

First Year

First Semester (Fall Semester)

Introduction to International Reporting / Basic Reporting and Writing

Students completing this course will have a basic understanding of covering and writing the news and will be able to develop their own story ideas, write various styles of stories, learn to rewrite and polish their work.

5 ECTS credits (42 class hours, 83 independent hours)

Knowledge and understanding:

- Students will learn to distinguish between fact and opinion in news writing
- Students will learn to cover the basic news stories: Fires, murders, accidents, speeches, and press conferences
- Know what news is and what is not
- Understand the importance of fact-based journalism versus opinion.
- Understand what information belongs in a story and what should be left out
- Have a basic understanding of grammar, punctuation, spelling, word usage and style.
- Students will know how to structure the story.
- Have knowledge and understanding of journalism practice, including facts, standards, and principles.
- Will know how to create and publish online content using blog publishing services.

Photojournalism

The course is aimed to prepare professionals in the field of photojournalism. Students will be able to work as photographers as well as editors. They will learn basic computer programs (Adobe Photoshop, Adobe Bridge)

4 ECTS credits (48 hours, 52 independent hours), Four (4) hours a week. 14 weeks in total

Eligibility for admission –

Knowledge of computer programs (Word, Power Point)

- Learning outcomes- Students will learn how to use photographic technique
- Students will know and use various means of lighting
- Structure/ composition of shots
- Various means of shooting, both technical and content-related
- Computer programs as the means of storage of digital photo material and development - Adobe Photoshop da Adobe Bridge

Academic Writing

This course focuses on the development of academic writing skills for MA students of the CSJMM, and introduces them to the components of academic paper; it discusses different genres of academic work (argumentative, critical, research paper, MA thesis). The course aims to familiarize students with such concepts as paraphrase, citation and plagiarism; introduce them with various citation styles and standards. The course also aims at familiarizing students with the elements of non-academic formal writing and improving their critical thinking skills.

The course objectives are to teach students to:

- write in an academic manner
- work on different academic papers, such as research papers, articles, argumentative essays, theses.
- prepare official documents, letters, e-mails using formal language
- edit their writing to have minimal grammatical errors
- evaluate others' writings (peer review)
- use references in their writing while avoiding plagiarism

Credits: 4 ECTS

Hours: 20 class hours and 80 hours for independent work

1 lecture and 1 seminar/practical work per week

Media Law and Ethics

Media Law part:

The course focuses on Freedom of Speech and Expression- as a fundamental right; on restrictions of this right in a democratic society and the limitations of such restrictions and on interpretations provided by international courts.

Course objective is to teach students basic legal principles related to Freedom of Speech and Expression, including established norms and acknowledged rights under different legal instruments (legislation, convention, international agreement, case-law), as well as legal mechanisms of practice of such norms and use of such rights from different perspective (for

example, from journalist's point of view, as well as from the perspective of third person's rights)

Course objective is raise awareness of students by displaying and providing tangible case-law on challenges that Freedom of Speech and Expression faces in 21-st century (for example, challenges of freedom of expression in internet; "Right to be forgotten", etc.). Course is oriented to teach students the basis and content of so-called "new rights" that have been recently established by courts.

Goal of the course is to teach students and raise their awareness how to find relevant legal instruments and how to use it flexibly in their everyday practice.

Course objective is to discuss issues of Freedom of speech and expression from angles of different jurisdictions; to expand the knowledge related to freedom of expression and analytical skills, especially in light of causal cases.

Students, who will complete this course, shall be equipped with knowledge of legal theories and rules, they will be able make assessments, find balanced solutions and make correct decisions on causal cases where there is conflict of different rights, legal and moral priorities:

Course objective is to develop student's analytical skill at highest level, as legal issues related to Freedom of Speech and Expressions are decided individual precedents (case by case).

Media Ethics Part

course will give students a moral compass that will help them find their way through conflicting ethical priorities and find right decisions during ethical dilemmas.

Students who successfully complete the course will have a framework for confronting and solving ethical issues that professional journalists have to cope with.

Besides knowing with rules of coping with practical ethical dilemmas, students will learn basic ethical/moral approaches and theories. On one hand, students will have to realize the scope of the issues discussed during the course, and on the other hand, they have to identify

the goods of the cases resolved in ethical manner. In addition, the objective of the course is students to understand and become aware the meaning and benefit of professional development and self-regulation.

Credits: 5

Total – 125 hours

In-class (Contact) hours: 48

- Class meetings: 24 [2 hours]
- Field trip 2 [2 hours]
- Exam 2 [2 hour]

Independent working hours: 77

Course has No prerequisites

Media Management

The course is designed to provide students with the instructions on the fundamentals in successfully managing and operating a media business. It covers concepts relating to management theory, personnel motivation, organizational communication, and management's relationship to various aspects of organizational operation.

The Course objectives are to:

- Equip students with an understanding of basic principles and theories of management and leadership;
- Provide students with an understanding of the scope and complexity of the managerial function in electronic media;

Enable students to effectively address media management issues

Credits: 4 ECTS

28 Class Hours, 72 Out of Class Hours, total 100 hours

Distribution of out of class hours: Reading assignment 35 Hours, writing assignments 37 Hours

Course has No prerequisites

2nd Semester (Spring Semester)

Media Entrepreneurship

This course introduces students to the entrepreneurship and evolving business models for media. It blends instruction in general entrepreneurship concepts with how the Internet and digital technologies are transforming media economics, using recent news and communication startups as case studies for applying entrepreneurial principles. Students will identify, develop and pitch ideas for media businesses; they will perform skill-building exercises in business analysis.

