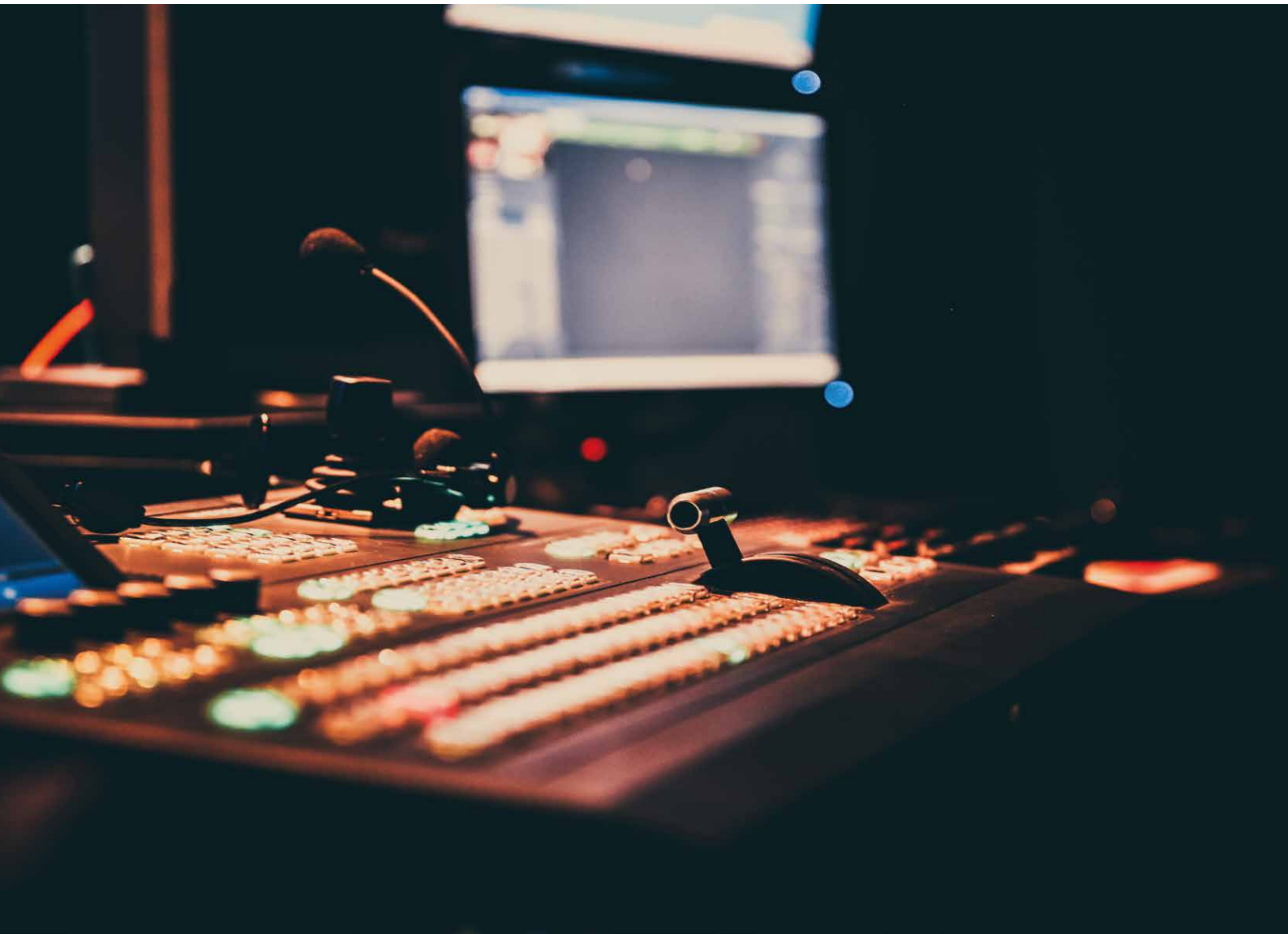


SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF DESIGN AND MULTIMEDIA

DIGITAL COMMUNICATIONS AND MASS MEDIA

Bachelor's Degree | BA



Overview

The Digital Communications and Mass Media programme is a dynamic degree catering to those seeking to pursue a career in occupations dealing with Web Portals, TV, Radio, Journalism, Public Relations, and Creative Media Production. Students study the role and effects of different media in contemporary society, get hands-on opportunities in media

and develop their abilities, skills and competencies to carry out research and analyse media content.

