

| International University of Sarajevo (IUS), Faculty of Arts and Social Sciences (FASS) |   |               |   |   |   |         |  |                 |   |   |      |
|--|---|---------------|---|---|---|---------|--|-----------------|---|---|------|
| First Cycle Curriculum - Media and Communication (MAC)                                 |   |               |   |   |   |         |  |                 |   |   |      |
| AY 2024-2025   |   |               |   |   |   |         |  |                 |   |   |      |
| <a href="#">Click on the course code or title to see the syllabus.</a>                 |   |               |   |   |   |         |  |                 |   |   |      |
| Semester I   |   |               |   |   | Semester II                             |         |  |                 |   |   |      |
| Code   | Title   | Prerequisites | T | P | ECTS                                    | Code    | Title  | Prerequisites   | T | P | ECTS |
| CULT101  | Understanding Cultural Encounters                       |               | 2 | 0 | 3                                       | ELIT103 | Nonverbal Communication                                  |                 | 1 | 1 | 3    |
| ELIT100  | Academic English and Effective Communication            |               | 2 | 1 | 6                                       | ELIT200 | Critical Reading and Writing                             |                 | 2 | 1 | 6    |
| MAC101   | Communication Theory                                    |               | 3 | 0 | 6                                       | IR101   | Introduction to International Relations                  |                 | 3 | 0 | 6    |
| PSY103   | Introduction to Psychology                              |               | 2 | 1 | 6                                       | MAC102  | Introduction to Media Studies                            |                 | 3 | 0 | 6    |
| VA102  | Introduction to Visual Communication Design             |               | 2 | 1 | 6                                       | SOC102  | Introduction to Sociology                                |                 | 3 | 0 | 6    |
| xxx  | Foreign Language Elective I <a href="#">See Table 1</a> |               | 0 | 2 | 3                                       | xxx     | Foreign Language Elective II <a href="#">See Table 1</a> |                 | 0 | 2 | 3    |
| <b>Semester Total = 30</b>   |   |               |   |   | <b>Semester Total = 30</b>              |         |  |                 |   |   |      |
| Semester III   |   |               |   |   | Semester IV                             |         |  |                 |   |   |      |
| Code   | Title   | Prerequisites | T | P | ECTS                                    | Code    | Title  | Prerequisites   | T | P | ECTS |
| ELIT210  | Rhetoric  |               | 1 | 2 | 6                                       | ELIT211 | Audience, Language, and Thought                          |                 | 1 | 2 | 6    |
| MAC201   | Media Theory  |               | 3 | 0 | 6                                       | MAC204  | Radio and Television Reporting                           |                 | 2 | 1 | 6    |
| MAC202   | Introduction to Storytelling                            |               | 2 | 1 | 6                                       | MAC205  | Internet Studies   |                 | 3 | 0 | 6    |
| MAC203   | Basic Journalism  |               | 2 | 1 | 6                                       | PSY308  | Social Psychology  |                 | 2 | 1 | 6    |
| xxx  | Minor Degree or Faculty Elective I                      |               |   |   | 6                                       | xxx     | Minor Degree or Faculty Elective II                      |                 |   |   | 6    |
| <b>Semester Total = 30</b>   |   |               |   |   | <b>Semester Total = 30</b>              |         |  |                 |   |   |      |
| Semester V   |   |               |   |   | Semester VI                             |         |  |                 |   |   |      |
| Code   | Title   | Prerequisites | T | P | ECTS                                    | Code    | Title  | Prerequisites   | T | P | ECTS |
| MAC301   | Media Literacy  |               | 2 | 1 | 6                                       | MAC304  | Multimedia Journalism                                    |                 | 2 | 1 | 6    |
| MAC302   | Media Economics Management                              |               | 2 | 1 | 6                                       | MAC305  | Public Relations and Advertising                         |                 | 2 | 1 | 6    |
| MAC303   | Media Regulations and Internet Law                      |               | 3 | 0 | 6                                       | VA444   | Digital TV Production                                    | Senior Standing | 0 | 3 | 6    |