The Course objectives are to:

- Equip students with knowledge of the context, concepts and process of entrepreneurship
- Ensure that students better recognize entrepreneurial opportunities
- Make sure that students are able to determine the viability or feasibility of a new business concept
- Assist students develop the ability to critique a business plan
- Assist students develop understanding in creating effective business plan
- Credits: 5 ECTS
- 28 Class Hours, 97 Out of Class Hours, total 125 hours
Distribution of out of class hours: Reading assignment 35 Hours, writing assignments 50 Hours, Final project /Business Plan 12 Hours

Course Prerequisites

Media Management, MFC 614

Course Learning Outcomes

After Completion of the course Students will have the following competencies:

Knowledge and understanding:

1. Knowledge of the new principles of entrepreneurship
2. Knowledge of determining the context, concepts and process of entrepreneurship

Applying knowledge and understanding:

3. knowledge of using the above concepts to:
 - a. determine causes of a success or failure of a startup company

- b. draft strategic development plan
- c. select the best strategy
- d. select best option of a strategy
4. able to draft an effective structure of a business plan
5. integrate knowledge from other management classes of the program

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6. the ability to critique a business plan
7. the ability to assess business value of a good strategy
8. ability to assess new business opportunities

Communication skills:

9. can support and present their ideas and decisions verbally and in writing
10. have skills of listening and understanding other people's opinion and presenting own viewpoints to others

Students can independently work on finding and determining appropriate recourses for expanding their knowledge and improving professional skills.

Social Media

The course will cover the professional use of social media not only in south caucasus but in the context of international practice. The accent will be made not on the instruments (most of which are easy and intuitive to use), rather on how to integrate them in the work process, in order to make gathering and spreading the news with the help of social media possible. Special attention will be paid to the necessity of choosing the correct platforms and planning smart communications with the users by the students.

Course Objectives :

- a) Understanding of the main principles and best practices of social media as an instrument for professional use.
- b) Giving the students an ability to implement and incorporate the social media instruments with the professional environment.
- c) Identifying and overcoming the obstacles created and met while using social media in the media-environment.

ECTS Credits and course hours' distribution

3 ECTS Credits (28 Class hours, 47 independent hours - 16 home assignments/ 20 final exam / 11 reading)

Course Learning Outcomes

List of competencies to be developed

after completing the course

Knowledge and understanding:

Thorough knowledge of different digital channels and their specifics.

Planning and implementation of digital communication.

The students will learn about the main social networks and the best practices of the related instruments

Applying knowledge and understanding:

1. Students will be able to effectively use social media as a research instrument.
2. Students will be able to effectively use social media for the distribution of their work to the mass audience.
3. Students will be able to create and implement social media strategies for reaching specific goals and tasks.
4. Students will be able to create and widen professional networks on the internet.
5. Using the skills received during the course in any other communication field.
6. Creative thinking, ability to set up and evaluate cases in practice.
7. Ability to conclude and understand
8. Students will be able to demonstrate the knowledge of social media during the course of GIPA classes, as well as during the process of working on practical assignments and final project.
9. Searching for new instruments and analyzing the data will allow the students to develop the right approach for the use of social media in an ever changing environment.

10. Students will become part of professional media-networks, which is vitally important for the future of their professional career.

Research Methods in Mass Communication

This is a course designed to introduce you to academic-quality social science research practices as conducted by mass communication scholars. It includes a focus on sampling, survey design and implementation, and quantitative content analysis, as well as qualitative research methods of mass communication.

ECTS: 5;

14 Weeks, two-hour weekly meetings, 28 class hours, 97 hours of independent work

Completion of the course will give students understanding of general scientific research methods and traditions of communication research. They will be able to find an important research idea, plan, design, conduct and communicate it in writing and orally.

General competencies acquired through the course:

Ability to analyze existing communication research body; Design and develop a research with a group; build an argument and present it in writing and orally.

Field competencies:

1. Knowledge and understanding

Students will be introduced to a broad range of terms and methods deployed in quantitative and qualitative research; They will understand the differences and similarities in the epistemological commitments of various quantitative and qualitative traditions in the disciplines of mass communication and communication.

2. Applying knowledge and understanding

Upon completion of the course students will be able to design a quantitative survey research, carry out content analysis, conduct focus-group and in-depth interviews.

Students will develop skills of observation, surveying, interviewing, understanding reading material and interpreting correctly.

3. Making judgments

Students will be able to evaluate a research, understand epistemological foundations and developing evaluative conclusions.

5. Communication skills

Evaluate research and convey in written form as well as in oral presentation.

6. Learning skills

Understanding and summarizing scientific literature; working on a research project individually and with a group of colleagues.

7. Values

Understanding, realizing and appreciating importance and value

Basic Broadcast Journalism and Audio-Video Training

The goal of this practical, audio and video production course is for the student to develop the ability to capture great audio and video images, and to be able to edit those elements together to produce compelling stories. Students will be encouraged to develop their personal voice and style, while also learning practical skills necessary for audio and video storytelling.

Course consists of two parts. During the first 7 weeks students will learn audio storytelling: how to capture good audio, how to structure, edit and produce different styles of audio stories. You will be introduced to audio equipment and audio editing software (Adobe Audition), and at the end of the 7th week - will have to submit your final audio feature story, 3.5 to 5 minutes in length;

The second part of the course is an introduction to the art of visual storytelling. This part offers the opportunity to learn a variety of practical skills: how to operate a video camera, how to capture great video and audio, how to edit it (Adobe Premier Pro) and structure a compelling story. You will also

learn how to interview, ask good questions and pick best sound-bites. You will reveal critical relationship between story structure and visual structure. By the end of the course, you will have to produce your 2.5-4 minutes long final video project.

