

DEPARTMENT OF COMMUNICATIONS

MA IN MEDIA AND COMMUNICATION

STUDENT HANDBOOK

2010-2011

UNIVERSITY OF NICOSIA

M.A. in “Media and Communication”

The MA in Media and Communication is a new programme being offered by the Department of Communications, at the University of Nicosia, since 2005. The Department already offers a two-year diploma and a four-year B.Sc. in Communications which combines production courses and communication theory. The M.A. is a programme which has been developed as an extension and completion of these two programmes. The programme has been accepted in the University curriculum.

Goals 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 program 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 as well as to criticize media content in a constructive manner.

The Master's program 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.

Advantages of studying for the MA in “Media and Communication”

- Balanced programme offering graduate-level knowledge in different areas related to the media – political, cultural, research and market communication
- One of the courses – i.e. “Topics in Communication” is an umbrella for different courses which can be offered at times, depending on the need for the course, or its timeliness.
- There is a choice for the Graduating Course, which can be either a “Practicum” with different media organisations, or a thesis based on academic research.
- The availability of radio-TV production facilities can help graduate students who want to do production work for any of their courses.
- Students who did not graduate from the Communications programmes can also join by taking four introductory courses, in lieu of a foundation course for their MA.
- Highly-qualified and highly experienced professionals teach in the programme.

FACULTY OF M.A. PROGRAMME

Dr. Nayia Roussou,
Ph.D., Coventry University, U.K.

Dr. Andreas Sophocleous,
Ph.D., Pantion University, Greece

Dr. Michael Hadjimike,
Ph.D., University of Birmingham, U.K.

Dr. Tao Papaioannou,
Ph.D., Keele University, U.K.

Dr. Christophoros Christoforou,
Ph.D., Lille, France

Mr. Nicolas Nicoli,
Ph.D. Candidate, City University, U.K.

Dr. Holger Briel,
Ph.D., University of Massachusetts, Amherst

Dr. Costas Constandinides,
Ph.D., University of Reading, U.K.

Course Duration

The duration of the course is two years for the completion of the MA programme's 36 credits, each three-credit course being offered in the time span of the 13-week semester.

The 12 courses can be spaced out to cover four semesters but, of course, students with a faster pace of study can complete the credits at their own timing.

User:	name	Academic Path	Date	...
Year:	2009	Semester	Fall	
Program	Master in Media and Communication			
Degree	Master	Min. Cr:	36	Min. ECTS Cr: 120
Path Description:	Master in Media and Communication			
Path Notes:	R = required course			
Section	A	Major Requirements	Credits:	36 Max. 36
			ECTS: Min.	120 Max. 120
Note	Students may select COMM-540 or COMM-550.			
Courses			CR	ECT TH
COMM-501	Intro. to Mass Commun. Theory	R	3	10 3
COMM-502	Public Opinion & Political Comm.		3	10 3
COMM-503	Media Effects and Society		3	10 3
COMM-504	Research Methods in Media & Comm.	R	3	10 3
COMM-511	Mass Communication Ethics and Law		3	10 3
COMM-512	Media Management and Advertising		3	10 3
COMM-513	News Production and Management		3	10 3
COMM-514	Public Relations Theory		3	10 3
COMM-521	Communication, Culture and Society		3	10 3
COMM-522	Theory & Criticism of Media Production		3	10 3
COMM-530	Topics in Communication		3	10 3
COMM-531	Computer Mediated Communication	R	3	10 3
COMM-532	New Media: Aesthetics, Intractivity, Repr		3	10 3
COMM-533	Media and Visual Literacy		3	10 3
COMM-540	Practicum		6	20 0
COMM-550	Thesis/Project		6	20 0
	Totals for Section:		54	180 42
	Total Credits:		54	180 42
	Total Number of	16		

University of Nicosia - Registrar (EURO)

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	Newswriting
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 Intercollege Placement Test.

Course Syllabi

University of Nicosia, Cyprus
COMM-501 COMMUNICATION THEORY

Course Code	Course Title	Credits (ECTS)
COMM-501	COMMUNICATION THEORY	10
Department	Semester	Prerequisites
Communications	Fall	None
Type of Course	Field	Language of Instruction
Required	Communications	English
Level of Course	Year of Study	Lecturer
Graduate	1 ST YEAR	Dr. Nayia Roussou

Objectives of the Course:

- To give the student a historical view of communication theories and how they were developed.
- To enable the student to understand the function and relationships of the media with social processes.
- To provide the student with a strong background about different functional, social and cultural dimensions of the media.
- To make the student realize the possible effects of the media in all their varied range of genre and aesthetic and technological potential.

Learning Outcomes:

By the time the student finishes the course s/he should be able to:

1. Have a general overview of how the Mass Media developed up to our times
2. Understand the relationships between the Theory of the Media and the Theory of Society
3. Realize that the New Media should be analyzed in the light of a new theory still being formulated by new technologies
4. Conceptualize the discourses established between mass communication and the culture of different societies, local or global

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| <ul style="list-style-type: none"> 5. Get a stronghold on Normative Theories of Media and of Society and be able to analyze media products in the light of the Narrative Theory 6. Differentiate between the effects of various media genres |
| <ul style="list-style-type: none"> 7. Comprehend the various types of media effects – Long-term and Indirect Effects – as well as socio-cultural Effects 8. Analyse the components going into the production of Media Culture |

Course Contents:

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| <ul style="list-style-type: none"> 1. Rise of the Mass Media 2. Theory of Media and Theory of Society 3. New Media, New Theory? 4. The Production of Media Culture 5. Normative Theories of Media and Society 6. Mass Communication and Culture 7. Media Genre Effects 8. Audience Theory and Research Traditions 9. Short-Term Effects and Processes 10. Long-term and Indirect Effects 11. Global Mass Communication 12. Social-Cultural Effects |
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Teaching Methods:

<p>Lectures, PP presentations, showing of film and TV programme excerpts and discussions or writing up of comments, or discussion by the students. Presentation by the students of different projects.</p>
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Assessment Methods:

<p>Oral presentation of projects by students and preparation of lengthier studies on issues relevant to the course lectures.</p>
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Required Textbooks:

Authors	Title	Publisher	Year	ISBN
McQuail, D.	“McQuail’s Mass Communication Theory	Sage	2005	9781412903721

COMM-502 PUBLIC OPINION AND POLITICAL COMMUNICATION

Course Code	Course Title	Credits (ECTS)
COMM-502	Public Opinion and Political Communication	10
Department	Semester	Prerequisites
Communication	Fall, Spring	None
Type of Course	Field	Language of Instruction
Elective	Communication	English
Level of Course	Year of Study	Lecturer
Postgraduate	1 st	Dr Holger Briel

Objectives of the Course:

This course analyses political theories of public opinion and their implementations. After a brief recapitulation of older theories of communication (Tönnies, Habermas, Blumer, and others), we will investigate particular systems of political communication and analyse their appearances in the public sphere. In particular, we will examine the American election campaign 2008 and its different e-phenomena. This discussion will then lead to contemporary views on the future of public opinion

Learning Outcomes:

Upon successful completion, students will be able to:

1. identify and understand theories of public opinion
2. comprehend the usages of public opinion polls
3. have an understanding of what strategies are used in public opinion formation
4. decipher and deconstruct (visual) campaign offerings
5. understand the role of electronic media in the formation of public opinion(s)
6. make informed predictions about the future of public political interactions

Course Contents:

Theories of Public Opinion
Habermas and the Public Sphere
Elements of Reason and Public Discourse
Film: *Wag the Dog*
The Obama Campaign
Comparing Political Communication
Politics of New Media, the Role of the EFF
Transnational Trends in Political Communication
Blogging and Public Opinion

Teaching Methods:

Lectures, Practical Exercises and Assignments.

Assessment Methods:

Homework, Project, Final Exam.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Esser, Frank and Barbara Pfertsch (eds)	<i>Comparing Political Communication</i>	Cambridge	2004	978-0521535403

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Lupia, Arthur	<i>Elements of Reason: Cognition, Choice and the Bounds of Rationality</i>	Cambridge	2008	978-0-521-65329-9
Negrine, Ralph et al. (eds)	<i>The Political Communication Reader</i>	Routledge	2007	0-415-35935-x

COMM-503 MEDIA EFFECTS

Course Code	Course Title	Credits (ECTS)
COMM 503	Media Effects	10
Department	Semester	Prerequisites
Communications	Spring	
Type of Course	Field	<i>Language of Instruction</i>
Elective	Communications	English
Level of Course	Year of Study	Lecturer
Graduate	Masters	Dr Mike Hajimichael

Objectives of the Course:

To analyze and explore different theories and approaches to media effects issues. By considering various theoretical approaches, which range from viewing the media as having the effect of a 'hypodermic needle' to no effect whatsoever, students will be better equipped to conduct research and explore the theoretical dimensions of different approaches.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Have an in-depth theoretical understanding of different media effects theories
2. Apply different methodological approaches to studying the possible effects of the mass media
3. Conduct an in-depth Focus Group on a specific media text
4. Assess, analyze discuss and present their findings on media effects

Course Contents:

1. Introduction to Course, objectives, outline, discussion
2. Theoretical approaches overview
3. From Agenda Setting to Chomsky
4. The Nationwide Study
5. Presentation of theoretical approaches (by students)
6. Research & Methodological strategies for analyzing media effects
7. Focus Group planning & organisation, ,

8. Focus Group implementation
9. Focus Group data analysis
10. Presentation of research findings from Focus Groups

Teaching Methods:

Interactive lectures, DVD's/film clips on music scenes, song analysis, research development discussions/tutorials

Assessment Methods:

Lectures, presentations by students, Focus Groups, Final Reflexive Paper

Required Textbooks:

Authors	Title	Publisher	Year
Bryant, J and Zillman, D	<i>Media Effects: Advances in Theory and Research</i>	Hillsdale, New Jersey	1994
Gauntlett, D	<i>Moving Experiences: Understanding Television's Influences and Effects</i>	John Libbey Media	1995
Morley, D & Brunson, C	<i>The Nationwide television studies</i>	Routledge	1999

Recommended viewing

Authors	Title	Publisher	Year
Moore, M	<i>Bowling for Columbine</i>	Moore, M	2002
Droushiotis, M	<i>The Ambience That Surrounds</i>	Droushiotis, M	2005

COMM-504 RESEARCH METHODS IN MEDIA AND COMMUNICATION

Course Code	Course Title	Credits (ECTS)
COMM-504	Research Methods in Media and Communication	10
Department	Semester	Prerequisites
Communications	Spring	None
Type of Course	Field	<i>Language of Instruction</i>
Required	Media and Communications	English
Level of Course	Year of Study	Lecturer
Graduate	1 st	Dr Stelios Stylianou

Objectives of the Course:

The general aim of the course is to introduce students to the methodology of social science research. Particular emphasis is given to principles of study design and methods used in communications and media research.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Contrast the prevalent epistemological foundations of social research
2. Apply basic rules of causality, predominantly in non-experimental designs
3. Formulate research questions appropriate for scientific research
4. Formulate and conceptually evaluate theories and hypotheses
5. Conceptualize and operationalize abstract concepts
6. Do simple and moderately complex sampling design
7. Design measurement operations for the most widely used methods of measurement (predominantly, surveys, in-depth interviews, and content analysis)
8. Do basic to intermediate quantitative data analysis (including statistical control and hypothesis testing)
9. Do basic qualitative data analysis
10. Design simple to moderately complex research projects

Course Contents:

1. Epistemological Foundations
2. Levels and Units of Analysis

3. Idiographic and Nomothetic Explanations
4. Causality
5. The Cycle of Scientific Method
6. Research Questions, Theories and Hypotheses
7. Conceptualization
8. Operationalization and Levels of Measurement
9. Sampling
10. Qualitative Measurement
11. Qualitative Data Analysis
12. Survey Research
13. Experiments
14. Content Analysis
15. Statistical Analysis
16. Research Project Design