| xxx  | Program Elective I <a href="#">See Table 2</a>          |               |   |   | 6                                       | xxx     | Program Elective II <a href="#">See Table 2</a>          |                 |   |   | 6    |
| xxx  | Minor Degree or Free Elective III                       |               |   |   | 6                                       | xxx     | Minor Degree or Free Elective IV                         |                 |   |   | 6    |
| <b>Semester Total = 30</b>   |   |               |   |   | <b>Semester Total = 30</b>              |         |  |                 |   |   |      |
| Semester VII   |   |               |   |   | Semester VIII                           |         |  |                 |   |   |      |
| Code   | Title   | Prerequisites | T | P | ECTS                                    | Code    | Title  | Prerequisites   | T | P | ECTS |
| MAC401   | Research Methods in Media Studies                       |               | 2 | 1 | 6                                       | LAW310  | Intellectual Property Law                                |                 | 3 | 0 | 4    |
| MAC402   | Crisis Communication                                    |               | 2 | 1 | 6                                       | MAC490  | Graduation Project                                       |                 | 0 | 3 | 8    |
| xxx  | Programme Elective III <a href="#">See Table 2</a>      |               |   |   | 6                                       | xxx     | Programme Elective VI <a href="#">See Table 2</a>        |                 |   |   | 6    |
| xxx  | Programme Elective IV <a href="#">See Table 2</a>       |               |   |   | 6                                       | xxx     | Programme Elective VII <a href="#">See Table 2</a>       |                 |   |   | 6    |
| xxx  | Minor Degree or Free Elective V                         |               |   |   | 6                                       | xxx     | Minor Degree or Free Elective VI                         |                 |   |   | 6    |
| <b>Semester Total = 30</b>   |   |               |   |   | <b>Semester Total = 30</b>              |         |  |                 |   |   |      |
| <b>Abbreviations: T (Theory), P (Practice), ECTS credit</b>                            |   |               |   |   |   |         |  |                 |   |   |      |
| <b>Total Credits Required for Graduation</b>   |   |               |   |   | <b>240</b>                              |         |  |                 |   |   |      |
| <b>Total Credits of Electives</b>  |   |               |   |   | <b>78</b>                               |         |  |                 |   |   |      |
|  |   |               |   |   | <b>No. of Courses</b>                   |         |  |                 |   |   |      |
|  |   |               |   |   | <b>42</b>                               |         |  |                 |   |   |      |
|  |   |               |   |   | <b>Average Credit Load Per Semester</b> |         |  |                 |   |   |      |
|  |   |               |   |   | <b>30</b>                               |         |  |                 |   |   |      |
|  |   |               |   |   | <b>Elective Ratio</b>                   |         |  |                 |   |   |      |
|  |   |               |   |   | <b>33%</b>                              |         |  |                 |   |   |      |

| TABLE 1: IUS Pool of 3 ECTS University Elective Courses<br>(Foreign Language Elective Courses) |                      |               |   |   |      |
|--|----------------------|---------------|---|---|------|
| Code   | Title                | Prerequisites | T | P | ECTS |
| BOS111   | Spoken Bosnian I *   |               | 0 | 2 | 3    |
| TURK111  | Spoken Turkish I *   |               | 0 | 2 | 3    |
| BOS112   | Spoken Bosnian II ** | BOS111        | 0 | 2 | 3    |
| TURK112  | Spoken Turkish II ** | TURK111       | 0 | 2 | 3    |
| * Scholarship students will take either TURK111 / BOS111                                       |                      |               |   |   |      |
| ** Scholarship students will take either TURK112 / BOS112                                      |                      |               |   |   |      |

| TABLE 3: The List of Recommended Free Elective Courses for MAC students |                                     |                 |   |   |      |
|---|-------------------------------------|-----------------|---|---|------|
| Code  | Title                               | Prerequisites   | T | P | ECTS |
| ELT312  | Introduction to Discourse Analysis  |                 | 2 | 1 | 6    |
| IR472   | Human Rights                        | Junior Standing | 3 | 0 | 6    |