ECTS: 5; 12 Weeks, two-hour meetings two to three times a week, 59 hours of independent work

Learning Outcomes

Completion of the course will give students understanding of audio and visual storytelling.

General competencies acquired through the course:

Understand differences between print, audio and video stories. Demonstrate competency in recording and editing audio, shooting and editing video. Write effectively for broadcast media and create compelling audio and video stories; How to collaborate with colleagues and work on group projects;

Field competencies:

1. Knowledge and understanding

Upon completion of the course student will understand the differences and similarities between creating journalism to be read, heard and seen. Evaluate and critique broadcast and production practices both holistically and in terms of their component parts, identify main elements of broadcast story and understand the importance of each element;

2. Ability to use knowledge in practice:

Students will be able to operate audio recorder, video camera, write for broadcast, edit both: audio and video and create compelling stories;

3. Professional skills

Demonstrate ability to properly use and operate audio recorder and video camera, record high quality sound, select and execute the proper framing of a video shot, edit audio in Adobe Audition and video in Adobe Premier Pro.

5. Communication skills

Apply effective team communication skills to complete group projects;

6. Learning skills

Learn how to write for broadcast effectively and become a better storyteller through the use of sound and visuals.

7. Values

Understanding, realizing and appreciating importance and value of sound and image;

Advanced Reporting and Writing

Learning Outcomes

This course will concentrate on the key parts of doing watchdog and enterprise journalism. Students will report and write quality, in-depth stories in health, diversity, human tragedies, criminality topics. In their stories students have to show that they have pursued multiple sources, documents and databases; use critical-thinking skills. Students will do original stories that cover issues, institutions or individuals that usually receive little or no coverage (women, patients with different chronic diseases, victims of violence;) Make good use of resources on the Web, but also get out into the community to observe and report. Students will work on developing and improving these qualities that are vital for excellent journalism: Curiosity, persistence, deep research, planning and organizational skills, attention to detail, dedication to accuracy, and thinking and re-thinking how to shape and write a story. This course will be one in which you will be reporters and colleagues. The course intends for students to work on stories that have the potential to be published or posted online on the web (including J-school student media).

5 ECTS credits; 48 class hours; 77 hours of independent work;

2 hours per session- 14 weeks;

Learning Competences

completion of the course student will be able to:

Knowledge and understanding:

- Understand the principles of watchdog and enterprise journalism;

- Find institutions or individuals that usually receive little or no coverage;

Ability to use knowledge in practice

- Make good use of resources on the Web;
- Make use of data and visualize it using different techniques

After completion of the course student will be able to:

Knowledge and understanding:

- Understand the principles of watchdog and enterprise journalism;
- Find institutions or individuals that usually receive little or no coverage;

Ability to use knowledge in practice

- Make good use of resources on the Web;
- Make use of data and visualize it using different techniques

Ability to conclude and report

- Report and write quality in-depth stories on violence and diversity issues.
- acting autonomously (with focus on rights and identity)

Professional skills

- Learn how to report and write health and diversity stories at an international level;
- Learn how to develop different angles for in-depth stories;
- Learn how to investigate controversial claims in story-telling;
- To avoid stigmatizing language;

Communication skills

- Produce confident insightful interviews because of more grounded and focused approach;
- Functioning in socially heterogeneous groups including the ability to cooperate, the ability to relate well to others and the ability to manage/resolve conflicts

Learning skills

- Learn about the current state of beat journalism locally and internationally;
- Learn how to pursue multiple sources, documents and databases; (including courts and police)
- Using tools interactively (through physical and socio-cultural tools, including language, information/knowledge, and technology)

Values

Understanding, realizing and appreciating importance of journalism and the role of a journalist in developing democracy and freedom of expression.

Digital Storytelling

Course Objectives

The course, in large, is a hands on class which aims to develop the skills and knowledge needed to produce multimedia, interactive, nonlinear storytelling via online tools. This course is designed to find right idea for Multimedia Project, develop and produce it. During the 10 weeks of study, students will master writing for web, tell the consumer friendly stories using data, maps, sound, still and moving images as well as interactive visualization.

This course will provide students with clear understanding of the tools and technologies used to produce stories for online platforms. During the course students will learn how to deal with a rapidly changing environment, practice effective techniques of mixed-media storytelling and self-development.

Credits: 5 ECTS

In total - 125

Class hours: 48.

Out of class hours: 77

Learning Outcomes

After Completion of the course Students will have the following competencies:

Knowledge and understanding:

- Multimedia storytelling strategies;

After Completion of the course Students will have the following competencies:

Knowledge and understanding:

- Multimedia storytelling strategies;
- Nonlinear and interactive storytelling principles;

- Online audience behaviour;
- Online content values.

Applying knowledge and understanding:

- Planning and developing multimedia project;
- Content Curation;
- Basics of data visualization;
- Basics of mapping;
- Shooting and editing mix-media content;
- Creation of Multimedia story;
- Writing for Web;
- SEO for journalists;
- Smart linking;
- Finding and tracking online audience.

Communication skills:

- Time management;
- Using new tools and technologies for online reporting.

Learning skills:

- Strong self-developing skills in rapidly changed environment;

Advance Video Reporting

JOUR 632 is an advance level course in video reporting concentrating on visual storytelling skills with emphasis on shooting, writing to pictures, editing and structuring news packages for TV and web. Students not only sharpen their reporting and production skills, but also learn how to adapt their video stories to different media platforms.

