

Education Outcomes of the Department of Digital Media at the Faculty of Media

Knowledge

1. Understand the basic concepts and theories in media, digital communication, the mechanisms of working of digital platforms, and interactive multimedia environments.
2. Familiarity with the basics of digital content production and its modes (textual, visual, audio, interactive) and the mechanisms of its dissemination and management through various digital platforms.
3. Understand the principles of digital platform management, digital identity industry, and strategies for building and interacting with digital audiences.
4. Knowledge of the foundations of digital data analysis and measurement of media performance (Digital Analytics) and its use in content development and media decision-making.
5. Knowledge of digital media ethics and legislation, cybersecurity issues, digital privacy, and combating digital disinformation.
6. Understand the mechanisms of the spread of rumors and fake news in the digital environment, digital verification methods, and countering disinformation.

Skills

1. Professionally produce and manage multimedia digital content (text, visual, audio, interactive) and employ modern digital tools and platforms in its design, dissemination and improving its reach to the public.
2. Applying the scientific method in digital research and analysis, collecting data from digital sources, analyzing it using statistical and digital analysis tools, and deriving results to support media decision-making.
3. Use digital analytics tools to measure engagement, reach, and impact, and diagnose and continuously develop strengths and weaknesses in digital media strategies.
4. Verify digital content and combat disinformation using digital verification techniques and fake news detection tools.
5. Designing and implementing effective digital communication strategies that suit the nature of the digital audience and the changes of the electronic media environment.

Values

1. Honesty, accuracy and objectivity in the production and dissemination of digital content, and the investigation of credibility in dealing with digital information and data.
2. Adherence to digital media ethics, including respect for human rights, safeguarding digital privacy, and ensuring freedom of expression within the framework of professional and legal responsibility.
3. Digital social responsibility through employing digital media to promote digital citizenship, consolidate positive values, and support societal stability.
4. Respect for cultural diversity and national identity and preserve authentic customs and traditions in the context of digital media practices.
5. Commitment to religious, cultural values and established societal norms when managing content and interacting with audiences in digital environments.

