

Digital media and communication

Name of an educational program	Digital media and communication
Qualification to be awarded:	Master of Mass Communication
Program volume in credits:	120 credits
Language of instruction:	Georgian
Prerequisite for admission to the program	<p>Students are enrolled in the Master's program in accordance with the legislation of Georgia - based on the results of the general master's exams (in cases provided for by law, without passing the general master's exams).</p> <p>A person with a bachelor's degree or an equivalent academic degree may become a student of the Master's program. In addition, a person wishing to study on the program passes an exam in English (B2 level), a specialty exam and/or an interview with the Master's program admissions committee. The questions of the entrance exams and the evaluation system will be posted in advance on the university's website.</p> <p>Persons who have completed an English-language educational program or have an international certificate confirming proficiency in English at B2 level are exempt from taking the English language exam.</p> <p>For more information, see the Master's Education Regulations. The exams in English and the specialty are distributed according to the following coefficient: 30%-70%, respectively.</p> <p>Foreign citizens are enrolled in the program in accordance with the legislation of Georgia, without unified national exams. The prerequisites for admission to the program are posted on the website:</p>

	https://iro.ibsu.edu.ge/en/home
<p>The purpose of the educational program:</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>

	<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"> 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; 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; 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. 		
<p>Learning outcomes</p>	<table border="1"> <tr> <td data-bbox="804 1127 1113 1393"> <p>Knowledge and understanding:</p> </td> <td data-bbox="1113 1127 2047 1393"> <ol style="list-style-type: none"> 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; 2. The graduate has a deep and systematic knowledge of digital media and visual storytelling methods or forms; 3. The graduate understands the specifics of digital media platforms; the </td> </tr> </table>	<p>Knowledge and understanding:</p>	<ol style="list-style-type: none"> 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; 2. The graduate has a deep and systematic knowledge of digital media and visual storytelling methods or forms; 3. The graduate understands the specifics of digital media platforms; the
<p>Knowledge and understanding:</p>	<ol style="list-style-type: none"> 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; 2. The graduate has a deep and systematic knowledge of digital media and visual storytelling methods or forms; 3. The graduate understands the specifics of digital media platforms; the 		

		<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>
	Skill	<p>A graduate can:</p> <ol style="list-style-type: none"> 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; 2. To prepare and distribute multimedia products for various digital platforms and audiences; 3. Process and analyze data; to present them in visual ways; 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. 5. Communicate effectively with both colleagues and audiences across multiple media platforms and social media.
	Responsibility and autonomy	<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>
Student Knowledge Assessment system	<p>The goal of evaluation is to determine student's education results qualitatively in relation to academic program goals and parameters.</p>	

Students may be assessed orally and/or in a written way. A student's knowledge and skills are assessed through 100 points grading system. It consists of midterm and final evaluations, the sum of which makes up 100 points.

Grading system allows:

a) Five types of positive grades

1) (A) Excellent – 91 – 100:

2) (B) Very good – 81-90.

3) (C) Good – 71-80:

4) (D) Satisfactory – 61-70.

5) (E) Sufficient – 51-60.

b) Two types of negative grades

1) (FX) Fail – 41-50 , meaning that a student requires some more work before passing and is given a chance to sit an additional examination after independent work;

2) (F) Fail – 40 and less , meaning that the work of a student is not acceptable and he/she has to study the subject anew.

For the midterm and final evaluations minimal passing grade is set. The final evaluation minimal passing grade is 51% of final evaluation grade.

Midterm and final evaluation grade distribution, their minimal competence levels and assessment criteria are described in the corresponding syllabus.

A credit can be awarded only after the attainment of learning outcomes, envisaged by the course syllabus and following requirements:

a) Obtaining minimal competence levels set for midterm and final evaluations;

b) Obtaining minimum 51 points out of 100 points of final grade.

A student is allowed to take an additional (make-up) exam in case he/she scored 41-50 points of final grade or minimum 51 points, but did not obtain minimal competence level set for final evaluation.

Considering its specification, the format and the assessment criteria of mid-term and final

	evaluations can be determined in the specific module/course syllabus.
Field of employment	<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			

	Compulsory training courses	Compulsory	70											
1	Introduction to Digital Media DMC001	Compulsory	10	x			14	14	2	2	32	218	250	2
2	Social Media Management DMC030	Compulsory	6	x			14	14	2	2	32	118	150	2
3	Digital media design DMC003	Compulsory	4	x			14	14	2	2	32	68	100	2
4	Social media strategy and PR campaigns DMCM005	Compulsory	5	x			14	14	2	2	32	93	125	2
5	Digital Production: Storytelling Techniques 1 DMC031	Compulsory	8		x		14	14	2	2	32	168	200	2
6	Theories of mass communication DMC010	Compulsory	5		x		14	14	2	2	32	93	125	2
7	Data Journalism DMC006	Compulsory	4		x		14	14	2	2	32	68	100	2
8	Web Programming <i>(in English)</i> DMC032	Compulsory	8		x		14	14	2	2	32	168	200	2
9	Social media analytics and monitoring DMCM011	Compulsory	3		x		14	14	2	2	32	43	75	2
10	Strategic communication DMC009	Compulsory	5		x		14	14	2	2	32	93	125	2
11	Media and mass communication research methods DMC014	Compulsory	6			x	14	14	2	2	32	118	150	2
12	Ethics in the age of digital media DMC012	Compulsory	3			x	14	14	2	2	32	43	75	2
13	Digital Media Law DMC013	Compulsory	3			x	14	14	2	2	32	43	75	2
			70											
	Elective courses	Elective	20											
14	Non-verbal and visual communication DMC022	Elective	5	x			15	13	2	2	32	93	125	2

15	Cyber security DMC021	Elective	5	x				14	14	2	2	32	93	125	2
16	Python - an introductory course <i>(in English)</i> DMC027	Elective	5	x				14	14	2	2	32	93	125	2
17	Business communication for the media <i>(in English)</i> DMC025	Elective	5	x				14	14	2	2	32	93	125	2
18	Multimedia news DMC019	Elective	5		x			14	14	2	2	32	93	125	2
19	Statistics and its application in social sciences <i>(in English)</i> DMC028	Elective	5		x			15	13	2	2	32	93	125	2
20	Data and Algorithms <i>(in English)</i> DMC026	Elective	5		x			14	14	2	2	32	93	125	2
21	Integrated Digital Marketing Communication <i>(in English)</i> DMC024	Elective	5			x		13	15	2	2	32	93	125	2
22	Integrated newsroom DMC020	Elective	5			x		14	14	2	2	32	93	125	2
23	In-depth journalism DMC018	Elective	5			x		14	14	2	2	32	93	125	2
24	PR-ø Creative in PR DMC029	Elective	5			x		14	14	2	2	32	93	125	2
25	Internship credit course DMC023 Note: Mandatory for those who do not work in a media organization	Elective	10			x								250	1
26	Research component - master's thesis DMC017	Compulsory	30				30	-	28	1	1	30	720	750	
	Sum		120	30	30	30	30								3000