Alongside with mastering skills of a video journalist (generate a story idea, conduct a research, set up interviews, shoot a video, write a script, edit video, work in front & behind a camera), students are participating in a simulative Newsroom, going through all stages of TV News program production.

4 ECTS (48 class hours, 127 independent hours - lab (independent) + supervised News Days

Learning Outcomes /competences:

After completion of the course students should be able to:

Understand a role of thorough research and working with truthful sources while producing a visual report.

Understand the rules of writing to pictures and apply them accordingly.

Identify elements of a shot; understand an importance of each element while creating a video story. Identify and differentiate basic framing rules and apply them accordingly while creating a TV news package;
Understand and apply basic principles of editing. Understand and appreciate the role and power of editing in visual storytelling process;
Demonstrate the ability to think critically and creatively; to evaluate own and others work for accuracy, fairness, clarity and style.
Gain a critical awareness of principles and conventions of a VJ practice in a changing multimedia environment. Analyze an impact of new media on TV news production;

Professional Skills:

Present his/her visual story idea verbally and defend it;
Shoot in a manual mode (balance, focus, lighting, composition, sound) a professional quality video sequences;
Edit and produce visually and textually coherent, professional standard video stories using Adobe premier;
Create and produce (research, plan, pitch, write, shoot, edit, upload and distribute) video reports for TV and online;

Communication skills:

Act as a member of a group
Act as an artistic leader of a group (ability to control, motivate and inspire people behind and in front of the camera).
Articulate a story idea clearly and concisely, managing to put message across and hook the audience.

Learning skills:

Learn how to make an in-depth research, find an angle, and develop patience and consistency while doing an in-depth visual report.

Values:

Understanding, realizing and appreciating importance of impartial and fact based video reporting and its role in a current media landscape. The importance of sharing in-depth visual stories with unique angles.

Second Year

4th Semester (Fall Semester)

Data Journalism

The course objectives are to:

- equip students with self-train and self-development skills
- let students reflect on learning experience
- equip students with team-work skills
- equip students with data reporting and social media skills
- equip students with basic graphic - and information design skills
- Credits: 4 ECTS
- 40 Class Hours, 60 Independent Hours, Total 100 hours.

After completion of the course students is able to:

1. Report on current events using data
2. Use crowdsourcing to gather relevant data
3. Use Excel, Open Refine and other tools to analyze, clean and visualize data
4. Use different social media channels to distribute their works
5. Self-train, present and lead a hands-on workshop
6. Reflect on the learning experience and produce the report Visualize data

Documentary Filmmaking

This advanced level course is intended to sharpen students' visual storytelling and production skills. It is a combination of theoretical part and practical work. Students will have to research and produce (shoot and edit) a short documentary. During the semester students will develop as a one-person unit in the field – a producer/director/videographer who is able to find a story, conduct a research, write a proposal/treatment/production plan/budget, pitch an idea to the professional panel and produce a short documentary.

- Refine student's basic skills for video production by introducing them to different styles of camera work and editing on an advance level.
- Enable participants to turn news subjects into interesting stories (documentaries);
- Develop a more creative approach towards each stage of the production process;

Enable students to discover and develop their own identity and style of documentary storytelling.

4 ECTS (56 class hours, 119 independent hours)

After completion of the course student will be able to:

Knowledge and understanding:

Understand documentary production process.

Distinguish and discuss different formats of documentary production in a historical and contemporary context.

Understand and discuss ethical concerns central to documentary film history and student's work as a documentarian.

Ability to use knowledge in practice:

Produce original short (10-15') documentary film, covering all stages of production (research, pitch, treatment, planning, shooting, scriptwriting, editing)

Professional skills:

Design an effective story structure, shoot and edit video (using professional camera and editing software on an advance level).

Communication skills:

Act as a member of a group

Act as an artistic leader of a group (ability to control, motivate and inspire people behind and in front of the camera).

Articulate a story idea clearly and concisely, managing to put message across and hook the audience.

Learning skills:

Learn how to make an in-depth research, find an angle, and develop patience and consistency while doing a long-term project.

Values:

Understanding, realizing and appreciating importance of documentary filmmaking and its role in a current media landscape. The importance of sharing in-depth human stories with unique angles.

Media Marketing and Sales

Students learn marketing language and develop skills to make marketing decisions

After completing the course students are able to:

Knowledge and understanding:

- Understand basic marketing concepts and principles
- Understand marketing process and roles of parties involved

Applying knowledge and understanding:

- Carry out marketing environment scan

- Define business model
- Analyze competition

Formulate marketing strategy

Credits: 4

21 Contact Hours;

79 Independent work

Student Media: Transmedia Production Lab

During the course the students will acquire and attribute new media formats, platforms and produce transmedia stories using non-linear storytelling techniques.

Transmedia Story Production Lab is a practical course, where the students undergo through all the stages of the production to create transmedia story – one of the most complicated journalistic piece in digital media with diverse formats of media and complex structure.

During the course the students will acquire and attribute new media formats, platforms and produce transmedia stories using non-linear storytelling techniques.

Transmedia Story Production Lab is a practical course, where the students undergo through all the stages of the production to create transmedia story – one of the most complicated journalistic piece in digital media with diverse formats of media and complex structure.

The students focus on socially one of the most important issue and develop the idea, search for the original focus, research the topic from many angles, work with the sources and data bases, work with the protagonists of the story and contribute to outlining the concept of the project design. During the course the students produce stories in the real newsroom environment to advance their group working skills.

