Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
RUDN University
Faculty of Philology

_____
educational division - faculty/institute/academy

COURSE DESCRIPTION

42.04.02 Journalism
_____
field of studies / speciality code and title

Course Title	**Art and Culture Journalism**
Course Workload	**3 credits/108 ac.hours**
Course contents	
Course Module Title	**Brief Description of the Module Content**
Fundamentals of arts and culture writing	Topic 1. The history of art and culture journalism Topic 2. Expert knowledge in the field of art and culture Topic 3. The critic as cultural arbiter Topic 4. Criticism key issues - description, context, interpretation, evaluation
Basic cultural tendencies	Topic 5. General topics and tendencies in cultural development in the 20th and 21st centuries (music, visual arts, theatre, dance, film, poetry, literature)
Multimedia storytelling	Topic 6. Film Criticism, Music Criticism, Theater Criticism, Literature etc. in the context of multimedia storytelling. Topic 7. Criticism as continuing dialog
Ethics issues	Topic 8. Principles and ethics of arts and culture journalism. Topic 9. Media laws Topic 10. Intellectual Property Rights

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Foreign language
Course Workload	**6 credits / 216 ac.hours**
Course contents	
Course Module Title	**Brief Description of the Module Content**
Unit 1. Nouns	Nouns and gender Nouns singular and plural The declension of nouns The genitive The dative The accusative The instrumental The prepositional
Unit 2. Pronouns	Personal pronouns Possessives in the nominatives Reflexive pronouns Adjectival pronouns
Unit 3. Verbs	Tenses and aspects The present tense The past tense The future tense The imperative Verbs of motion without prefix Verbs of motion with prefix Verbs of position стоять ставить поставить ect. Verbs in –ся or reflexive pronouns Verbs: imperfective / perfective
Unit 4. Adjectives	Adjectives Long forms and short forms Comparatives and superlatives Adjectival pronouns
Unit 5. Adverbs	Adverbs Comparatives and superlatives Indefinite pronouns and adverbs

Unit 6. Numbers	Cardinal numbers
	Ordinal numbers
	Quantity: сколько стоит? Сколько времени? Как долго?
	Time
	Duration of time
Unit 7. Sentence	The structure of complex sentences.
	The condition, possibilities and wishes
	Reported speech

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educational division - faculty/institute/academy

COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Intercultural communication
Course Workload	**5 credits/180 hours**

Course contents	
Course Module Title	**Brief Description of the Module Content**
Fundamentals of Communication Theory	The origin of communicative activity. Communication as a process. Models of communication. Linear and non-linear communication: definitions and examples (G.Maxwell, K. Shannon and N.Weaver, M.Bakhtin, R.Bart, Yu.Kristeva, etc.).
The academic field of intercultural communication	The emergence of the intercultural communication as a discipline. Stages of Intercultural communication discipline development in the USA and Europe, and its place in the system of human sciences.
Theories of intercultural communication	Edward Hall's Cultural dimensions. The concept of high and low context cultures. Monochronic and polychronic cultures: differences and examples.
The phenomenon of cultural identity. The problem of intercultural adaptation	Cultural identity is a part of a person's identity: definition, meaning and overview.
Intercultural communication in Russian context	Russian culture: core concepts. Explication of historical consciousness in context of Russian culture. Sobornost as the basis of Russian identity
Culture and communication	The structure of communicative acts. The essence of intercultural communication. Factors contributing to the intercultural competence
Types of intercultural communication: Verbal communication and non-verbal communication	Verbal, nonverbal and paraverbal communication. Verbal language as a function of intercultural communication. The nature of verbal language. Definition and structure of the language. Cultural conditioning of meaning. Native language.

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Image of a country
Course Workload	**3 credits/108 hours**

