

PROGRAM INFORMATION

Program Name and Degree Awarded

Master of Communication Sciences with Thesis

Duration of Studies

4 semesters, 2 years

Total Credits / ECTS

21 credits

Language of Instruction

English

Mission and Vision

The Master of Communication Sciences program envisions becoming a center of excellence in advanced communication scholarship and research, fostering graduates who can critically engage with global media landscapes, cultural transformations, and the evolving dynamics of communication. The program aspires to cultivate academically strong, socially responsible, and innovative researchers and professionals who contribute to knowledge production and address pressing communication challenges at local and international levels.

The mission of the Master of Communication Sciences program is to provide students with a rigorous and interdisciplinary education that combines theoretical inquiry, methodological training, and applied research. By offering courses in media analysis, communication theory, political economy, discourse, and global media practices, the program equips students with the ability to critically analyze communication processes, produce original research, and engage ethically with cultural, political, and social issues. The program prepares graduates for careers in academia, research institutions, media industries, public relations, and other communication-related fields, while also encouraging lifelong learning and scholarly contribution to the discipline.

Program Objectives

The Master of Communication Sciences with Thesis program aims to cultivate advanced knowledge, research competence, and critical thinking in the field of communication studies. The program provides students with the theoretical foundations, methodological tools, and analytical perspectives necessary to examine media, culture, and communication practices within global and local contexts. By emphasizing both academic scholarship and professional applications, the program prepares graduates to contribute to knowledge production, policy development, and the improvement of communication practices in society.

Key Objectives:

- Provide students with an in-depth understanding of major theories, paradigms, and debates in communication studies.
- Develop advanced research skills in qualitative, quantitative, and critical methodologies for analyzing media and communication phenomena.
- Equip students with the ability to critically evaluate the cultural, political, and economic dimensions of communication in global and local contexts.
- Encourage interdisciplinary inquiry and critical engagement with contemporary issues such as globalization, digitalization, gender, representation, and political economy of media.
- Foster academic writing, presentation, and publication skills for scholarly contribution to the communication discipline.
- Prepare graduates for doctoral-level study, research careers, or leadership roles in media, public relations, cultural institutions, and policy-making organizations.
- Promote ethical responsibility, cultural sensitivity, and social engagement in both academic research and professional practice.

Program Learning Outcomes

Graduates of the Master of Communication Sciences with Thesis program will be able to:

1. Advanced Theoretical Knowledge – Demonstrate a deep understanding of major theories, paradigms, and debates in communication and media studies.
2. Research Competence – Design and conduct original research projects using advanced qualitative, quantitative, and critical methodologies.
3. Critical Analysis – Critically analyze media, culture, and communication processes in relation to social, political, economic, and technological contexts.
4. Scholarly Contribution – Produce and present academic work that contributes to communication scholarship, including theses, publications, and conference presentations.
5. Interdisciplinary Perspective – Integrate insights from related fields such as sociology, political science, cultural studies, and technology to enrich communication research.
6. Ethics and Responsibility – Apply ethical standards and cultural sensitivity in research and professional practice, respecting diversity and social responsibility.

7. Global and Local Awareness – Evaluate communication phenomena within both globalized and localized frameworks, addressing issues such as globalization, digitalization, gender, and representation.
8. Professional Communication Skills – Demonstrate advanced academic writing, presentation, and critical discussion skills suitable for scholarly and professional environments.
9. Independent Inquiry and Lifelong Learning – Engage in independent, self-directed learning and research that foster continuous professional and intellectual growth.
10. Leadership and Application – Apply theoretical and research knowledge to practical communication challenges in academia, media industries, cultural institutions, and policy-making organizations.