In the framework of the course the students also elaborate strategies for distributing the story online, firstly on student media platforms: Newsage.ge and Radio GIPA (FM 94.3). Organize public discussions, project presentations in the real space.

For the online distribution, special social videos will be produced before the project presentation. For the further distribution through popular online media outlets the students search for the collaboration opportunities.

During the course, at the pitching session students pitch transmedia projects to the industry professionals. At the feedback session, the students get familiar with the priorities and major

directions of the popular online media outlets, their narration styles and formats, get their recommendations and advices. The mission of the course is to enable the students produce the content that corresponds to the needs and habits of the online media environment.

By the end of the Autumn Semester Transmedia Production Lab will summarize the course's results at the GIPA DOCU Festival, while presenting the stories to the audience. Professional jury will evaluate the students' production. The stories will be assessed according to the professional journalistic standards and code of ethics. The winners will be announced and awarded at the festival closing event.

Credit: 4

Hours: 100

Contact hours - 50 (seminar/hands-on – 40 hours; exams – 10 hours), 50 hours – individual work;

Students will advance their skills of generating story idea, developing transmedia story structure (story board) and managing the production process. The course will also support the students to get acquainted with the local online media environment – communication with the media professionals from the industry will help them search for the proper collaborators and partners for their future, original project ideas.

The course advances the knowledge and skills in following directions:

General Competences:

Skills of collecting the data, logical judgement, critical analysis of the information, skills of articulating ideas through diverse media, exploring original story findings.

Field Competences:

Knowledge and Understanding

- Knows basic principles of structuring and shaping transmedia story;
- Is familiar with modern new media instruments;
- Has practiced using diverse, interactive platforms and knows how to adapt them for producing transmedia story;
- Is familiar with all stages of transmedia production: knows how complex, based on solid research, journalistic products are produced - from the very scratch of the idea to the final draft.

Applying Knowledge and understanding

- Can generate ideas and find original angles for the stories;

- Is able to gather information and analyze data for large-scaled feature stories (diverse formats: text, audio, video, multimedia);
- Can plan a non-linear, interactive media content;
- Can distribute the content and involve the audience in online discussion using various social networks and interactive tools.
- Can deal with the stressful environment and meet deadlines.

Making judgments

- After conducting the research students can define the key findings, major focus of the story.
- Can analyze the content, can find critical approach to the issue;
- Can think, judge independently.

Communication Skills

- Student has the experience of the group work;
- Has the experience of communicating with the sources, field professionals, institutions;
- Student is able to refine and analyze the information;
- Can also reflect the results of the analysis in the journalistic piece.

Learning Skills

- Student can independently plan the learning process;
- Student can critically analyze information: statistics, documents, narratives.

Values

- Respect and protect privacy of the interviewees and other sources of information;
- Strong commitment to high-standard principles in journalism.

Offered Electives

Public Opinion – Offered Usually in Fall

The main objective of the course is to provide deep and systemic understanding of important factors influencing public opinion formation. Particular interest will be paid to understanding how citizens process information and form opinions. We will study the roles of information, emotion, values, and tolerance in opinion formation. By the end of the course, students will be able to identify the central theoretical models, those central political, cultural, socio-economic and psychological factors that influence public opinion formation process.

4 ECTS Credits (21 academic hours and 79 hours of independent work.

Class will meet once a week.

Learning Outcomes

Knowledge and understanding

At the end of the course, students will have knowledge of a history of public opinion, theories and models guiding its formation. Students will be able to discuss and identify central issues in public opinion formation. They will have understanding of the role of media and governmental and non-governmental institutions in the process of public opinion formation.

Conflict and War Reporting- Offered Usually in Fall

Course Objectives

Conflict and War Reporting is an advance level course in conflict and crisis reporting aiming at adapting students with skills and knowledge to work in the hostile environment. The course will strengthen students' capacity to report in well researched, factual and non-biased way from the conflict areas. Students will have possibility to understand changing environment of crisis reporting through simulations and case studies.

Students will have a chance to report from the area where consequences of the war are still vivid.

- To give students necessary skills to be prepared for news reporting in hostile areas

- To be able to identify different types of conflict and manage different strategy for best reporting

- To know aspects of advance planning
- To identify reliable sources
- To deal with User Generated Content
- To have basic knowledge of necessary security measures
- To upgrade their knowledge in ethics of crisis reporting
- To polish storytelling skills from the conflict areas
- To give them opportunity to report from the area of protected conflict

4 ECTS, 21 Class hours, 79 Independent Hours

Learning Outcomes

Knowledge and understanding:

- Understand causes and phases of conflict
- Understand rules of conflict reporting
- Understand necessity of advance planning
- Demonstrate ability to identify reliable sources, deal with user generated content, usage of social media
- Demonstrate basic knowledge of necessary security measures
- Demonstrate knowledge of professional ethics during crisis reporting
- Understand visual storytelling process and strengthen reporting skills in conflict stressed areas
- Demonstrate ability to evaluate own and others work for accuracy and fairness

Media Programming – Offered Usually in Fall

This course covers concepts of evaluating, selecting, promoting, distributing, and marketing media content with the need to consider pressure from technology, financing, regulations etc. It overviews historical and new business practices of programming of all types of media - broadcast, cable, radio and online – paying particular attention to how emergent new media has altered media business structures.