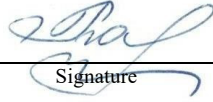| **Course contents**	
Course Module Title	**Brief Description of the Module Content**
Theoretical background	Topic 1. History of the subject. Topic 2. Basic concepts and definitions: country branding, image of the state, nation branding, place branding, marketing territory, national identity, theory of competitive identity. Main stakeholders and target audiences. Topic 3. Comparing country and product branding: differences and similarities
Measuring image and brand of the country	Topic 4. Analyzing and applying existing scales: Nations Brands Index, Future Brand Country Brand Index, Bloom Consulting Country Branding Ranking, etc. Topic 5. Image research: content analysis, surveys, polls, focus groups, SWOT analysis and other instruments.
Constructing a solid brand: from idea to implementation	Topic 6. Technical-economic, political, and cultural approaches to the image of the state Topic 7. Basic components of brand. Key directions (economics, education, tourism, sports, culture, etc.).
It's all about communications	Topic 8. Media strategy. Topic 9. Public diplomacy and international relations in constructing the image of the state
Practical part	Topic 10. Case studies. Analyzing successful strategies and cases from different regions of the world (Europe, Asia and America). Topic 11. Russian experience. Myths and reality: what you should now about Russia to cooperate successfully (efficiently) in different fields. Russian attempts to construct a solid brand of the country

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Journalism as socio-cultural phenomenon
Course Workload	**2 credits/72hours**

Course contents	
Course Module Title	**Brief Description of the Module Content**
Course guidelines and defining key concepts and terms in the course	1. Guidelines rules and Introduction of the course 2. Discussion of terms mass audience, mass culture, cultural colonialism, new cultural order, postmodern condition, media Literacy, communication overload, and glocalization. 3. Evolution of Media, its development, and relationship/influence on culture and society over time.
Electronic/Digital Media and their role in the socio-cultural process	1. New cultural challenges and social functions of broadcasting Media; the language of the Electronic Media. 2. Role of Media /Functions of Mass Media Media Convergence(kinds of convergence, effects of convergence,)
Mass Media and Mass Audience	1. Relationstionship of media, culture and society Model/Channels of Communication
Communication theories and the development of electronic media	1. Agenda-Settings, Framing, Gatekeeping 2. Technological determinism, Digital Culture, Digital Dynamic

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	**Media economics**
Course Workload	**2 credits/72hours**

Course contents	
Course Module Title	**Brief Description of the Module Content**
Unit 1. Basics of media economics: key terms and basic concepts. Business planning and media product.	Topic 1.1. Growing and mature markets: barriers to entry into the media business. Media as a subject of the media market. Journalistic information as a commodity. Topic 1.1.1. Media economics: modeling of the media business in the modern economy. Ishikawa Chart. Topic 1.1.2. Roles and purpose of business processes in media economics. Topic 1.1.3. Classification strategies in the media business. The concepts of segmentation and positioning in media economics. Topic 1.1.4. Consumer profiles: ABC analysis in the media business. Target market segments and customer profitability. Topic 1.1.5. XYZ analysis as a method of grouping media company resources.
Unit 2. Analysis of environmental factors of a media enterprise.	Topic 2.1. Analysis of factors of the media company's internal environment. Quantitative and qualitative research in the media market. Topic 2.2. Strategic business units and strategic business areas. Life cycle matrix - BCG matrix: market share and market growth rates. Topic 2.3. Media product lifecycle management. SWOT-analyses. The concept of competition and the matrix of competitive forces in media economics.
Unit 3. Analysis of factors of the media company's internal environment.	Topic 3.1. Analysis of environmental factors of a media enterprise – 5 Forces by M. Porter. Topic 3.2. Market power of media content providers, consumers of media products, media innovators, media content substitutes.

	Topic 3.3. Media Brand - Brand Maping. Strategic and operational marketing in the media industry.
Unit 4. Price and pricing in the media industry, demand and volume of production. Advertising products and media services.	Topic 4.1. Revenues from ATL and BTL advertising. Rating management and advertising pricing. The circulation policy of the media. Topic 4.2. Features branding in the media business. Management of strategic business unit. The concept of the mission of a media enterprise. Topic 4.3. Media Management Service. Model of managerial competence of media managers. Modeling and planning of editorial teamwork. Topic 4.4. Elimination of "break points" on the horizon of planning. Topic 4.5. Key factors for KPI success in the media business.

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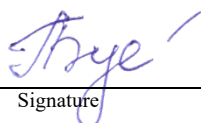## COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	**Modern mass communication theories**
Course Workload	**2 credits/72hours**
Course contents	
Course Module Title	**Brief Description of the Module Content**
Unit 1. An Introduction to Mass Communication Theories	Introduction to the course. Cultural factor in mass communication. Mass Communication: a brief introduction to different models and approaches.
Unit 2. Classical Theories of Mass Communication	Normative theories: The Authoritarian, Libertarian or Free Press Theory, Social Responsibility Theory, Soviet Media/Communist Theory. The Magic Bullet or Hypodermic Needle Theory Gate Keeping Theory Agenda Setting Theory The Spiral of Silence Theory.
Unit 3. Psychological approach to mass communication theories	Media Dependency Theory. Cultivation Theory.
Unit 4. New trends in mass communication theories	The concept of media framing. Conclusion and discussion.

