

## Digital media and communication

<b>Name of an educational program</b>	Digital media and communication
<b>Qualification to be awarded:</b>	Master of Mass Communication Degree: Master of Mass Communication
<b>Program volume in credits:</b>	120 credits
<b>Language of instruction:</b>	Georgian
<b>Prerequisite for admission to the program</b>	<p>Prerequisites for admission to the "Digital Media and Communication" master's program are:</p> <p>A person with a bachelor's degree or equivalent academic degree can become a student of the master's program.</p> <p>Students are enrolled in the master's program in accordance with the legislation of Georgia - based on the results of the common master's exams (in the cases stipulated by the law, without passing the common master's exams, see the "conditions of admission to the program for citizens of foreign countries" link - <a href="https://iro.ibsu.edu.ge/en/home">https://iro.ibsu.edu.ge/en/home</a>).</p> <p>A Georgian citizen candidate for a master's degree is required to be admitted to the program:</p> <ul style="list-style-type: none"> <li>● Bachelors or equivalent academic degree;</li> <li>● successfully passing the common master's exam;</li> <li>● Passing intra-university exams in the specialty;</li> <li>● Passing the B2 level internal university exam in a foreign language.</li> </ul>

<p><b>The purpose of the educational program:</b></p>	<p>The Master's program was prepared within the framework of the "Media Education Support Program" funded by the US Embassy in Georgia. The Digital Media courses are modeled after the Graduate Program in Digital Media and Visual Storytelling at Loyola University (Chicago, Illinois). Within the framework of this exchange project, Georgian professors in Chicago had the opportunity to share the experience of their American colleagues, which was followed by several return visits to Georgia.</p> <p>In the development of this program, in the determination of learning outcomes, along with Georgian professors, Prof. Richelle Rogers. It was through his consultations that the syllabi of the compulsory digital media courses were refined and perfected.</p> <p>The purpose of the educational program: Relevance: The master's program is designed for people of any specialty who want to study in-depth the field of digital media production and communication. It is intended both for those who studied journalism/mass communication at the bachelor's level, as well as for those who decide to change their major and master a new profession at the master's educational level.</p> <p>One of the main goals of the "Digital Media and Communication" master's program is to strengthen the teaching of digital media, because multimedia journalism, which combines text and video or audio production, is becoming more and more popular in Georgia following the development of Internet media. In the modern Western world, they often talk about media convergence or the process of blurring the boundaries between different types of media. Thus, teaching media and communication is unthinkable without web technologies.</p> <p>As evidenced by our research among employers, in the modern Georgian media labor market there is a shortage of specialists who possess the practical skills required for digital media, as well as a shortage of media and communication researchers.</p>
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	<p>According to the results of the employer survey, it was determined that depending on the needs of the media industry, The "Digital Media and Communication" master's program should ensure the production of such specialists in the field of media and communication, who, on the one hand, will have a deep and systematic knowledge of modern trends in digital media, ways and forms of visual storytelling, They will have developed the practical skills necessary for multimedia journalists, and at the same time, they will be equipped with in-depth knowledge of the basic theories, innovative forms and methods of mass communication.</p> <p>The purpose of the program is to prepare:</p> <ol style="list-style-type: none"> <li>1) A qualified and competitive specialist relevant to the field of modern media industry and communication in a rapidly changing digital environment, who has deep and systematic theoretical and practical knowledge in digital media and communication, social media strategies, and PR;</li> <li>2) A graduate who possesses practical skills necessary for the field of digital media industry and digital communication: methods or forms of visual storytelling; the ability to prepare various platforms and create multimedia materials; strategic digital communication skills; Ability to conduct research and analyze social media; the ability to process data and visualize them; the ability to plan social media strategies and conduct PR campaigns;</li> <li>3) A graduate who will continue to learn throughout his life, based on the needs of the rapidly changing digital media industry and the field of strategic digital communication - to obtain current knowledge, refine and update it, and master new technologies. Also, to prepare master's students to continue their studies at the next level of academic education - doctoral studies, both in digital media and in mass communication or media studies.</li> </ol>		
<p><b>Learning outcomes</b></p>	<table border="1"> <tr> <td data-bbox="804 1125 1108 1393"> <p><b>Knowledge and understanding:</b></p> </td> <td data-bbox="1108 1125 2045 1393"> <ol style="list-style-type: none"> <li>1. The graduate has deep and systematic knowledge of mass communication theories, concepts and methods, digital media development trends, digital media law, and digital media ethics;</li> <li>2. The graduate has a deep and systematic knowledge of digital media and visual storytelling methods or forms;</li> <li>3. The graduate understands the specifics of digital media platforms; the</li> </ol> </td> </tr> </table>	<p><b>Knowledge and understanding:</b></p>	<ol style="list-style-type: none"> <li>1. The graduate has deep and systematic knowledge of mass communication theories, concepts and methods, digital media development trends, digital media law, and digital media ethics;</li> <li>2. The graduate has a deep and systematic knowledge of digital media and visual storytelling methods or forms;</li> <li>3. The graduate understands the specifics of digital media platforms; the</li> </ol>
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		<p>role of strategic communication; innovative methods of social media analytics and forms of distribution of digital media production to the audience;</p> <p>4. The graduate thinks critically and searches for new ways to solve complex problems; knows how to create original new projects and innovative products; and how to plan and manage social media strategies and campaigns.</p>
	<b>Skill:</b>	<p>A graduate can:</p> <ol style="list-style-type: none"> <li>1. To find and process information, create content; has developed the ability to write; possesses the necessary techniques and relevant technologies for digital storytelling (text, photo, audio, video, or web); plan and manage social media strategies and campaigns;</li> <li>2. To prepare and distribute multimedia products for various digital platforms and audiences;</li> <li>3. Process and analyze data; to present them in visual ways;</li> <li>4. Critically analyze complex or incomplete information; use appropriate methodology for research; conduct social media analysis and monitoring; Form conclusions in accordance with principles of academic integrity and standards of ethics.</li> <li>5. Communicate effectively with both colleagues and audiences across multiple media platforms and social media.</li> </ol>
	<b>Responsibility and autonomy</b>	<p>To develop a professional responsibility to independently direct his own lifelong learning based on the needs of the digital media industry and digital strategic communications.</p>
<b>Student Knowledge Assessment system</b>	<p>The purpose of assessment is to qualitatively determine the student's learning outcomes to the goals and parameters of the academic program.</p>	