Teaching Methods:

Interactive lectures, lab sessions

Assessment Methods:

Four written assignments, mid-term exam, final exam

Required Textbooks:

Authors	Title	Publisher	Year
Earl Babbie	<i>The Practice of Social Research (11/e)</i>	Wadsworth	2007
Various	Selected Readings (reading package prepared by the instructor)		

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year
Becker, Howard S.	<i>Tricks of the Trade</i>	University of Chicago Press	1998
Cohen, Louis and Lawrence Manion	Research Methods in Education	Routledge	1994
Denzin, Norman K. and Yvonna S. Lincoln. (eds.)	Handbook of Qualitative Research	Sage	2000
Krippendorff, Klaus	Content Analysis: an Introduction to its Methodology	Sage	2003
Kvale, Steinar	InterViews: An Introduction to Qualitative Research in Interviewing	Sage	1996

Κυριαζή, Νότα	Η Κοινωνιολογική Έρευνα: Κριτική Επισκόπηση των Μεθόδων και των Τεχνικών	Ελληνικά Γράμματα	1999
Ragin, Charles C.	The Comparative Method: Moving Beyond Qualitative and Quantitative Strategies	University of California Press	1987
Ragin, Charles C	Constructing Social Research	Pine Forge Press	1994
Ragin, Charles C. and Howard S. Becker (eds)	What is a Case? Exploring the Foundations of Social Inquiry	Cambridge University Press	1992
Riffe, Daniel, Stephen Lacy, and Frederick G. Fico	Analyzing Media Messages: Using Quantitative Content Analysis in Research	Lawrence Erlbaum Associates	2005
Schutt, Russell K	Investigating the Social World	Pine Forge Press	2004
Titscher, Stefan, Michael Meyer, Ruth Wodak, and Eva Vetter	Methods of Text and Discourse Analysis	Sage	2000
Weber, Robert P.	Basic Content Analysis	Sage	1990

COMM-511 MASS COMMUNICATION ETHICS AND LAW

Course Code	Course Title	Credits (ECTS)
COMM-511	Mass Communication Ethics and Law	10
Department	Semester	Prerequisites
Communications	Fall, Spring	None
Type of Course	Field	Language of Instruction
Elective	Communication	English
Level of Course	Year of Study	Lecturer
Postgraduate	1 st	Dr Holger Briel

Objectives of the Course:

This course will take up the rights, liberties and duties of the digital mass communication age. After a broad introduction to the subject via moral theory, the course then turns to the ethical issues raised by mass media. It will examine print media ethics, journalists' codes of conduct, privacy, ethics and copyright issues. Several case studies will be presented and discussed. These will be linked to theories of duties and freedom in the mass media and digital age. In particular, ideas put forth by Zelesny, Lessig, Manovich, Leonhard and others will be analysed and used to shed light on the deeper matters underlying such phenomena as privacy issues, data verification, file sharing, P2P downloading, ripping and media streaming.

Learning Outcomes:

Upon successful completion of this course, students will:

1. understand the present state of art regarding legal issues and the ethics of Mass media
2. discuss approaches to the ethics of mass communication
3. comprehend privacy issues
4. explain what roles ethics and law play in new media
5. be able to discuss the issues surrounding digital rights and digital commons

Course Contents:

- Ethical Issues, a starting Framework
- European Media Law
- American Media Law

- New challenges of New Media
- Photomontage and Reality
- Properties and Commons
- Copyright law and its detractors
- Privacy and New Media

Teaching Methods:

Lectures, Practical Exercises and Assignments.

Assessment Methods:

Homework, Project, Class presentation, Final Essay.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Wheeler, Thomas	<i>Photo Truth or Photo Fiction? Ethics and Media Imagery in the Digital Age.</i>	Erlbaum	2002	0-8058-4261-6
Perebinossoff, Philippe	<i>Real-World Media Ethics.</i>	Focal Press	2008	978-0-240-809212

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Wilkins, Lee	<i>The Handbook of Media Ethics</i>	Routledge	2009	0-8058-6191-2

COMM-512 MEDIA MANAGEMENT AND ADVERTISING

Course Code	Course Title	Credits (ECTS)
COMM - 512	Media Management and Advertising	10
Department	Semester	Prerequisites
Communications	Spring	
Type of Course	Field	Language of Instruction
Elective	Master in Media and Communication	English
Level of Course	Year of Study	Lecturer
Graduate	1 st	Mr. Nicholas Nicoli

Objectives of the Course:

The main objectives of the course are to:

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

Learning Outcomes:

After completion of the course students are expected to be able to:

1. To be familiar with the main management theories and how they apply to the media
2. To understand what makes the media and advertising sectors different from other sectors
3. To become familiar with the threats of traditional advertising
4. To become familiar with how media are managed through the use of creative management techniques
5. To be familiar with how to retain audiences and readers
6. To comprehend the importance of market research in the media
7. To become familiar with the advertising sector and its different divisions of labour
8. To be able to create an advertising plan

Course Contents:

1. Management and its Theories
2. The Media model: A stable future?
3. Decision-making and Motivation
4. Media Management Requirements
5. Leadership in the Media
6. The notion of creativity
7. Marketing and advertising Planning
8. Advertising division of labour
9. Market Research in the media

Teaching Methods:

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments.

Assessment Methods:

Homework, Project, Mid-Term, Final Exam.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Nicholas Nicoli	Course Notes	Student Intranet	2009	

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Annet Aris and Jacques Bughin	Managing Media Companies: Harnessing Creative Value: Harnessing Creative Values	John Wiley & Sons; 2nd Edition	2009	047071395X

COMM-513 NEWS PRODUCTION AND MANAGEMENT

Course Code	Course Title	Credits (ECTS)
COMM-513	News Production and Management	10
Department	Semester	Prerequisites
Communications	Fall, Spring	None
Type of Course	Field	Language of Instruction
Elective	Communication	English
Level of Course	Year of Study	Lecturer
Postgraduate	1 st	Dr Andreas Cl. Sophocleous

Objectives of the Course:

The course aims at introducing the participants to the understanding of subjects related to the procedures of reporting, printing and distribution of a newspaper, the coordination and administration of the newspaper sections, the personnel management, the economic resources and marketing of a newspaper's services.