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Mass media legal regulations
Course Workload	**3 credits/108 hours**

Course contents	
Course Module Title	**Brief Description of the Module Content**
Mass Media Legal Regulation: Main Terms and Concepts, Their Origins and Evolution	Topic 1. Basic terms of the course are: cross-ownership, defamation, libel, slander, refutation, false light, whistleblower, copyright infringement, neighboring rights, war correspondent etc. Their definition, usage of the terms. Topic 2. Civil law and case law: different approaches towards regulating the media.
Mass Media Legal Regulation and Its Historical Development	Topic 3. Roman law as a basic origin of modern legal systems. Topic 4. Papal Bulls; evolution of censorship; prepublication control in Europe and its historical development. Topic 5. The first documents that guaranteed freedom of speech. Topic 6. The birth of international legislation in the field of Mass Media.
International Law and Mass Media Legal Regulation	Topic 7. Major international organizations and conventions, treaties, declarations that guarantee the freedom of speech and protection of journalists' rights. Topic 8. Basic international conventions and agreements protecting intellectual property rights. Topic 9. International Humanitarian Law and the rights of journalists during armed conflicts.
Mass Media Legal Regulation in the USA	Topic 10. Constitutional protection of the freedom of speech. Landmark cases: «New York Times Co. v. Sullivan» (actual malice standard), «Hustler Magazine

	Inc. v. Falwell» (prohibition of awarding damages for emotional distress). Topic 11. Regulation of broadcasting and the FCC. Topic 12. The Espionage Act and prosecution of whistleblowers. Topic 13. Fighting digital piracy, Internet regulation and the Digital Millennium Copyright Act. Topic 14. Anti-cross-ownership and anti-trust legislation.
Mass Media Legal Regulation in the UK	Topic 15. Common law system, unwritten constitution, no special legislation. Topic 16. BBC and its legal status. Topic 17. Libel tourism and modernization of the British legislation. Topic 18. The Copyright, Designs and Patents Act and the Copyright tribunal.
Mass Media Legal Regulation in Europe	Topic 19. The Basic Law for the Federal Republic of Germany; the rights and liability of journalists. Topic 20. Regulations limiting freedom of speech in The Penal Code (hate speech, blasphemy, dissemination of means of propaganda of unconstitutional organizations). Topic 21. Regulation of broadcasting and the Internet. Topic 22. Defamation laws in Germany: the same procedure for defamation cases and violation of privacy). Topic 23. the Constitution of France,1958: the Declaration of the Rights of Man and of the Citizen (1789) is used as a preamble to the constitution. Topic 24. The Supreme Audiovisual Council Of France Topic 25. The Toubon Law and its influence on Mass Media. Topic 26. Defamation Law and Privacy Law.
Mass Media Legal Regulation in Russia	Topic 27. The 1991 Law «On mass media». Topic 28. The Penal Code of the Russian Federation (defamation and other crimes). The Russian Civil Code (the 4th part protects copyright and neighbouring rights). Topic 29. Controversial legislation and free speech rights: Law on Counteracting the Extremist Activity, Federal Law №187 and others. Topic 30. Internet regulation.

DEVELOPER:

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Methodology and methods of media research
Course Workload	**3 credits/108 hours**

Course contents	
Course Module Title	**Brief Description of the Module Content**
Unit 1 **Introduction to media research.**	Introduction to media research. Identify the prominent media research methods. Content analysis, archival research, surveys, social role analysis, depth interview, rhetorical analysis, focus groups, experiments, participant observation. Quantitative methods, qualitative methods, census method, survey method.
Unit 2 **Methods of media research**	Questionnaire survey: · Selecting and framing questions, ·Formatting, ·Determining validity and reliability of questions, ·Sampling subjects (respondents), ·Administering the questionnaire, and ·Analyzing and interpreting results. Observation method: ·Participatory Observation, ·Outside observation, ·Selecting the group and the place or setting, ·Getting familiar with the place and the group, ·Building rapport, ·Sampling within the group for selecting the types of behaviours to study, ·Asking questions if required ·Keeping records of observations, and finally ·Interpretation of the data. Case study method.