Oral and/or written assessments of the student's knowledge are conducted. A hundred-point system is used to evaluate the student. Both the midterm and final exams are included in the final evaluation. The assessment includes an intermediate and final assessment, the sum of which is 100 points.

The assessment framework allows:

Five types of positive evaluation:

1. (A) Excellent – 91-100 points;
2. (B) very good – 81-90 points;
3. (C) good – 71-80 points;
4. (D) satisfactory – 61-70 points;
5. (E) Sufficient – 51-60 points.

Two types of negative evaluation:

1. (FX) failed with 41–50 points, indicating that the student needs to put in more effort to pass and can retake the exam once with independent study;
2. (F) Failed – 40 points or fewer, indicating that the student's work was insufficient and that the course/subject must be retaken.

A minimum competency threshold is defined for midterm and final assessments. The specific share of the minimum competence limit of the final assessment does not exceed 60% of the final assessment.

The point distribution of midterm and final assessments, their minimum competency thresholds, and assessment rubrics are spelled out in the syllabus of the relevant component.

Credit can be awarded only after the student has achieved the learning outcomes set by the syllabus, taking into account the following essential requirements:

- A) In case of exceeding the minimum competence limit of intermediate and final evaluations;
- B) In case of obtaining at least 51 points out of the maximum 100 points of the final assessment.