The Course objectives are to:

- Ensure that students understand the principles and practices of programming strategies of broadcast, cable and online media
- Provide students with the skills of using programming strategies and tactics of broadcast, print and online media
- to develop analytical skills in students so that they respond to programming situations

To facilitate improvement of students' writing skills and critical thinking abilities

Credits: 4 ECTS

28 Class Hours, 72 Out of Class Hours, total 100 hours

Distribution of out of class hours: Reading assignment 40 Hours, writing assignments 32 Hours

After Completion of the course Students will have the following competencies:

Knowledge and understanding:

1. Students have good understanding of the internal and external forces affecting programming decisions in Broadcast, Cable, Print and Online media
2. Students have thorough knowledge of the traditional and new strategies and tactics broadcast, print and online media use in content management.

Applying knowledge and understanding:

3. Students understand the impact media has on society and have the knowledge of how to make ethical programming decisions.
4. Students can analyze current programming strategies of broadcast, print and online media and come up with efficient and ethical programming solutions for the media entities.
5. Students develop skills in finding, analyzing and using resources necessary for identifying right strategic approaches to content management in line with constantly changing environment.
6. Students can evaluate forces affecting decisions in selecting, creating and managing media content in order to make ethical and cost effective decisions in managing media content

Making judgments

7. Students can communicate their ideas, conclusions and suggestions on content management strategies orally and in written.

Environmental Reporting Offered Usually in Spring

Syllabus is designed to equip future journalists with knowledge on: the basics environmental issues , legislation and compliances, environmental and social responsibility, existing environmental challenges of local and global nature, and the contemporary methods of solving.

Students are obtaining the conceptual vision on : i) environmental policy as an integral part of the public policy, principals of sustainable development, environmental and social

responsibility. Graduate recognizes the direct linkages between ecosystems well functioning and the human well being.

Credits : 4 ECTS

7 Classes - 21 Class hours, 79 Independent work , Total :100 hours

Graduate within the professional mandate duly and accurately informs society on environmental problems and the crosscutting issues as a complex matter to have a good coverage of the issues under discussion or the issue under the public scrutiny.

General Competencies

Graduate can develop and review a wide spectrum of thematic and legislative issues in a crosscutting dimensions of socio-economic, energy policy, health policy related issues and others.

Knowledge and Understanding

Student acquires knowledge and has a good understanding of the following thematic issues and the related legislation: i) Environmental policy and public policy, three generation of environmental problems; ii) Environment and Cost-benefit analysis; iii) Environmental impact assessment and Strategic environmental assessment; iv) Environmental Conflict Resolution (ECR); v) Ecosystems resilience and adaptation; vi) Eu-Georgia Association Agreement and Environmental Legislation harmonization process; vii) International Conventions – Georgia signatory country and the Social responsibility.

Applying knowledge and understanding

Graduate develops broadcasting or publishing materials and reviews in view of complex matter: i) Economy and sustainable development in line with crosscutting environmental issues; ii) Energy policy issues along with integrated natural resources management; iii) Human wellbeing and health policy related issues against the ecosystems well-functioning.

Graduate based on the acquired knowledge on environmental thematics and related legislation is in a position to review: i) Environmental policy and recent or ongoing reforms; ii) Integrated natural resources management and law enforcement; iii) EU-Georgia Association Agreement implementation agenda, environmental legislation harmonization processes and public involvement in decision making processes.

Financial Management – Offered in Fall and Spring

The Goal of the Course

The course objectives are to:

- Equip students with an understanding the corporate finance and use it for the wealth of organization
- Introduce understanding of financial instruments and technics to meet organizational objectives
- Enable students to develop the ability to analyze and address financial issues facing electronic media managers and owners through class discussions, case studies, and group exercises
- **4 ECTS**
- 28 contact hours, 72 hours - independent work , Total-100 Hours

After completing the course:

1. Students are acquainted with the issues of the economics and financing of electronic media industries.
2. Students have a thorough knowledge of how media companies are financially structured, organized and financially managed; how they create revenues and profits, how they create and acquire content and how they distribute content to consumers.
3. They will have ability to budget, execute and compare results of business activities in financial terms. Develop company financial environment and strategy and manage execution of the last.
4. Students develop the ability to analyze and address financial issues facing electronic media managers and owners through class discussions, case studies and group exercises
5. Students can independently analyze and weigh the factors influencing media market in order to come up with appropriate financial solutions and strategies for a media entity.
6. Students develop critical understanding of the key mechanisms in media financial world and how these influences the media market and media output
7. Students develop skills in working independently on recourses necessary for expanding their knowledge and understanding of media industries' financial issues

Elections Coverage – Usually in Spring

The course is designed to provide students with general background on electoral processes and roles of electoral stake-holders at all stages of elections. It covers concepts relating to international legal commitments and standards, electoral systems observed worldwide, principles of functioning of election administrations, electoral dispute resolution systems and principles of financing political parties and electoral campaigns.

The course will strengthen students' capacity to report on electoral matters in a consistent and methodical manner.

Credits: 4 ECTS

7 Weeks, 21 Class Hours, 79 Independent , 100 Hours Total

Learning Outcomes

At the end of the course, students will acquire skills for in-depth analysis of electoral processes. The course graduates not only will be able to depict current electoral processes but also analyze and explain, beyond political ideologies, the actions of electoral stake-holders, including election management bodies and political actors.

The students will demonstrate knowledge of analytical tools for reporting elections-related political events.