	Interview method (selecting questions, types of question strategies).
Unit 3 **Research methodology**	Overview of media research methodologies: audiences. Research methodology. Mixed media research. Research design. Types of sampling design approaches used in research methodology. Methods of data collection used in research methodology. The techniques for collecting data.
Unit 4 **How to write research methodology**	How to write research methodology: overview, tips, and techniques. - What is a research methodology? - Methodological approach or methods used in research - Writing your research paper methodology - Ethical considerations - Choosing a research methodology

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Modern media systems
Course Workload	2 credits/72 hours

Course contents	
Course Module Title	**Brief Description of the Module Content**
Course guidelines, Introduction to the course, and Defining main terms/concepts, their origins and evolution.	Basic terms of the course are: Mass Media, information, information society, mass audience, communication (Channels of communication, communication overload), Concentration of ownership, convergence, digitalization, cross-ownership, political economy, new electronic Media etc. Their definition, usage of the terms.
Media Systems, typology, and Analysis	1. Types of Media Systems 2. Models of Media Systems Critiques of the model/ Patterns in the development of Western media systems
Media Economics- The interaction between the Media, politics, economic, socio-cultural systems.	1. Mass Production and Mass distribution 2. Media ownership patterns 3. The Structure of the Media Industry
Mass Media Systems in the XXI century.	1. US Mass Media System. Concentration of ownership, national and international corporations, corporate Media. 2. European Mass Media systems: British, French, German Media. Print media circulations. 3. Asian Media systems. Chinese Mass Media system. State Media. The Great Firewall of China. Japanese Mass Media System. Electronic Media in Japan. Indian Mass Media System. 4. African Media System
Global Comparative Research of Media System	1. Different criteria to the comparative analysis of the modern Mass Media systems. 2. The future of traditional Media and new ways of exchanging information (social media).

	Global Media and media bias. Information Warfare tecniques of the XXI century(fake news, misinformation, disinformation).
Mass Media and the Global Challenges of the XXI Century.	1. The problem of international security and freedom of speech.

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Modern media text
Course Workload	2 credits/72 hours

Course contents	
Course Module Title	**Brief Description of the Module Content**
The concept of media text	Introduction to the course. Culture factor and media text. Traditional definition of a text. Paradigms of media texts in national media of different countries. News Values in media texts. Fake news. Concept and paradigms.
Media genres	The concept of media genre in the context of mass media. The main types of media texts: news, comment and analysis, features and advertising. Diffusion of media genres.
Theory in Practice : Linguistics and Modern Mass Communication Theories in modern media texts	The analysis of media texts by Linguistics and Modern Mass Communication Theories.
Approaches to analysis and research of media texts	The concepts of text and discourse. Discourse analysis and media texts Conclusion and discussion.

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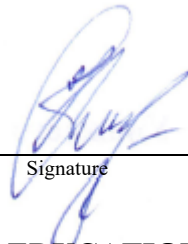educational division - faculty/institute/academy

COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Media production
Course Workload	3 credits/108 hours

Course contents	
Course Module Title	**Brief Description of the Module Content**
Theoretical background	Topic 1. Visual Communication. Importance of it in journalism. Use of images and information in media. Basic concepts, definitions. Topic 2. New Media VS Traditional Media. Basic concepts, definitions, differences. Topic 3. Convergent journalism and Mojo journalism. Basic concepts, definitions, differences.
Understanding of new directions in journalism professions: TV presenter, social media blogger	Topic 4. Critical understandings of storytelling for media projects (video and web content) VS business magazines. (Example: Forbes magazine). Topic 5. Multimedia journalist VS traditional journalist. Interactivity and multimedia. Social Media and the impact on journalism. Basic concepts, definitions.
Modern TV Production	Topic 6. Practical part. Each student will make a short video using the smartphone according to background theory knowledge about Mojo journalism. Topic 7. The importance of visual literacy. Camera: Image, Style and Motion. Close up shot, midshot, wideshot. Montage. Sound. Topic 8. Presentation skills. Basic skills of TV presenter. Writing a TV scenario for news/TV show. Professional Part: Work with teleprompter. Working in pairs.
Radio Production	Topic 9. Radio Formats, types. Internet Streaming. Podcasting. Tools for recording and editing. Main differences in writing. Sound effects. Music Royalties. Topic 10. Professional Part. Each student will choose the format of radio program and make a radio program according to the received knowledges.