A student will be admitted to the additional exam if he/she scored 41 - 50 points out of a

	maximum of 100 points in the final evaluation or at least 51 points, but failed to score at least 21 points out of a maximum of 40 points in the final evaluation.
<b>Field of employment</b>	<p>The master's program will prepare competitive specialists in digital media and communication. The knowledge and skills acquired by the graduate will enable him to respond to the challenges of modern media and communication. Graduates will be able to be employed both in online media and in traditional media organizations (television, newspaper, magazine, news agency); public relations in public, private, or non-governmental organizations, as multimedia journalists, producers, social media managers, etc.;</p> <p>Since the program, in addition to developing practical skills, also provides deep and systematic theoretical knowledge in media and communication, it is a good basis for future pedagogical and scientific activities. If the graduate student wishes, he will be able to continue his studies at the doctoral level.</p>

#	Study course/module/practice/research component	Status	Number of credits	Distribution of credits according to study courses and semesters		Distribution of hours			Number of contact hours per week
				I Academic year	II Academic year	Contact	Independent work	Total hours	

				I Semester	II Semester	III Semester	IV Semester	Lecture/consultation	Seminar/group work/practical	Midterm exam	Final exam	Total contact hour				
	<b>Compulsory training courses</b>	<b>Compulsory</b>	<b>70</b>													
1	Introduction to Digital Media	Compulsory	6	x				14	14	2	2	32	118	150	2	
2	Digital storytelling	Compulsory	6	x				14	14	2	2	32	118	150	2	
3	Digital media design	Compulsory	4	x				14	14	2	2	32	68	100	2	
4	Interview in digital media	Compulsory	4	x				15	13	2	2	32	68	100	2	
5	Social media strategy and PR campaigns	Compulsory	5	x				14	14	2	2	32	93	125	2	
6	Digital Production: Storytelling Techniques 1	Compulsory	4		x			14	14	2	2	32	68	100	2	
7	Theories of mass communication	Compulsory	5		x			14	14	2	2	<b>32</b>	93	125	2	
8	Data Journalism	Compulsory	4		x			14	14	2	2	32	68	100	2	
9	Web Programming 1 ( <i>in English</i> )	Compulsory	4		x			28	15	2	2	47	53	100	3	
10	Social media analytics and monitoring	Compulsory	3		x			14	14	2	2	32	43	75	2	
11	Strategic communication	Compulsory	5		x			14	14	2	2	32	93	125	2	
12	Media and mass communication research methods	Compulsory	6			x		14	14	2	2	32	118	150	2	

13	Ethics in the age of digital media	Compulsory	3			x		14	14	2	2	32	43	75	2
14	Digital Media Law	Compulsory	3			x		14	14	2	2	32	43	75	2
15	Digital Production: Storytelling Techniques 2	Compulsory	4			x		14	14	2	2	32	68	100	2
16	Web programming 2 ( <i>in English</i> )	Compulsory	4			x		28	15	2	2	47	53	100	3
			<b>70</b>												
	<b>Elective courses</b>	<b>Elective</b>	<b>20</b>												
17	Non-verbal and visual communication	Elective	5	x				15	13	2	2	32	93	125	2
18	Cyber security	Elective	5	x				14	14	2	2	32	93	125	2
19	Python - an introductory course ( <i>in English</i> )	Elective	5	x				14	14	2	2	32	93	125	2
20	Business communication for the media ( <i>in English</i> )	Elective	5	x				14	14	2	2	32	93	125	2
21	Multimedia news	Elective	5		x			14	14	2	2	32	93	125	2
22	Statistics and its application in social sciences ( <i>in English</i> )	Elective	5		x			15	13	2	2	32	93	125	2
23	Data and Algorithms ( <i>in English</i> )	Elective	5		x			14	14	2	2	32	93	125	2
24	Integrated Digital Marketing Communication ( <i>in English</i> )	Elective	5			x		13	15	2	2	32	93	125	2
25	Integrated newsroom	Elective	5			x		14	14	2	2	32	93	125	2



26	In-depth journalism	Elective	5			x		14	14	2	2	32	93	125	2
27	PR-30 Creative in PR	Elective	5			x		14	14	2	2	32	93	125	2
28	Internship credit course <b>Note: Mandatory for those who do not work in a media organization</b>	Elective	10			x								250	1
	<b>Research component - master's thesis</b>	<b>Compulsory</b>	<b>30</b>				<b>30</b>	<b>-</b>	<b>28</b>	<b>1</b>	<b>1</b>	<b>30</b>	<b>720</b>	<b>750</b>	
	<b>Sum</b>		<b>120</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>							<b>3000</b>	