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VŽKČ

MMI

Postgraduate University
Doctoral Study
Media and Communication

SVEUČILIŠTE
SJEVER

POSTGRADUATE UNIVERSITY DOCTORAL STUDY

Media and Communication



University Centre
Koprivnica
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About the study programme

Focusing on the social area of science, especially on current information-communication sciences, the Postgraduate University (Doctoral) Study Media and Communication represents a scientific upgrade that arises from the foundation of university postgraduate and graduate studies provided and executed by University North. On the one hand, the programme develops knowledge and competences necessary for conducting basic scientific research in basic social disciplines that represent a platform of the proposed doctoral study programme. On the other hand, it is oriented towards profiling the interdisciplinary intersection of basic disciplines and thus the scientific planning of the application of achieved scientific insights to communication or media studies. Such a constellation of scientific interests insists on conducting basic scientific research to the same extent as on the demanding task of the scientific elaboration of aspects of applying basic scientific knowledge to the improvement of processes and models of modern trends in the area of media, communication as well as publishing in the linguistic, literary-cultural and global media context, whereby the focus is defined and the specific added value of educating scientific cadres is set within this programme.

The increasingly high degree of the scientific reputation of the aforementioned scientific area reflects the fact that science in the world follows changes taking place in the real sphere of new technological and economic changes in the area of mass communication. The knowledge of social disciplines overlaps with that in practice. These kinds of knowledge need to be gathered and synthesised in a way that meets the needs of the modern age and labour market. Launching the study programme oriented towards creating a cadre for the information-communication area of science responds to the challenge of just such

a reality. We are witnesses to a social moment in which publishing, newspaper and media companies as well as new creative economies in the new order of symbolic identity production can accomplish their mission successfully only if they are supported by the science and education system. Therefore, the objective of this study programme is to create a modernly educated and scientifically competent cadre equal to mastering and encouraging the culture of dialogue, a cadre that will completely understand, apply and point out the importance of intercultural communication as well as a cadre that will actively control the new technological conditions of media, newspaper, publishing and general cultural as well as economic practices which promote a new role of technology, language, literature, communication and media in the modern world.

The reference framework of this study programme is a global (worldwide and European) context, whereas the narrower area of interest refers to national communicational and information aspects of media, journalism and publishing that are to be reviewed and into which modern scientific knowledge and trends are to be integrated. The Postgraduate University (Doctoral) Study Media and Communication is based on clear and internationally recognisable criteria. It functions as a meeting place as well as a place of promoting scientists, professors, students, and it encourages the mobility (incoming and outgoing) of researchers and students and involvement in international programmes. Upon completion of the study programme, the doctoral candidates of University North will be recognised by the business sector as a potent and appealing cadre that will contribute to creating our still underrepresented mature system of innovations which works in synergy with innovative business subjects as a driver of growth and progress.

DURATION	6 semesters
NUMBER OF ECTS CREDITS	180
ACADEMIC DEGREE	Doctor of Philosophy in social sciences, field of information-communication science
DEGREE ABBREVIATION	Phd
IMPLEMENTATION METHOD	Full-time or part-time study programme

Enrolment requirements

Enrolment in the Postgraduate Doctoral Study Media and Communication is available for students who have completed a graduate university study programme at University North or at another university college, primarily in the social area of science.

Enrolment in the doctoral study programme is also available for candidates with diplomas obtained during Croatian or corresponding foreign graduate studies in all social disciplines as well as in humanistic and interdisciplinary ones which are based on the interpenetration of areas (such as gender studies, cultural studies, theatre studies, film studies, media studies, public relations, journalism, communication studies, etc.)