Practical part	Topic 11. Case studies. Each student will write own scenario and make a short video according to all specific background and theory knowledge. The topic could be used according to interests of the specific student. Topic 12. Post-production of the video, using the possibilities of Internet. Topic 13. Creating an own YouTube channel, uploading the video, promotion of the video by free services, also through social media.

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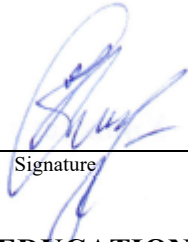educational division - faculty/institute/academy

COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Modern problems and mass media agenda
Course Workload	**2 credits/72 hours**

Course contents	
Course Module Title	**Brief Description of the Module Content**
Main Terms and Concepts, Their Origins and Evolution	1. Basic terms of the course are: mass media, information, information society, mass audience, communication channels of communication, communication overload), concentration of ownership, convergence, digitalization, cross-ownership, new electronic media etc. Their definition, usage of the terms. 2. Different criteria to the comparative analysis of the modern mass media systems.
Mass Media and the problem of Media consolidation	1. Concentration of Media ownership in the XX-XXI century: key-turning points. 2. Anti-cross-ownership and anti-trust barriers as a way to maintain pluralism. 3. Modern "monopolies of knowledge" and the "free" "network" society.
Mass Media and the problem of cultural imperialism	1. Education and media as the main means of cultural colonialism. 2. Glocalization as an alternative to cultural imperialism.
Mass Media and the problem of credibility	1. New Media and new ways of forging news stories. 2. Media bias and level of trust in mass media. 3. Fake news and new methods of struggling with this issue.
Mass Media and the problem of sensationalizing	1. Criminal news and glorification of evil. 2. Covering of tragedies: to evoke sympathy, not disgust. 3. Tabloidization of media.
New Media technologies and privacy issues	1. New way of audience measurements and the right to pop-out.

	2. Online advertising and information gathering. 3. Social media and messengers as a way to gather private information.

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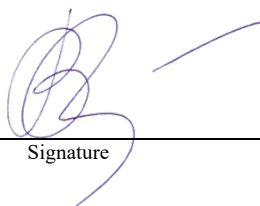educational division - faculty/institute/academy

COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Mass media sociology
Course Workload	2 credits/72 hours

Course contents	
Course Module Title	**Brief Description of the Module Content**
Unit 1. The subject and goals of the Discipline Mass Media Sociology.	Topic 1. Fundamentals of Mass Media Sociology: key terms and concepts. Mass Media Sociology and its basic concepts. Mass Media Sociology: the subject and goals of the Discipline. Topic 2. Media as a subject of media sociology. Journalistic information as a commodity. Modeling media business in the modern sociological concepts. Topic 3. The role and purpose of sociology processes Mass Media and Differentiation of methods in the Mass Media Sociology. Topic 4. The object of sociology of the media as mass communication with institutionalized nature of the collection, processing and dissemination of information.
Unit 2. Mass Media Sociology and the genesis of mass communications.	Topic 1. General theoretical sociology and the genesis of mass communications. Topic 2. The essential characteristics of communication flows in the various systems of the Mass communication. Topic 3. Analysis of Mass Media content/content analysis as a sociological method of collecting social information. Topic 4. Features of the content analysis method of its differentiation from other methods of research. Topic 5. The method of content-analysis and its ability to study the components of the communication process: sender- message/text - receiver. Topic 6. The intentions of the sender as the producer of the text selection tool and lifecycle of media products. Topic 7. Comparison of the results with previous studies, regulations and outcome studies that used other

	sociological methods. Interpretation of the results and comments received because of the analysis of texts.
Unit 3. Mass Media Sociology and off-line media: varieties of Journalism.	Topic 1. Sociology and the social aspects of mass media, focus on their place and role among other social actors; the distribution of information resources and their impact on the target audience; the predictability of the response object communication effects; the Genesis of social communities. Topic 2. Typology of journalism. Implementation of sociological problems through specific empirical research using content analysis of online and offline media. Topic 3. Methods of analysis of the content of the texts. Sociology and off-line media: varieties of Journalism; Civic journalism Sociology; Mass Culture and Sociology of Advertising; Topic 4. The Mass media Audience; The program of research as a genre; Sociology of online media.
Unit 4. Media holdings: Structure and Functioning.	Topic 1. Media holdings: Structure and Functioning. Modeling and planning content-analysis and its ability to study the components of the communication process: sender - message/text – receiver in Media holding activities. - Topic 2. Analysis of internal environment factors in sociological measurement process.