Learning Outcomes:

1. Upon successful completion of this course, students will:
2. Able to understand and analyze the social and political functions of the news
3. Able to understand and implement the news production process in the print and electronic media
4. Able to produce, handle and communicate news professionally and effectively
5. Able to understand the printing, distribution and marketing of a newspaper
6. Able to comprehend the financial and personnel management of a newspaper
7. Able to undertake research in the field of print and electronic media

Course Contents:

1. The contribution of a newspaper to society
2. The organizational structure and the newspaper sections

3. The procedures of reporting in the era of digital technology
4. The procedures of printing and distribution – printing houses and press agencies
5. The strategy and planning of a newspaper’s success
6. The leading role of the Director, the Chief Editor and the Sub-Editor
7. The financial management and the competition
8. The quality and marketing of a newspaper’s services
9. The time management and stress avoidance
10. Market research – The knowledge of readership
11. Newspaper and the law
12. Cypriot newspaper’s problems and potentials

Teaching Methods:

Lectures, Practical Projects and Assignments.

Assessment Methods:

Project preparation and presentation, Class presence and participation.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Alan B. Albarran, Sylvia M. Chan-Olmsted, and Michael O. Wirth, eds	<i>Handbook of Media Management And Economics</i>	<u>Lawrence Erlbaum Associates Inc.</u>	2006	0-8058-5003-1
Erik Wilberg	<i>Newspaper Management: Strategy, Quality and Leadership</i>	Wilberg Management	2002	Not registered

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Thanos Skouras	<i>The Financial Dimension of the Mass Media</i>	Papazisis	2003	960-02-1715-7

COMM-514 PUBLIC RELATIONS THEORY

Course Code COMM-514	Course Title Public Relations Theory	Credits (ECTS) 10
Department Communications	Semester Fall	Prerequisites COMM-321, COMM-322
Type of Course Elective	Field Communication	Language of Instruction English
Level of Course Master's	Year of Study 1-2	Lecturer Dr. Tao Papaioannou

Objectives of the Course:

The main objectives of the course are to:

- *provide a comprehensive and detailed examination of the field of public relations*
- give a solid survey of the current scholarly literature in five major areas including the role public relations plays in society, the current state of the practice in terms of management, ethics, gender, evaluation and education, the daunting challenges the new communication technology poses for scholars and practitioners, theories in international public relations and trends in practice that will shape the field in coming years

Learning Outcomes:

Upon completion of the course, students are expected to be able to

1. understand and apply the concept of public relations as a relationship building discipline
2. assess recent legal, social and technological changes in public relations practice
3. analyze the relationship between public relations and marketing and advertising
4. analyze the role of public relations in the ecology of organizational change
5. understand and apply the concept of organizational legitimacy to public relations practice
6. assess opportunities and concerns in public relations education
7. apply theories of ethics in discussion of new issues in public relations ethics and social responsibility for the 21st century
8. obtain an overview of strategic practices in public relations planning and organization
9. obtain an overview of theories and models of crisis management
10. analyze the use of new technologies in public relations
11. assess the role and impact of multiculturalism and cultural diversity in the practice

of public relations
12. assess new developments in public relations in regions including china, the Middle East and the European Union

Course Contents:

- Defining the discipline
- Defining the practice
- The dynamics of change in public relations practice
- The role of public relations in the ecology of organizational change
- The centrality of organizational legitimacy to public relations practice
- Opportunities and concerns in public relations education
- Public relations ethics
- Best practice in planning and organization
- Best practice in crisis communication and relationship building
- Public relations and new communication technologies
- Public relations and multinationalism and cultural diversity
- The changing shape of public relations in the European Union
- The development of public relations in China, Russia and the Middle East

Teaching Methods:

Lectures with audio/visual aids, Case studies, Group discussions and exercises, Student presentations and Assignments

Assessment Methods:

Research Projects

Required Textbook:

Authors	Title	Publisher	Year	ISBN
Heath, R. L.	Handbook of public relations	Sage	2004	978-1-41290954-9

Recommended Reading:

Authors	Title	Publisher	Year	ISBN
Ihlen, O.	Public Relations and Social Theory	Taylor & Francis	2009	978-0-41599786-7

COMM-521 COMMUNICATIONS, CULTURE AND SOCIETY

Course Code	Course Title	Credits (ECTS)
COMM - 521	Communications, Culture and Society	10
Department	Semester	Prerequisites
Communications	Fall	
Type of Course	Field	Language of Instruction
Elective	Master in Media and Communication	English
Level of Course	Year of Study	Lecturer
Graduate	2 nd	Mr. Nicholas Nicoli

Objectives of the Course:

The main objectives of the course are to: 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 postmodernism, cross-cultural communication and globalization, advertising and consumerism, cultural studies, political economy and critical theory

Learning Outcomes:

After completion of the course students are expected to be able to:

- 1.To become familiarized with the different theories involved in communications and media studies
- 2.To be able to read media texts and apply different theoretical models in order to analyze them
- 3.To have an understanding of several of the main literatures regarding the main theories under discussion
- 4.To conceptualize the power relation between the media and audiences

Course Contents:

1. Approaches to Culture
2. Assessing the Cultural Industries
3. Explaining the Cultural Industries
4. Marketisation and Telecommunications in Broadcasting
5. Cultural Policy and Copyright Law
6. New Media, Digitalisation and Convergence
7. Internationalization and Globalisation
8. Diversity, Quality and Serving the Interest

9. A new era in cultural production

Teaching Methods:

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments.