| LAW110  | Introduction to Law I               |                 | 3 | 0 | 6    |
| POLS223   | Nations, Ethnicities and Ideologies | Junior Standing | 3 | 0 | 6    |
| PSY301  | Cultural Psychology                 | PSY103          | 2 | 1 | 6    |
| PSY315  | Political Psychology                | PSY103          | 3 | 0 | 6    |
| SPS150  | World History                       |                 | 3 | 0 | 6    |
| VA306   | Digital Photo Imaging               |                 | 2 | 1 | 6    |
| VA316   | Advertising                         | Junior Standing | 1 | 2 | 6    |
| VA342   | Introduction to Documentary Film    | Junior Standing | 1 | 2 | 6    |

| TABLE 2: Program Elective Courses for MAC |  |                 |   |   |      |
|---|--|-----------------|---|---|------|
| Code                                      | Title                                      | Prerequisites   | T | P | ECTS |
| <b>Communication Area</b>                 |  |                 |   |   |      |
| ELIT201                                   | Academic Writing                           | ELIT200         | 1 | 2 | 6    |
| ELIT303                                   | Translation Theory and Practice            |                 | 2 | 1 | 6    |
| ELIT315                                   | Basic Translation Techniques               |                 | 2 | 1 | 6    |
| ELIT316                                   | Consecutive and Simultaneous Interpreting  |                 | 2 | 1 | 6    |
| ELT213                                    | Introduction to Semantics                  |                 | 2 | 1 | 6    |
| ELT312                                    | Introduction to Discourse Analysis         |                 | 2 | 1 | 6    |
| ELT421                                    | Introduction to Psycholinguistics          |                 | 2 | 1 | 6    |
| ELT422                                    | Introduction to Sociolinguistics           |                 | 2 | 1 | 6    |
| LITE207                                   | Creative Writing                           |                 | 1 | 2 | 6    |
| MAC310                                    | Society, Culture and Digital Communication |                 | 3 | 0 | 6    |
| MAC320                                    | Literature and Communication               |                 | 2 | 1 | 6    |
| MAC322                                    | Communication Sociology                    |                 | 2 | 1 | 6    |
| MAC323                                    | Communication Philosophy                   |                 | 2 | 1 | 6    |
| MAC324                                    | Communication Psychology                   |                 | 2 | 1 | 6    |
| MAC325                                    | Intercultural Communication                |                 | 2 | 1 | 6    |
| MAC326                                    | International Communication                |                 | 2 | 1 | 6    |
| MAC330                                    | Political Communication                    |                 | 2 | 1 | 6    |
| MAC335                                    | Information Society Theories               |                 | 2 | 1 | 6    |
| MAC410                                    | Communication Ethics                       |                 | 2 | 1 | 6    |
| MAC415                                    | Artificial Intelligence and Communication  |                 | 2 | 1 | 6    |
| MAC418                                    | Copywriting                                |                 | 3 | 0 | 6    |
| MAC420                                    | Effective Speaking                         |                 | 2 | 1 | 6    |
| <b>Media Area</b>                         |  |                 |   |   |      |
| MAC307                                    | Camera Techniques                          |                 | 2 | 1 | 6    |
| MAC340                                    | Media and Effect Research                  |                 | 2 | 1 | 6    |
| MAC341                                    | Alternative Media                          |                 | 2 | 1 | 6    |
| MAC342                                    | Photojournalism                            |                 | 2 | 1 | 6    |
| MAC343                                    | Applied TV Announcing                      |                 | 2 | 1 | 6    |
| MAC344                                    | Children's Broadcasting                    |                 | 2 | 1 | 6    |
| MAC345                                    | Sport Journalism                           |                 | 2 | 1 | 6    |
| MAC346                                    | Radio Broadcasting                         |                 | 2 | 1 | 6    |
| MAC350                                    | Broadcast Journalism                       |                 | 3 | 0 | 6    |