The programme offers 3 concentrations: • Journalism • Radio, TV and Digital Broadcasting Media • Film and Creative Media Production.



UNIVERSITY
of NICOSIA

Digital Communications and Mass Media

Bachelor's Degree | BA

Degree awarded:	Bachelor of Arts (BA)
Duration of study:	4 years
Mode of study:	full time part time
ECTS credits:	240
Language of instruction:	English
Mode of delivery:	on campus

Career Prospects

Graduates of the programme can be employed as online programme directors, social media strategists or public relations officers, reporters and producers in the mass media such as newspapers and magazines, public relations and advertising agencies, and state and private radio and TV channels. This programme will also prepare students to embark on careers in political communication and research and consultancy.

Why Study Digital Communications and Mass Media at UNIC

- Innovative curriculum offering specialisation in all major areas of communications and media and delivering competitive career advantages
- The first BA in Digital Media and Communications in Cyprus
- Critical focus on media research, in association with affiliated Institute of Mass Media and Communication (IMME)
- Practical courses taught by leading industry professionals
- Mediazone, the audiovisual hub of UNIC, provides students with an opportunity for hands-on practical experience, working alongside media industry professionals
- Fully-equipped digital media production labs, with 16 video editing post-production workstations
- The first university-level pathway specialising in filmmaking in Cyprus
- Strong ties to the filmmaking community and collaborations with festivals in Cyprus and abroad

STRUCTURE OF THE PROGRAMME

Course Code	Course Title	ECTS
Major Requirements		168
COMM-125	Introduction to Journalism	6
COMM-135A	Introduction to Communication Studies	6
COMM-190	Film	6
COMM-220	Newswriting	6
COMM-241	Communication and Media Research Methods	6
COMM-260	Photography	6
COMM-321	Public Relations Principles	6
COMM-344	Persuasion and the Media Culture	6
COMM-384	Digital Media and Youth Culture	6

COMM-400	Media Literacy	6
COMM-431	Gender and Communication	6
COMM-440	Communication Law and Media Ethics	6
COMM-441	Media and Cultural Theory	6
COMM-442	Communication Internship	2
COMM-443	E-Portfolio	2
COMM-444	Communication Internship	6
COMM-490	Senior Year Project	6

Students should complete one of the following concentrations:

Concentration: Journalism		48-68
COMM-123	Applied Newspaper	2
COMM-124	Applied Magazine	2
COMM-221	Editing and Newspaper Production	6
COMM-223	Photojournalism	6
COMM-312	Radio and TV Journalism	6
COMM-348	Reporting for Sports Media	6
COMM-351	Online Journalism	6
COMM-352	Transmedia Journalism	6
COMM-360	Special Issues in Journalism	6
COMM-401	Lifestyle Journalism	6
COMM-405G	Contemporary Political History of Cyprus	6
COMM-470	Documentary Photography	6
COMM-471	Cyber Theory and the Public Sphere	6
MULT-160	Introduction to Multimedia	6
MULT-360	Interface and Web Design	6
Concentration: Radio, TV and Digital Broadcasting Media		48-68
COMM-113	Applied Radio	2
COMM-114	Applied TV	2
COMM-116	Audio Production	6
COMM-117	Video Production	6
COMM-212	Editing and Compositing in Digital Media	6
COMM-216	Radio Production	6
COMM-218	Production and Presentation of Radio News	6
COMM-230A	Voice and Diction - in English	6
COMM-230G	Voice and Diction - in Greek	6
COMM-302	Creative Production and Publishing	6
COMM-342	TV Production Techniques and Directing	6
COMM-391	Radio and TV Management	6
COMM-415	Internet Radio	6
COMM-417	Music TV - On Air	6
COMM-419	Popular Music, Culture and Media	6
Concentration: Film and Creative Media Production		48-68
ART-330	Handmade Animation	6
COMM-196	Writing for Film and TV	6
COMM-211	The Theory and Practice of Digital Filmmaking	6
COMM-213	Digital Cinematography	6
COMM-214	Sound Production for Film	6
COMM-343	World Cinema	6
COMM-421	Documentary Production	6
COMM-423	Film Production Management	6
COMM-462	Production of TV Commercials	6
COMM-475	Film Directing	6
MULT-265	Special Effects	9
COMM-391	Radio and TV Management	6
Major Electives		18-24
Language Expression		18-30
Computer and Mathematics Electives		18-30
Humanities and Social Sciences Electives		18-36
Total		240