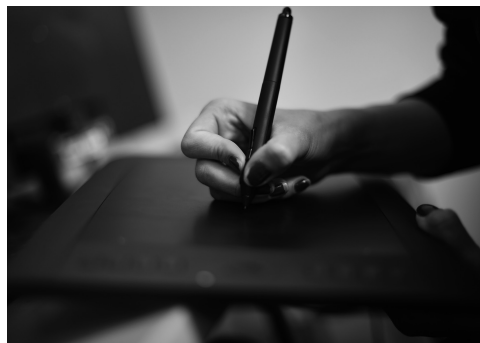
Candidates with diplomas of a certain degree obtained in other study areas can also enrol in the programme, but under conditions imposed by the Enrolment Committee. Also, enrolment is available for candidates with diplomas obtained upon completion of older four-year studies whose diplomas are equivalent to diplomas of newer graduate studies.

Furthermore, candidates are expected to have a knowledge of two foreign languages, which is proven with either diplomas obtained in the higher education system or certificates of public colleges for foreign languages which are to be ensured and delivered by the time the doctoral dissertation topic is submitted.

At the request of students and in accordance with the conditions laid down in this

programme, the point system can be used at horizontal mobility level to evaluate certain content of postgraduate studies (specialist, doctoral, etc.) contained in the courses and exams taken by students within another study programme at University North or at another university. Also, the Council for Doctoral Studies, i.e. the Enrolment Committee, will consider candidates' applications for transition from other postgraduate programmes in Croatia (e.g. a candidate with a Master of Science degree obtained within another postgraduate programme or a candidate from different years of study and with the same scope of obligations fulfilled within other postgraduate study programmes) and depending on the evaluation of the compatibility of content of each study programme as well as on the total scope of obligations fulfilled and expressed as ECTS credits, it will instruct candidates to enrol in the first, second or third year of the Doctoral Study Media and Communication.

Candidates who have already obtained a doctoral degree can also enrol in the doctoral study programme. In such cases the Council for Doctoral Studies, i.e. the Enrolment Committee, will consider the possibility of recognising a part of the program content contained in courses and exams taken by candidates within another postgraduate study programme to the extent that will depend on the evaluation of compatibility with the programme content of the Doctoral Study Media and Communication.



Competencies acquired upon completion of the study programme

The level of qualification acquired within the doctoral study programme is level 8.2. The program is oriented towards the synergetic development of different kinds of competences based on mastering a corresponding amount of knowledge, which will provide the attendants of the study programme with research abilities and the ability to design and create new models in the area of communication and media as well as to develop a complex framework for a scientifically based approach to the issue of media and communication studies or to observe its function in the social as well as in the humanistic and interdisciplinary context.

Specific and generic skills doctoral candidates are expected to develop after completing the doctoral study programme and writing a doctoral dissertation are:

- LO 1: the ability to obtain information by critical evaluation (literature review, critical analysis of the texts, detection bias, interview skills)
- LO 2: the ability to design and implement research project (drafting research proposals, organization of research processes, risk detection, budget planning, and research team management)
- LO 3: implementation of statistical packages for data analysis (interpretation base on analysis of qualitative and quantitative data)
- LO 4: the ability to implement appropriate research methods in scientific research
- LO 5: to design and implement new theoretical paradigms based on original research in the field

- LO 6: demonstrate skills in academic writing and communication (mastery in speaking and listening skills, ability to promote achievements in the field to non-professional communities)
- LO 7: respects ethical and professional principles in scientific research and professional activities
- LO 8: demonstrates awareness of social responsibility for the success of the research, the social usefulness of the research results and the possible social consequences
- LO 9: organizational competencies for scientific and professional efficiency
- LO 10: organizational competencies for time management and career-building.

It's a highly complex competence level based on abilities to think analytically and synthetically, which is accompanied by a corresponding pragmatic component. The programme ensures knowledge and competences necessary for producing experts in the area of media and communication studies. The candidates will be qualified for the critical analysis, assessment and synthesis of new and complex concepts as well as for the development of new methodological procedures in the scientific branches of information sciences.

The continuation of postdoctoral studies is possible at co-operative and partner institutions abroad as well as at many other higher education institutions that organise various postdoctoral development programmes.