Curriculum

1st SEMESTER

COURSE CODE	COURSE NAME	Credit	ECTS	type
CGCR501	Research Methods	3	8	C
COMM 507	Communication Techniques Management	3	8	C
CMEL 01	Elective	3	7	E
CMEL 02	Elective	3	7	E
Total		12	30	

2nd SEMESTER

COURSE CODE	COURSE NAME	Credit	ECTS	type
CGCR502	Data Analysis	3	8	C
COMM 502	Communication Theories	3	8	C
COMM XXX	Elective	3	7	E
COMM590	Seminar	0	7	C
Total		9	30	

3rd SEMESTER

COURSE CODE	COURSE NAME	Credit	ECTS	type
COMM 500	Thesis	0	60	C
Total		0	60	

4th SEMESTER

COURSE CODE	COURSE NAME	Credit	ECTS	type
COMM 500	Thesis	0	60	C
Total		0	60	

ELECTIVE COURSES

COURSE	COURSE NAME	Credit	ECTS	type
COMM 503	Film Analysis and Criticism	3	7	
COMM 504	Film and Visual Theory	3	7	
COMM 505	Alternative Media	3	7	
COMM 506	Gender, Media and Politics	3	7	
COMM 507	Globalization, Communication and The New Media Order	3	7	
COMM 508	The Political Economy of Media	3	7	
COMM 509	Media, Ideology and Representation	3	7	
COMM 511	Discourse Analysis	3	7	

Laboratory and Equipment Capacity (if applicable)

Computer Lab with 30 computers

Career Opportunities

Graduates of the Master of Communication Sciences with Thesis program are equipped with advanced theoretical knowledge, research expertise, and analytical skills that open pathways to both academic and professional careers. With the ability to critically evaluate and apply communication theories and methodologies, they are prepared to contribute meaningfully to the evolving field of media and communication.

Possible career paths include:

- Academic and Research Careers: University lecturer, doctoral researcher, or academic staff in communication, media, and cultural studies.
- Media and Journalism: Senior analyst, media researcher, or editorial roles in broadcasting, print, and digital media organizations.
- Public Relations and Corporate Communication: Communication strategist, consultant, or researcher in corporate, governmental, or non-profit organizations.
- Policy and Advocacy: Specialist roles in think tanks, cultural institutions, NGOs, and governmental bodies addressing media, culture, and communication policies.
- Cultural and Creative Industries: Analyst, consultant, or manager in film, visual culture, digital platforms, and creative media sectors.

Additionally, graduates are well-prepared to pursue doctoral studies (PhD) in communication sciences or related disciplines, enabling them to deepen their research expertise and take on leadership positions in academia and research institution

Contact Information

Head of Department

COURSE CATALOGUE DESCRIPTIONS

COMM 500 Master's Thesis (0-0-0)

The thesis must be original and should reveal the research and analysis ability of the student. Also, the practical application issues must be covered in the thesis. The topic of the thesis can be determined between the thesis advisor and the student. The thesis will be defended by the student in format of the jury. The thesis can be valuated as successful or unsuccessful.

CGCR501 Research Methods (3-0-3)

This course presents major methodological approaches as well as methods derived from these approaches in communication studies and the course also to be able to formulate sample research projects based on quantitative approaches by differentiating between positivist methodological approaches.

Course Textbooks: W. Laurence Neuman (2006), Social Research Methods: Qualitative and Quantitative Approaches, Neumann, W. L.(2006) Social Research Methods, Arthur Asa Berger (2000) Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, London: Sage.

COMM502 Communication Theories (3-0-3)

This course probes into key paradigmatic approaches of communication and media studies; evaluate historical and normative accounts of communication traditions, theories, and models.

Course Textbook: Communication Theories: Perspectives, Processes, and Contexts, by Katherine Miller, 2002

COMM503 Film Analysis and Criticism (3-0-3)

This course will examine the practice of film analysis and criticism (or evaluation) by concentrating on dramatic narrative modes and how they use scène, camerawork, editing, and sound to achieve their ends. This course combines film viewing with discussion.

Course Textbook: Understanding Movies, 13th edition by Louis Giannetti, 2013.

COMM504 Film and Visual Theory (3-0-3)

This course aims to develop an advanced understanding of film as a complex visual medium through the study of key theoretical approaches. The course aims to develop an advanced understanding of film as a complex visual medium through the study of key theoretical approaches.

Course Textbooks: Understanding Movies, 13th edition by Louis Giannetti, 2013. Temporarily and Film Analysis by Matilda Mroz, 2012.

COMM505 Alternative Media (3-0-3)

This course probes into traditional and newer alternative media/communication practices and the contexts of their implementation. explore the history, perspectives, definitions, and the social agents of alternative media practices; encourage students to probe into alternative media projects, addressing social, cultural, and political aspects of their practice.

