counselor at the Cyprus Embassy in Paris. He has published books, monographs and articles and is a Council of Europe expert in Media and Elections.

NICOLAS NICOLI is a full-time lecturer in the Department of Communications, having received his B.A in Mass Communications from the University of Tampa, Florida, his M.A. in Communications Policy Studies from City University, London, UK and is currently working towards completing his Ph.D. with City University, London, UK on Digital Television programmes. His research interests include:

- TV Production in the Digital Age
- Analogue Switchoff and Digital Switchover in Europe and Cyprus
- Digital Divide and Digital Inequality in Cyprus

He has attended several conferences and symposia on the topics of his interest.

B. Part-time Faculty

STELIOS STYLIANOU is a part-time lecturer in the MA programme of the Communications Department. He is an Assistant Professor of Sociology. He received his Ph.D. from the Department of Sociology, University of Washington-Seattle, USA. He specializes in criminology and research methodology. His research focuses on the moral structure of social control, predominantly on public perceptions and attitudes toward victimless deviant behaviours as well as on the etiology of deviant and criminal behaviour. He has published in the Journal of Drug Issues, the Journal of Criminal Justice, Deviant Behaviour, Sociological Spectrum and the International Journal of Offender Therapy and Comparative Criminology. He has taught methodology courses at the University of Washington, the University of Cyprus and the University of Nicosia.

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