Assessment Methods:

Homework, Project, Mid-Term, Final Exam.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Nicholas Nicoli	Course Notes	Student Intranet	2009	

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
David Hesmondhalgh	The Cultural Industries	Sage Publications Ltd; Second Edition	2009	1412908086

COMM-522 THEORY AND CRITICISM OF MEDIA PRODUCTION

Course Code	Course Title	Credits (ECTS)
COMM-522	Theory and Criticism of Media Production	10
Department	Semester	Prerequisites
Communications	Spring	COMM-501 Communication Theory
Type of Course	Field	Language of Instruction
Elective	Media	English
Level of Course	Year of Study	Lecturer
Graduate	2 nd	Nayia Roussou

Objectives of the Course:

- To help the student analyze and understand production strategies in the media, esp. television
- To enable the student to understand the social effects and power relations between the forces of television production and audiences.
- To give the students an overview of ideologies and the media and how hegemonic concepts are present in the reading of images
- To enable students to understand the roles of Public and Private TV

Learning Outcomes: By the end of the course the student should be able to:

1. Comprehend the ideological concepts of the Media
2. Be able to describe and interpret representations and stereotypes
3. Define and explain Audience readings
4. Analyze social discourses
5. Distinguish and analyze narrative conventions in different media –Press, Radio, Television and the Internet
6. Compare the roles of Public and Private Television
7. Know and apply constitutional and ethical restrictions on the Media
8. Conceptualize the power relations between production and audiences

Course Contents:

- Representations in the Media: Stereotypes, Audience Readings and Social Discourses
- Conventions of Narratives Across Media Forms – Press, Radio, TV, the Internet
- Professionalism in the Media, Constitutional and Ethical Restrictions
- Audiences, Media Consumption and Power Relations
- Participation of the Public in Media Processes

Teaching Methods:

- PP Lecture presentation
- Class discussions
- Projection of film and TV programme excerpts and analysis in class

Assessment Methods:

Projects/presentations

Required Textbooks:

Authors	Media Studies –Texts, Institutions and Audiences	Publisher	Year	ISBN
Taylor, Lisa and Willis, Andrew		Blackwell, UK	1999	

COMM-530 TOPICS IN COMMUNICATION

Course Code	Course Title	Credits (ECTS)
COMM-530	Topics in Communications	10
Department	Semester	Prerequisites
Communications	Fall/Spring	COMM-501
Type of Course	Field	Language of Instruction
Elective	Communications	English
Level of Course	Year of Study	Lecturer
Postgraduate	2 nd	According to the topic taught

Objectives of the Course:

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. Title 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. Examples of Topics under this Course Code are ‘Computer-Mediated Communication’ and ‘New Media: Aesthetics, Interactivity and Representation’

Learning Outcomes:

Outcomes are associated with the topic chosen.

Course Contents:

As above

Teaching Methods:

A combination of lectures, projections, class discussions and projects could be adopted.

Assessment Methods:

Deriving from the appropriate teaching methods.

Recommended Reading:

Authors	Title	Publisher	Year	ISBN
Textbooks also vary according to topic				

COMM-531 COMPUTER-MEDIATED COMMUNICATION

Course Code	Course Title	Credits (ECTS)
COMM-531	Computer-mediated Communication	10
Department	Semester	Prerequisites
Communications	Spring	None
Type of Course	Field	Language of Instruction
Required	Communication	English
Level of Course	Year of Study	Lecturer
Master's	1-2	Dr. Tao Papaioannou

Objectives of the Course:

The main objectives of the course are to:

- understand CMC as communication between people using applications such as e-mail, instant messaging, newsgroups, chat rooms, online social network sites and 3D virtual worlds
- analyzes CMC practices and social formations that emerge when people use these applications provide a comprehensive and detailed examination of the field of public relations
- assess current academic literature on the social, psychological, cultural, political and philosophical effects of existing and emerging CMC on individuals, particularly young people, and society

Learning Outcomes:

Upon completion of the course, students are expected to be able to

1. assess the technical attributes and functionalities of various CMC applications and their first-level effects
2. analyze current and emerging theories on the social and psychological effects of various CMC applications
3. understand and apply the concept of media convergence
4. understand and assess current academic literature on (Cypriot) youth and computer-mediated communication, particularly in the following areas
 - Young people's sociability
 - Young people's cognitive and affective development
 - Exploring identities and social network sites
 - Young people and civic (dis)engagement
 - Digital media and civic education
 - Changing citizenship in the digital age and youth E-citizenship
5. understand and analyze the concepts of online political discourse and digital democracy

6. assess current research on individual participation in society through digital media

Course Contents:

- Historical context of CMC: technical attributes of various CMC systems and their first-level effects
- Social and psychological effects of CMC: Social presence theory, media richness theory and lack of social context cue hypothesis
- CMC and the design of group/organizational interactions: Social network analysis
- Media convergence
- (Cypriot) Youth and Internet uses
 - Young people’s sociability
 - Young people’s cognitive and affective development
 - Exploring identities and social network sites
 - Young people and civic (dis)engagement
 - Digital media and civic education
 - Changing citizenship in the digital age and youth E-citizenship
- Digital democracy: intersections of practice, policy and the marketplace

Teaching Methods:

Lectures with audio/visual aids, Case studies, Group discussions and exercises, Student presentations and Assignments

Assessment Methods:

Research Projects

Required Textbook:

Authors	Title	Publisher	Year	ISBN
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Recommended Reading:

Authors	Title	Publisher	Year	ISBN
Bennett, W. L.	Civic life online	The MIT Press	2008	978-0-26252482-7
Buckingham, D.	Youth, identity and digital media	The MIT Press	2008	978-0-26252483-4
Jenkins, H.	Convergence culture	New York University Press	2006	978-0-81474281-5
Smith, M. A. and Kollock, P.	Communities in cyberspace	Routledge	1999	978-0-41519140-1

COMM-532 NEW MEDIA: AESTHETICS, INTERACTIVITY AND REPRESENTATION

Course Code	Course Title	Credits (ECTS)
COMM-532	New Media: Aesthetics, Interactivity and Representation	10
Department	Semester	Prerequisites
Communications	Fall	COMM-501
Type of Course	Field	Language of Instruction
Elective	Communications	English
Level of Course	Year of Study	Lecturer
Postgraduate	2 nd	Dr Costas Constandinides