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Photojournalism
Course Workload	**3 credits/108 hours**

Course contents	
Course Module Title	**Brief Description of the Module Content**
Introduction to Photojournalism	Topic 1. History of photojournalism. Topic 2. Elements of visual news story telling, Types of news stories. Topic 3. Spot News, general news, street Photography, off-beat photography, documentary photography, war photography and others
Camera Basics	Topic 4. What is the camera, its functions. Introduction to different types of camera. Different types of lenses. Topic 5. Apertures, shutter speeds, focus, focal lengths. Lighting. Depth of field.
Basic Composition	Topic 6. Rule of Thirds. Balance. Topic 7. Framing, Repetition of shapes. Evaluating composition
Mobile journalism	Topic 8. Mobile journalism and convergence media. Work of a mobile journalist ("mojo"). Topic 9. Convergence photojournalism: multimedia storytelling through photography, video and other mediums
Photojournalism Ethics	Topic 10. Principles and ethics of photojournalism Topic 11. Media laws and Intellectual Property Rights

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Psychology of management
Course Workload	**3 credits/108 hours**
Course contents	
Course Module Title	**Brief Description of the Module Content**
Management: definitions, functions, levels, styles.	Definitions of management. Functions of management. The Management Process. Types of management. Management Levels and Skills. Structures of Organizations. Management Styles.
Personality Psychology in Management.	The concept of personality. Type theories. Theories of personality study: Psychoanalytic theories, Behaviorist theories, Cognitive theories, Humanistic theories. Personality in the works of Russian scholars.
Motivation and Leadership	Definitions of motivation. Abraham Maslow's Hierarchy of Needs. Definitions of leadership. Leadership in different cultures. Difference between Leadership and management. Leadership Styles.
Psychological bases of conflict management	The main reasons of conflicts in organization. Classification of conflicts. Five types of conflict personalities. Conflict between group and personality. Intergroup conflict. Conflict management.

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educational division - faculty/institute/academy

COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	PR and media relations
Course Workload	3 credits/108 hours

Course contents	
Course Module Title	**Brief Description of the Module Content**
Basics of PR-activity	PR as an activity: PR as a phenomenon, PR as a term, science, academic discipline, type of activity.
Public Relations in the system of mass communication	The role of information in the PR-activities. PR-discourse in media discourse
Goals and objectives of PR-activities	Target and contact groups. Goals, objectives. Concept, types and characteristics of target audience and contact group. Classification of contact groups: customers, partners, competitors, the media, the government, investors, employees, shareholders, sponsors.
Types and directions of PR activities	Consulting, special events, crisis management, media relations, human resource, investor relations, government relations, working with non-governmental organizations, research, image making, etc.
Public Relations in the marketing communications	Classic marketing mix. PR as a marketing communications channel
Practical aspects of PR-activity	Algorithm for preparing and conducting PR campaigns. Definition and classification of PR-campaigns. Effective PR technologies and strategies. Crisis management in the PR- activities

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Professional workshop / GR & Lobbying
Course Workload	3 credits/108 hours

Course contents	
Course Module Title	**Brief Description of the Module Content**
GR-management and lobbying technologies	Key landmarks of historic development of GR and lobbying. Key concepts. Key legal norms in the global practice. The concept of GR-management. Key lobbying technologies.
GR and lobbying policy by different actors of the world politics	GR and lobbying policy features by different actors of the world politics: international organizations, transnational corporations, states, state corporations, business units, NGOs. The world experiences.
GR and lobbying policy in different industries and on different markets.	GR and lobbying specific features in different industries and on different markets: financial market, energy market, metallurgy industry, real estate development, FMCG, retail, fashion and beauty industry, movie and serial industry, children's goods. The world experiences.
GR and lobbying specific features of different regions and states	GR and lobbying specific features of different regions and states: Russia, China, India, Middle East countries, countries-parties of MERCOSUR and Andean Community of Nations, European Union and its leading countries, the USA.