General competencies acquired through the course:

Students will develop skills for: analysis and synthesis, inductive and deductive reasoning; correct usage of specialized terminology in oral and written communication ;

Field-related competencies:

Knowledge and understanding

Students will:

- Acquire the knowledge of international principles that underlie democratic and genuine elections;
- Understand the cyclic character of elections, learn roles and functions of electoral stake-holders, relationship among the stake-holders at every stage of electoral cycle;
- Learn main types of electoral systems and will be able to differentiate between them; be able to assess the impact of electoral systems on political systems legislative representation of vulnerable groups;
- Understand complexity of various aspects of election administration;
- Understand basics of electoral justice and will be able to report electoral disputes;
- Understand sources of funding of political campaigns; principles of accountability of political subjects and the basics of regulations for media coverage of political campaign.

Ability to use knowledge in practice

- Students will be able to use the knowledge to report on elections and political campaigns at national and regional/local level.

Making Judgements:

- Students will be able to analyze decisions and motivation behind the actions of election management bodies and political actors, identify the role and impact of

various political and legal factors on the motivation and actions of electoral stakeholders.

- Students will be able to assess the plausibility of arguments and positions advanced by political actors, academics and other stakeholders in election-related discussions and disputes based on objective criteria beyond political ideologies.

Communication skills

- Students will be able to express and defend their views and opinions regarding elections before academic and professional communities.

Learning skills

- Students will be able to carry out independent research and identify sources on national and international election regulations, search and carry out in-depth analyses of electoral process of any electoral democracy.

Values

- Students will understand the importance and the role of international standards and commitments in the development of any democratic society.

Media Diversity – Offered in Spring And Fall Semester

- The aim of the course is to make students aware of the issues surrounding the reporting of diversity by personal examination, hands on journalistic approach and critical media analysis. Students will have to: talk to strangers, talk to each other, go to neighborhoods they haven't been before, read, think, talk, interview, write and reflect A LOT.
- Students will produce confident insightful interviews on diversity topics.
- This course will help students to deepen their coverage of different cultures, communities and individuals;
- Students will learn: Why and how diversity plays an important role across all beats; How to find and report on stories in under covered communities; How to conduct difficult interviews across cultures;
- About best practices for diversity in multimedia storytelling;
- How to watch for and avoid stereotypes and assumptions;

- 4 ECTS credits; 21 class hours; 79 hours of independent work;
- 3 hours per session;

After completion of the course student will be able to:

Knowledge and understanding:

- Find institutions or individuals that usually receive little or no coverage;

Applying knowledge and understanding

- Make good use of resources on the Web;
- Make use of data and visualize it using different techniques
- Learn how to report diversity stories at an international level;
- Learn how to investigate controversial claims in story-telling;
- To avoid stigmatizing language;

Making judgments

- Report and write quality in-depth interviews on diversity issues.
- Acting autonomously

Communication skills

- Produce confident insightful interviews because of more grounded and focused approach;
- Functioning in socially heterogeneous groups including the ability to cooperate, the ability to relate well to others and the ability to manage/resolve conflicts

Learning skills

- Learn how to pursue multiple sources, documents and databases (including courts and police)
- Using tools interactively (through physical and socio-cultural tools, including language, information/knowledge, and technology)

Values

Understanding, realizing and appreciating importance of journalism and the role of a journalist in developing democracy and freedom of expression

Magazine Writing – Offered Usually in Spring

This course will help students to get a grasp of what it is like to write for a magazine. They will dig for story ideas, learn how to pitch them to editors, and become more prepared to produce long-form magazine articles, publishable in print and online.

Students will report on stories of their own interest, approach and cultivate multiple sources, improve research and interviewing skills and techniques. They will learn how to polish their own pieces as well. In today's digital era self-editing skills are among the crucial reportorial skills to bring to the table.

Before and at the same time they do so, they will read the best magazine articles by the New Yorker, The Atlantic, Harper's and other influential magazines, including online magazines.

A big chunk of the course will be dedicated to outlining stories, building narratives, finding sharp angles and right characters for stories. Pieces prepared by students will be workshopped, and students will be provided with feedback not only from the professor but from their peers as well.

21 Hours Class Hours, 79 Out of Class Hours, total 100 hours

At the end of the course, students:

After completion of the course student will be able to:

Knowledge and understanding:

1. Knowledge of key principles of writing a good magazine article
2. Knowledge of crucial elements of a good magazine pitch

Applying knowledge and understanding:

1. knowledge of using the above concepts to:
 - recognize what kind of ideas might work for stories
 - find fresh angles for their stories
2. effectively plan working process
3. mix multiple techniques through profound reporting
4. write, re-write and polish their own pitches and stories
5. The ability to write effectively about people and issues
6. The ability to structure and produce long-form articles in a timely fashion
7. The ability to sell story ideas to editors
8. The ability of working on multiple primary and secondary sources

Communication skills:

9. Present and explain story ideas orally to editors
10. conduct in-depth interviews for feature and profile pieces
11. present core findings of their reporting to interested parties

Fundraising – Offered usually in Fall

This course is designed to give students knowledge about the theory and practice of fundraising and skills to strategically plan and manage fundraising effort, build relationships with donors, devise project proposals and solicit funds; devise and implement fundraising campaigns.

ECTS: 4

21 Class hours, 79 Independent hours, Total-100 hours

After completion of the course, students will have knowledge of the essence and principles of fundraising and its role in the non-profit sector, in-depth understanding of key fundraising theories. Based on the knowledge, students will gain skills to research fundraising opportunities and plan strategies and action programs; devise fundraising projects and campaigns; understand and apply in practice key concepts of donor relations.

General competencies acquired through the course:

Ability to analyze and evaluate; strategic planning and prognosis competences; strategic communication planning, oral and written communication competences.