Objectives of the Course:

This course is designed to provide an advanced analysis of the shift of media and cultural forms to computer mediated forms of communication. The course will also focus on the socioeconomic context of this shift and it will cover other media such as Television, and Cinema. The main object of study, apart from case study examples of media texts, will be the discussion of new media theory essays by scholars such as Jean Baudrillard, Mark Poster, Henry Jenkins and Lev Manovich among others. Topics include important concepts such as convergence, remediation, interactivity and hypertext theory.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. To develop an understanding of the relationship between old and new Media through a range of critical and theoretical approaches
2. To build on the skills developed during undergraduate studies, deepening the knowledge and theoretical understanding of selected topic areas in Media Studies
3. To enhance existing skills in the analysis of media texts and broaden the knowledge and understanding of the chosen subject area and its methods
4. To develop abilities in critically evaluating primary and secondary source material
5. To work closely with a tutor who will direct and support your research activities
6. To develop research skills, including IT skills, and prepare them, where

appropriate, for research degrees

Course Contents:

1. Defining the Media and the concepts that are relevant to the course.
2. The Computer as a medium of communication: 24/7 online access and how it affects contemporary socioeconomic relationships.
3. Control vs. chaos: The “superpanopticon” and the electronic circulation of personal databases.
4. Capitalism and the flow of computer mediated information.
5. US elections 2008: The theoretical perspectives of computer mediated production and consumption of TV news.
6. Computer Mediated Storytelling: From Adaptation to Hypertextuality.
7. Contemporary Commercial Cinema and its relationship to New Media.
8. The Myth of Interactivity and Cinema: Convergence and Web Cinema.
9. Ideology and Cinema: Representation of Computer Mediated Communication in Fiction Films.

Teaching Methods:

Interactive Lectures

Assessment Methods:

Essays, Class Presentations

Recommended Reading:

Authors	Title	Publisher	Year	ISBN
Bolter, David and Grusin, Richard	<i>Remediation: Understanding New Media</i>	London: The MIT Press	2000	
Baudrillard, Jean	“The Ecstasy of Communication” in Foster, Hal (ed.) <i>The Anti-aesthetic: Essays on Postmodern Culture</i>	London; Sydney: Pluto Press	1985 (1989 printing)	
Jenkins, Henry	<i>Convergence Culture: Where Old and New Media Collide</i>	New York: New York University Press	2006	
Manovich, Lev	<i>The Language of New Media</i>	Massachusetts: MIT	2001	
Poster, Mark	<i>The Second Media Age</i>	Cambridge: Polity	1995	

COMM-533 MEDIA LITERACY

Course Code	Course Title	Credits (ECTS)
COMM-533	Media Literacy	10
Department	Semester	Prerequisites
Communication	Fall, Spring	None
Type of Course	Field	Language of Instruction
Elective	Communication	English
Level of Course	Year of Study	Lecturer
Postgraduate	1 st	Dr Holger Briel

Objectives of the Course:

This module will deepen students' understanding of media literacy, as viewed from a communications perspective. However, important influences on this subject are also generated by psychology, neuroscience, the visual arts and educational research, and we will discuss short texts from these neighboring disciplines as they relate to Communication Studies. Questions that will be raised are: How does human vision influence communication? How does the comprehension of the viewed inform communicative interpretations and practices? How can visuals be (linguistically) communicated? What role does synaesthesia play in these dia/polylogic processes? What are the differences in en/de-coding when dealing with different visual media (e.g., print, posters, the internet, graffiti, film, video, etc.)? Attempting answers to these questions will allow the students to better understand the requirements associated with visual literacy and sensitize them to cultural, communicative and aesthetic issues and values related to the topic. Class activities will include the reading of theoretical texts, their applications, the viewing of pertinent media and their interpretations in class or home projects, and the visit of one exhibition.

Learning Outcomes:

This course is designed to aid students in further developing and applying their knowledge of visual literacy and the semiotics of seeing and interpreting. Upon successful completion, students will be able to:

1. differentiate between various modes of apperception
2. critically analyze and distinguish between images.
3. better comprehend the 'packaging', 'selling' and 'marketing' of visual images
4. understand the communicative formation of visuality

- | | |
|----|--|
| 5. | be able to explain why and how the world has become dependent on visual literacy |
| 6. | consciously apply his/her own semiotics of vision to communicative practices |
| 7. | apply rules of intertextuality in images in different media and media practices |

Course Contents:

- | |
|---|
| <ul style="list-style-type: none"> • Vision and the internet • The communicative history of vision • The impact of photography • The new silent film • The invention of the Visual Other • Vision and social practice • The visual turn in Communication Studies • The sociology of the televisual image • Visual memory • Media convergence and visual literacy today • Post-modernity and structures of media literacy • The lure of Skype video and Facebook |
|---|

Teaching Methods:

Lectures, Practical Exercises and Assignments.
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Assessment Methods:

Homework, Project, Class Presentation, Final Essay
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Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Mirzoeff, Nicholas	<i>The Visual Culture Reader</i>	Routledge	2006	978-0415252225

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Jenks, Chris (ed.)	<i>Visual Culture</i>	Routledge	1995	978-0415252225

COMM-540 PRACTICUM

Course Code	Course Title	Credits (ECTS)
COMM-540	Practicum	20

Department Communications	Semester Spring	Prerequisites None
Type of Course Required	Field Communication	Language of Instruction English
Level of Course Master's	Year of Study 2	Lecturer Faculty member

Objectives of the Course:

The main objectives of the course are to:

- Give the student the chance to get real exposure to media
- Give the student the chance to get real experience to communication practices – i.e. public relations, advertising, publishing, etc.
- Enable and empower the student to report on this experience in a convincing, effective and meaningful way, relating theory to practice in the media field

Learning Outcomes:

Upon completion of the course, students are expected to be able to

1. Gain practical experience in a communication practice in a professional environment.
2. Provide evidence through the experiences described that they have been actually involved in the production of media content and/or the management of Media campaigns, or in the application of any other communication discipline environments they have been working in.
3. Provide evidence that their academic background has been of help to them while actually working in the media scene

Course Contents:

- Studying or revising theoretical material associated with the practical work the student is doing.
- Supervising and guiding by the responsible lecturer of the student to connect and relate his practical experiences to theoretical principles that regulate or are directing communication practices.