Course Textbooks: Hamilton, J. (2000) "Alternative Media: Conceptual Difficulties, Critical Possibilities", in Journal of Communication Inquiry, vol. 24, no. 4, pp. 357-378. - Vatikiotis, P. (2005) "Communication Theory & Alternative Media", in WPCC, Vol. 2, Issue: 1., Lievrouw, L. (2011) Alternative and Activist Media. Cambridge: Polity Press.

COMM506 Gender, Media and Politics (3-0-3)

This course aims to discuss the role of media in the definition and reproduction of gender based inequalities. The conceptual and theoretical frameworks are used to discuss gender representations in different media tools like film, television, advertising, news, radio, and the internet.

Course Textbooks: Chris Beasley, what is Feminism? An Introduction to Feminist Theory, London: Sage, 1999 (148) Simone de Beauvoir, The Second Sex, Introduction, Conclusion New York: Vintage, 1989 (1331 and 725741) Judith Butler, "Subjects of Sex/Gender Desire" in Gender Trouble, New York : Routledge, 1990 (146) R.W. Connell, "The Body and Social Practice" in Gender & Power, Stanford, Calif.: Stanford University Press, 1987.

COMM507 Globalization, Communication and The New Media Order (3-0-3) This course aims to introduce students to diverse perspectives, practices and implications of the relationship between globalization and media/communication processes.

Course Textbooks: Anderson, B. (1991). Imagined Communities: Reflections on the Origins and Spread of Nationalism. London: Verso. (Introduction chapter) Billig, M. (1995). Banal Nationalism. London: Sage., Robertson, R. (1990). Mapping the Global Condition: Globalization as the Central Concept. In Featherstone, M. (ed.) Global Culture: Nationalism, Globalization and Modernity. London: Sage. *Urry, J. (2003). Global Complexity. Cambridge: Polity.

COMM508 The Political Economy of Media (3-0-3)

This course aims to provide the students with the methodological framework and analytical tools to apply theory in media industries. This course will start with a theoretical and empirical analysis of media markets and companies. A number of case studies will be examined in detail. The changing characteristics of media industries and the underlying factors will be discussed. Moreover, developments affecting the interaction between media users, advertisers and producers will be analyzed.

Course Textbooks: Competitive Advantage: Creating and Sustaining Superior Performance. New York: Free Press., Picard, R. (2002). The Economics and Financing of Media Companies. New York: Fordham University Press. • Harrington, D. (1993) Corporate Financial Analysis. Homewood, IL: Business One Irwin., Pavlik, J. (2008) Media in the Digital Age. New York:

Columbia University Press. • Cardoso, G. (2006) *The Media in the Network Society*. Lisbon: Centre for Research and Studies in Sociology.

COMM509 Media, Ideology and Representation (3-0-3)

The course aims to teach the students how to apply key theoretical and methodological approaches in analysis of specific media texts. It involves exploring the main theories of ideology, discourse and representation in media studies. An important part of the course is devoted to the use of a wide variety of texts, such as film, TV shows, music, ads and newspaper articles to explore meaning production in relation to ideology, hegemony, power and resistance.

Course Textbooks: B. L.Ott and R.L. Mack (2010), “Cultural Analysis”, *Critical Media Studies: An Introduction*, Oxford: Wiley-Blackwell; S. Hall (ed.) (1997) *Representation: Cultural Representations and Signifying Practices*, Open University. Myra Macdonald (2007), “Discourse and Representation” and “Discourse and Ideology”, in *Exploring Media Discourse*, Arnold. 9—26 and 27-51. M. Foucault (1982) *The Archaeology of Knowledge and the Discourse on Language*.

COMM511 Discourse Analysis (3-0-3)

This course examines discourse analysis, focusing on Critical Discourse analysis and its many approaches such as social actors, discourse historical, and multimodal approaches. The course will apply these approaches to a wide variety of media artefacts from popular cinema to local radio news to global television and internet news services.

Course Textbooks: Paltridge, B. (2012), 2nd edition, *Discourse Analysis: An Introduction*.

COMM 510 Seminar (0-0-0)

The seminar course is given after the completion of the credit courses. It is evaluated as successful or unsuccessful at the end of the semester