| MAC355                                    | New Media and Online Journalism            |                 | 3 | 0 | 6    |
| MAC360                                    | Media Psychology                           |                 | 3 | 0 | 6    |
| MAC365                                    | Media and Popular Culture                  |                 | 3 | 0 | 6    |
| MAC370                                    | Audio Production                           |                 | 3 | 0 | 6    |
| MACxxx                                    | Social Media Management & Content Creation |                 | 2 | 1 | 6    |
| MAC407                                    | Analaysis of Media Texts                   |                 | 2 | 1 | 6    |
| MAC408                                    | Environment and Ecology Journalism         |                 | 2 | 1 | 6    |
| MAC409                                    | Special Topics in Media Studies            |                 | 3 | 0 | 6    |
| MAC411                                    | Media and Globalization                    |                 | 3 | 0 | 6    |
| MAC412                                    | Media and Cultural Studies                 |                 | 3 | 0 | 6    |
| MAC413                                    | Data Journalism and Visualization          |                 | 3 | 0 | 6    |
| MAC414                                    | Media Writing for Broadcast                |                 | 3 | 0 | 6    |
| MAC416                                    | Media Entrepreneurship                     |                 | 3 | 0 | 6    |
| MAC417                                    | Media Law and Policy                       |                 | 3 | 0 | 6    |
| MAC425                                    | Media Convergence                          |                 | 3 | 0 | 6    |
| MAC430                                    | Media and Semiotics                        |                 | 2 | 1 | 6    |
| <b>Digital Production Area</b>            |  |                 |   |   |      |
| VA200                                     | Contemporary Art Expression I              | Junior Standing | 1 | 2 | 6    |
| VA300                                     | Contemporary Art Expression II             | Junior Standing | 1 | 2 | 6    |
| VA301                                     | Project Studio 1                           | Junior Standing | 0 | 3 | 6    |
| VA302                                     | Project Studio 2                           | Junior Standing | 1 | 2 | 6    |
| VA307                                     | Non Linear Editing I                       | Junior Standing | 0 | 3 | 6    |
| VA308                                     | Compositing and Digital Effects I          | Junior Standing | 1 | 2 | 6    |
| VA312                                     | Photography                                |                 | 1 | 2 | 6    |
| VA315                                     | Compositing and Digital Effects II         | VA308           | 0 | 3 | 6    |
| VA319                                     | Sound Design                               | Junior Standing | 1 | 2 | 6    |
| VA325                                     | Motion Picture Photography                 | Junior Standing | 1 | 2 | 6    |
| VA332                                     | Photography for Digital Designers          | Junior Standing | 0 | 3 | 6    |
| VA449                                     | Television Broadcast Design                | Senior Standing | 0 | 3 | 6    |
| VA451                                     | Documentary Film Production                | Senior Standing | 1 | 2 | 6    |
| VA452                                     | Show Reel Production                       | Senior Standing | 0 | 3 | 6    |
| <b>Foreign Languages Area</b>             |  |                 |   |   |      |
| ITA101                                    | Spoken Italian I                           |                 | 3 | 0 | 6    |
| ITA102                                    | Spoken Italian II                          |                 | 3 | 0 | 6    |
| SPA101                                    | Spoken Spanish I                           |                 | 3 | 0 | 6    |
| SPA102                                    | Spoken Spanish II                          |                 | 3 | 0 | 6    |
| GER101                                    | Spoken German I                            |                 | 3 | 0 | 6    |
| GER102                                    | Spoken German II                           |                 | 3 | 0 | 6    |

Note: Only two courses could be taken from the pool of Foreign Languages.  
To take senior standing courses, students must have completed at least 150 ECTS.