Teaching Methods:

Meetings with the student to supervise and guide progress in the paper to be written.

Assessment Methods:

Presentation of the paper before a three-member committee, answering their questions and discussion of the contents of the paper with the members of the presentation committee.

Required Textbook:

Authors	Title	Publisher	Year	ISBN
Books as related to the subject area in which the student is writing his Practicum paper.				

Recommended Reading:

Authors	Title	Publisher	Year	ISBN
As in the Required Textbooks.				

COMM-550 THESIS

Course Code	Course Title	Credits (ECTS)
COMM-550	Thesis	20
Department	Semester	Prerequisites
Communications	Fall/Spring	Graduate Standing
Type of Course	Field	Language of Instruction
Required	Communication	English
Level of Course	Year of Study	Lecturer
Master's	2	Faculty member

Objectives of the Course:

The main objectives of the course are to:

- To perfect in the student the techniques and processes required to do professional academic research in an effective and professional manner
- To enable the student to make an in-depth study of a communication topic and make an original contribution in the area
- To empower the student to do a correct and convincing presentation of their research work

Learning Outcomes:

Upon completion of the course, students are expected to be able to:

1. Conduct research in an effective and coordinated manner on the topic of his choice
2. To relate the media theories s/he has been instructed with, to the research (social, psychological) aspects of the topics s/he is investigating
3. To put together an academically correct thesis that is preparing the student for the next step in academic learning and achievement – i.e. the preparation of a Ph.D. dissertation.

Course Contents:

- Studying by the student or revising theoretical material associated with the thesis the student is preparing.
- Supervising and guiding by the responsible lecturer of the student to connect and relate his thesis subject matter to theoretical principles that regulate or are directing communication practices.
- To study information parallel to the main topic of the thesis, so that the thesis topic will be properly placed in its educational /information environment.

Teaching Methods:

Meetings with the student to supervise and guide progress in the thesis to be written.

Assessment Methods:

Presentation of the paper before a three-member committee, answering their questions and discussion of the contents of the paper with the members of the presentation committee.

Required Textbook:

Authors	Title	Publisher	Year	ISBN
Books as related to the subject area in which the student is preparing his or her thesis.				

Recommended Reading:

Authors	Title	Publisher	Year	ISBN
As in the Required Textbooks.				

SEMESTER BREAKDOWN

	1st year	2nd year
Fall	501, 502, 503	511, 512 or 531
Spring	504, 514 or 521	513, 532 or 533
		Plus: Thesis

Practicum guidelines

Other than the Course outline for the Practicum, the report of the student should also have the following structure:

1. Introduction: What is the student doing, where and with what aims and objectives? The context and parameters of the planned work should be dealt with, together with the motivation that has led the student to choose this particular area or institution, or organization for their practicum.
2. A detailed description of the work done must be prepared giving information as to the duties undertaken, the contacts made and the results procured.
3. A self-evaluation report by the student of the work done must follow with a statement about the experience gained, the problems encountered and the gaps the student felt were left during the planned work.
4. One or two evaluation reports should be attached by the people who are supervising the student in his work.
5. Appendices, if possible, of time-sheets and hours spent on different phases of the job undertaken should be attached. The last two items will not be counted in the words, which should be around 5,000 words.

THESIS GUIDELINES Title Page

M.A. THESIS

TITLE PAGE (SAMPLE)

**“The fate of Cultural Studies
in the Online World”**

by

Mary Brown

Submitted to the Department of Communication

In Partial Fulfillment of the Requirements for the Degree of

Master of Arts in Media and Communication

Intercollege

May 1998

University of Nicosia,

Cyprus All rights reserved

Author

Department of Communication May 17, 2010

Certified by _____

Supervisor’s Name

Certified by _____

Co-Supervisor’s Name & title

Accepted by

C. Smith

**Chair of
Communications**

MA THESIS

INSTRUCTIONS AND GUIDELINES¹

Students, who will follow a research or an academic career, are advised to write a thesis on a topic of their choice. The thesis is the length of a professional article (about 25 pages, 1 and half spaces, (or about 8,000 words) plus references, tables and a bibliography. It involves independent research conducted under the guidance of a member of the faculty. Occasionally more than one member might be required.

The MA allows the student to explore in depth a topic of his/her interest and gives students an opportunity to develop and demonstrate their ability to carry out and document a reasonable comprehensive project requiring considerable initiative, creative thought, and a good deal of individual responsibility. The thesis may be a research project, an analytical paper, or experimental work of a technical nature.

The thesis is normally begun during the first year of the MA studies, and completed during the last graduate year. It carries 6 credits.

Start thinking about your thesis research project as early as possible. Be alert to interesting problems that come to your attention in class, personal contacts, or through the media literature of your course work or from any other sources.

Find a project which is of direct and intense interest to you and which will give you a maximum opportunity not only to learn about the subject being investigated, but also about proper methods of media investigation.

¹ Most of the material for this document has been derived and subsequently adapted, from website <http://www.eecs.mit.edu/ug/thesis-guide.html> (Accessed on August 28 and 29, 2006)

The best time to start defining a thesis project is during fall of the senior undergraduate year. It is particularly important for students interested in continuing for the PhD to gain exposure and experience in research.

When the student finishes with the analysis and writes up the findings, the final step in the degree process is discussing these findings with the faculty (called a defense). Then the thesis becomes part of the permanent library. Former students have used their findings to gain entry to graduate school or to point out to public officials how a program may need to be changed.

Faculty rules require that copies of all graduate theses shall be deposited in the University Library where they are available to the public.