The structure of the doctoral study programme

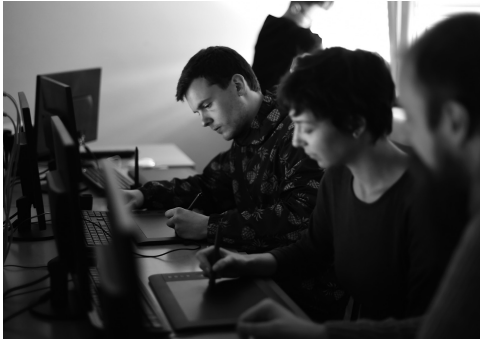
Research in the area of media and communication aided by the advancement of information technologies develops extremely fast in both the theoretical and methodological sense. These changes directly affect not only innovations related to the scientific-research context, but they also emphasise the diversity of social and cultural processes at global level. The doctoral study programme is based on modern trends in reflecting on information-communication sciences and is oriented towards educating researchers in a way that meets the demands of the labour market and contributes to generating new and relevant knowledge that will be applied in a professional environment.

The Postgraduate University Doctoral Study Media and Communication is situated in the information-communication field of social sciences with a highlighted interdisciplinary component

which, on the one hand, extends to humanities, whereas on the other hand it extends to technical sciences and artistic areas.

The Postgraduate University Doctoral Study Media and Communication is oriented towards improving knowledge through original research, mentor work with doctoral candidates, whereas particular emphasis is placed on candidates' transformation into active critical mass. The teaching and research phase takes place in parallel, which means that research is represented from the very beginning of study.

The study programme consists of four modules which offer doctoral candidates mandatory and elective elements. Therefore, particular emphasis is placed on the individual organisation of the study programme and candidates' personal development plan.



MODULE METHODOLOGY

MANDATORY COURSES	ECTS
Methodology of Scientific Research	5
ELECTIVE COURSES	ECTS
Synthesis and Presentation of Scientific Data	3
Analytical Models and Simulations of Interpersonal Communication Protocols	3
Media content research	3
Analytical Tools for ICT Support of Media and Communication	5
Communication Research Methods in the Digital Space	5
Methodological Approaches in Researching Digital Intelligence in the Area of Media and Communication	5

MODULE THEORY

MANDATORY COURSES	ECTS
Information Context of the Media and Communication Study	5
Theory of Information and Communication	5
ELECTIVE COURSES	ECTS
Communication and Media from the Perspective of Publishing	5
Public Relations Management	5
Media Theory and Media Trends	5

MODULE RESEARCH

RESEARCH COURSES	ECTS
Epistemology of Information and Communication Sciences	5
Communication Competence in the Context of Professionalisation	5
Organisational Communication	5
Media Semiotics	5
Politics and Media: Dialectics and Dichotomy	5
Intercultural Communication – Cultural Criticism	5
New Trends in Media Design	5
Marketing Management in Publishing	5
Media Intertextuality	5
Personal Data Protection in Media	5
Organisation and Management of Corporate-Information Security	5
Electronic media in the Republic of Croatia	5
Concepts and Theories about Media Influences	5
Education of Journalist in Science	5
Mass Communication Theory – Traditional and Digital Media	5

MODULE SCIENTIFIC COLLOQUIUM

Discussion group (journal club)
Workshops on transferable skills
Doctoral conference

OTHER SCIENTIFIC-RESEARCH

Drawing up a personal development plan
Publishing a scientific paper
Work with a mentor on research topics and projects
Writing a synopsis and the public defence of a doctoral dissertation topic
Writing and the public defence of a doctoral dissertation

ADDITIONAL ACTIVITIES

Attending a foreign university

Participating in a domestic and/or international conference
Participating in activities related to the popularisation of science

Doctoral candidates individually define certain activities amounting to a total of 180 ECTS credits.

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Guide to the Postgraduate University Doctoral Study
Media and Communication

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