Field competences:

Knowledge and understanding

Student will know

- Key theories of fundraising;
- The role and functions of fundraising practice in the non-profit sector.

Ability to use knowledge in practice

After completing the course students will be able to:

- Devise fundraising strategies
- Devise fundraising action program;
- Create fundraising project proposals and solicit funds;

- Build sustained relationships with donors.

Ability to conclude and report

Students will be able to

- Evaluate and prioritize fundraising opportunities
- Evaluate funds use and report to the donor;
- Evaluate results and success/failure of fundraising effort.

Professional skills

- Evaluate the effectiveness of fundraising strategies and action programs;
- Evaluate project proposals;
- Assess organizations' strengths weaknesses against opportunities and threats for fundraising (SWOT ანალიზი)
- Plan and execute fundraising process (ROPES)
- Integrate fundraising in the organizational structure.

Communication skills

The ability to strategically plan communication; cultivate donors, present proposals and report results;

Ability to learn

Independently find sources of learning and engage in self- and group-based learning process as well as identify areas and channels for further learning.

Advance Photojournalism – Offered in Spring and Fall

The course is aimed to prepare professionals in the field of photojournalism. Students will be able to work as photographers as well as editors.

7 meetings, 14 hours, Four (4) hours a week. 4 weeks in total

Learning Outcomes

Field Competencies

- Students will learn how to use photographic technique
- Students will know and use various means of lighting
- Structure/ composition of shots
- Various means of shooting, both technical and content-related
- Computer programs as the means of storage of digital photo material and development - Adobe Photoshop და Adobe Bridge

General competencies:

- Planning long-term projects
- Ethical norms and standards

Field competencies:

- Introduction to Photojournalism
- Various genres and trends of Photography

Knowledge and Understanding

- A student's knowledge will comprise the general information starting from the World War II to modern storytelling manner and will be able to comprehend and see the problem in real space, analyze and then transfer it to further visual storytelling manner.
- **Student will be aware of the power and importance of properly composed photo material which will help him/her to convey it so that the viewer perceives it correctly.**

Applying knowledge to practice

- **The ability to create a visual story with the use of photographic technique**
- **Use of various techniques in different genres of photography**

Ability to make conclusions

- Student is able to make practical evaluation and take respective decisions.

Communication skill

The Master can identify the existing problems and can solve them with the use of visual means. Is able to prepare written reports and convey visual information.

Learning skill

- The Master can evaluate the learning process consistently and identify further educational needs.
- Can integrate the reading material and visual information into written text as well as in photovisual materials both in the Internet and printed media.

Values

- The Master realizes the elements of visual storytelling, can appreciate a good photo story and recognizes the importance of copyright in this field

Radio Production Lab – BA and Master levels Offered in Spring and Fall

Course Objectives

The aim of the course is to explore and understand diverse possibilities of radio production. During the course students do not need to read theories, instead they will create radio products and share them to the audiences. During the process radio producers and managers will be tutoring them sharing their experience and handing out useful recommendations.

Students will be involved in production of the content of Radio GIPA (FM 94.3).

In addition, students will be encouraged and supported to develop independent audio products. Individual plans will be developed to support creation of the radio program.

Students will master the tips how to “catch” the audience and spread most valued information.

They will be able to use power of sound and create solid social media presence of the program.

Radio Production Lab is a practical course, where the students undergo all the stages of production to create a quality radio product.

Students will develop the idea of the radio program, research the topic from different angles, and practice working with the sources. During the course students will produce their own radio products in real newsroom environment in order to advance their professional and group working skills.

During the course students will also elaborate strategies for distributing their audio material via different media platforms.

This course gives students the opportunity to develop their own radio products (news, features, podcasts, talk shows) that form the content of the Radio GIPA (FM 94.3).

Credit: 8

Hours: 200 (36 contact hours, 164 individual work)

Contact hours – 120

9 hours per week- contact hours

36 hours per month

Monday, Tuesday, Wednesday from 3 to 6

Eleven Weeks

Learning Outcomes

Students will advance their skills of generating story idea, developing radio story structure managing the production process. The course will also support the students to get acquainted with the local radio media environment – communication with the media professionals from the industry will help them search for the proper collaborators and partners for their future, original project ideas.

The course advances the knowledge and skills in following directions:

General Competences:

Skills of collecting the information, logical judgement, critical analysis of the information, skills of articulating ideas through audio media, exploring original story findings.

Field Competences:

Knowledge / Understanding

- Knows basic principles of structuring and shaping radio story;
- Is familiar with all stages of radio production: from the very scratch of the idea to the final draft.
- Identifying audience
- Creating audio transition techniques
- Radio schedule design
- Audio Storytelling techniques
- Program development techniques
- Developing skills in social media presence

Use of Knowledge

- Can generate ideas and find original angles for the stories;
- Is able to gather information and analyze it
- Can distribute the content and involve the audience in online discussion
- Can deal with the stressful environment and meet deadlines.

Analytical Skills

- After conducting the research students can define the key findings
- Can think, judge independently.

Communication Skills

- Student has the experience of the group work;
- Has the experience of communicating with the sources, field professionals, institutions;
- Student is able to re-find and analyze the information;
- Can also reflect the results of the analysis in the journalistic piece.

Learning Skills

- Student can independently plan the learning process;
- Student can critically analyse information: documents, narratives.

Values

- Respect and protect privacy of the interviewees and other sources of information;
- Strong commitment to high-standard principles in journalism.

We will be offering from Fall 2019 a New Elective course in “Business Reporting”- still working on a syllabus.