Thesis Format

The thesis should have the following sections or parts:

1. Abstract of the thesis
2. A general introduction about the subject chosen and rationale – e.g. adding new information to the existing body of knowledge, or initiating a new research topic, etc.
3. A literature review of the body of writings connected with the thesis topic. All references must be marked in the text and the bibliography with the APA reference system.
4. Presentation of the thesis project: Hypothesis, Aims and Objectives, Methodology, sample.
5. Presentation of the work as conducted with analysis for each step.
6. Conclusions and suggestions for further research in the future.
7. Appendices (if appropriate – e.g. questionnaires, agendas for focus group discussions, etc.)
8. Bibliography

Working on the Thesis and Avoiding Delay

Many students fail to graduate on time because their theses are not completed. Some delays are inevitable, but there are ways to minimize them.

- 1. Unavailable Parts.** Special parts (books, etc) which have to be ordered can cause delays of weeks or months. Try to find alternate sources, other ways of coping, and do legwork rather than passively waiting for parts to arrive. Do other aspects of the thesis, like writing, if waiting is unavoidable.
- 2. The Incredible Expanding Thesis.** Your project will evolve as you progress. But that should not mean that it gets bigger and more inclusive. Negotiate diplomatically.
- 3 The Alienated Supervisor.** Students often think a supervisor has lost patience with the student and the project when it is nothing personal, just the pressure of other commitments.

Don't react to this situation by disappearing. Keep working and keep your supervisor aware of your efforts and progress. They like to know what is going on, and they **hate** feeling that you've disappeared. Be visible and send an email.
- 4. Writing Delays.** Students can be frustrated when they hand their supervisors a chapter or two write-ups, which it took them a few hours to write, and find that it takes the supervisor several days or even weeks to read, correct and return it. Other students find it impossible to start writing. Don't wait until you are finished designing, programming, testing, debugging, etc, to start writing. Develop a detailed outline with lots of notes, a list of figures, a reasonable

format (there's no single correct format), bibliography. Draft an introduction and first chapter. Listen carefully to your supervisor's suggestions for revision. Don't wait until it is 90% written to show it to your supervisor.

5. Lack of Discipline and Time Management Skills. MAKE A SCHEDULE.

Write out a detailed, ordered list of tasks that have to be done, allowing for the inevitable delays and other commitments, and aiming not for the final deadline, but for a week or so earlier. Set specific short-term deadlines and be a hard taskmaster. If you find your hours, days and weeks melting away to no effect, take early action.

Use the Intercollege Library AND ANY OTHER LIBRARIES NECESSARY.

The Thesis Document and Finishing Up.

The thesis write-up is considered a major part of the thesis project. The report should include a clear statement of the problem and why it is of interest or importance, a description of the history and background literature on the subject, a statement of the author's work and observations, a discussion of the author's findings in relation to those of predecessors, the author's conclusions and suggestions for further work. Extensive data, code, or mathematical derivations should be in appendices rather than in the body of the report. Specific bibliographic citations should be included whenever reference is made to documents or other communications. It must be well written, clearly organized and contain no stylistic or grammatical errors. Early drafts should be submitted to criticism of the writing as well as the contents, so as to know if a re-write is needed and to insist that the final document conform to accepted standards of technical writing.

Writing an Abstract

In your final document you must include your original abstract, which includes your thesis title, your name, your thesis main supervisor, the degree and the date. Start by writing out a title, with all the adjectives and adverbs cut from the title. Describe your methods or procedures in a couple of sentences, and your conclusions or results in another sentence or two. It should be no longer than 150 words. It may be helpful to refer back to your Thesis Proposal.

The Oral Presentation

Students are still required to make an oral presentation of their thesis project. This valuable part of your thesis generally consists of a twenty-minute presentation with a five-minute discussion period with the supervisor and at least other faculty or staff member. Your supervisor will arrange your presentation.

Supervisors are responsible for arranging oral presentations. While this presentation is not a “thesis defense”, the supervisor may include the quality of the thesis presentation when assigning the final grade.

APPENDIX 1: CHECKLIST FOR HANDING IN A THESIS

Read over the checklist before you hand two identical copies of your thesis.

- Are your margins at least one inch on top and bottom and both sides?
- Make sure that there is only one continuous sequence with the title page counting as page.
- This includes all appendices, etc. Check that all of your pages are included, in the right order.
- It's easy and extremely common to miss a few pages deep in the middle of the document.
- Count all the way through it.
- Are your submission copies properly covered in cardboard as they should be?
- Have you and your supervisor/s signed the title page of the submission copies? The third signature (Chair of the Department) will be provided later.

PRACTICUM

To write a practicum a student must spend at least three months of regular work in a media post – channel, newspaper, or communications office. An abstract of about 300 words should be submitted and approved by the supervising lecturer. The practicum which must consist of about 6,000 words will record the communication experience the student had, in regard to the duties and responsibilities s/he had undertaken. This experience should be tied up to the Media theories encountered by the student during his or her studies in the different courses of the M.A. programmed. References and bibliography which tie up practice and theory should be a definite feature of the practicum which should have at least the following parts in its overall structure:

- I. Introduction: States the area of work, the objectives of the practicum and the connection of the work to the theoretical parameters of communication and inspects any other literature (or part of it) published in the area.
- II. Experiences recorded, problems faced, lessons learned and achievements. The experiences should, again be connected to either similar cases encountered or discussed in the programmed course work or should be oriented toward the theoretical approaches made in the subject-matter of the different programmes' courses, or at least the relevant courses – i.e. Public Relations, Advertising, Media Production, etc.
- III. Conclusions as to objectives achieved, gaps that may have occurred in the expectations and the work performed and evaluation of the utility of this practicum, always from the point of view of academic values pertinent to the topic handled.
- IV. Bibliography

NOTE: The same rules apply as to the Oral Presentation of the Practicum as in the case of the thesis. The cover page of the thesis should also be the model for the cover page

of the practicum and in the final copy to be presented; the original approved abstract must also be included.