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Professional workshop / Branding for companies, institutions, products, people
Course Workload	**6 credits/216 hours**

Course contents	
Course Module Title	**Brief Description of the Module Content**
Introduction	No-name goods, services, businesses, professionals etc. and branded ones. What is the difference? The difference between company's and its products' brands. Line of products within the one company and their brands. Key branding concepts: brand, branding, integrated marketing communications and the place of the branding, marketing. What does brands service for? Brands interconnection with the positioning, marketing, PR, sales. Brands over 100 years on the market. Brand-manager. Brand-agency.
Key aspects and technics of building brands	Brand's identity: design, logo, taste, sound, product, market places, quality, post-sales support, insurance and guarantees. Non-material aspects (customer-relations, HR-brand, investors credibility). Brand's code. Brand's DNA. Brand's power. Audience's perception of the brands and products and reality. The key aspects influencing different audience's perception. Target audiences. Product's and company's reputation interconnection with brand. Recognition, credibility, loyalty, readiness to advise brands.
Technologies of communicating brands	Brand impression. PR and media, social media, event-management and special activities as key parts of the brand-strategy. How to choose target media to work with? Sponsorship. Charity. Art support.

	Corporate Social Responsibility projects as a part of a company's brand strategy (case-study). Brand-Ambassador. Brand-SMM-Influencer/SMM-Ambassador (case-study). Brands, based on the founder's publicity (case study).
Rebranding	Rebranding (the reasons and the process). Rebranding influence on the business, customers' relations. Positive and negative reasons for rebranding, case-studies.
Different dimensions of the brands: **- Territory's and country's brand** **- Government institution's brand** **- Political brand** **State company's brand**	Territory's and country's brand for political and cultural engagement with other countries. National identity and reputation, public diplomacy, cultural policy and cultural relations, regional integration, immigration and related areas of social policy, sustainability, educational policy, trade, export promotion, tourism, security and defense, foreign direct investment, talent attraction and major international events. Government institution's brand. Objectives, particularities, audiences. Political brand. Objectives, particularities, audiences. State company's brand. Objectives, particularities, audiences.
Different dimensions of the brands: **- Corporate brand (including HR Brand)** **Brands in different industries (Media, Education, IT, FMCG, Pharmacology, Heavy-equipment Industry, Real estate Development, Energy)**	Corporate brand. HR Brand. Internal communications. Corporate identity. Brands in different industries: Media, Education, IT, FMCG, Pharmacology, Heavy-equipment Industry, Real estate Development, Energy. Objectives, particularities, audiences, target results, local and international dimension. Brands in the new ethics reality – reduction of consumption, sustainable development, eco-friendly approach in business.
Different dimensions of the brands: **Personal brand**	Personal brand for CEOs, professionals. Energy. Objectives, particularities, audiences, target results. Personal brand's building strategies. Free-publicity instruments.
Brands of goods and services: economy, mass-market, business, luxury segments.	Differences of building and communicating goods/services brands in a different wealth-level audience: economy, mass-market, business, luxury segments. Consumer expectations, brand code and brand DNA role.

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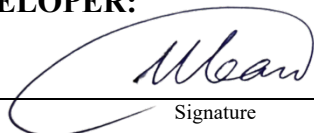educational division - faculty/institute/academy

COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Professional workshop / Media analysis: local, regional and global scale
Course Workload	**2 credits/72 hours**

Course contents	
Course Module Title	**Brief Description of the Module Content**
Key concepts, methods and instruments of media analysis.	Key landmarks of historic development of media analysis. Where it is applied. In which journalism/PR genders it is being used. Key practical methods of media analysis.
What makes information globally important?	The difference of the global, regional, local media, including social media channels. How the local media coverage may influence the global news agenda? (Examples) On the basis of real news information of the global/regional/local media the students learn to divine the globally important information, the regionally important information and locally important information.
Workshop	To consider and compare using media analysis methods and how the same news (event, conflict) is being covered in global/regional media.

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	**Propaganda in mass media**
Course Workload	**3 credits/108 hours**

Course contents	
Course Module Title	**Brief Description of the Module Content**
Unit 1: **The History of Soviet and American Propaganda and Persuasion.** **The Birth of the Soviet Propaganda State (1917-1929).** **The American History Related to Propaganda.** **Concepts of Propaganda at International Scale and Modern Propaganda.**	Topic 1: The Soviet concept of propaganda. The October Revolution of 1917. The Bolshevik press and agitation. The political use of books, films and posters. Vladimir Lenin and Josef Stalin and their roles in Soviet propaganda. Topic 2: The American history related to propaganda. The KKK (the Ku Klux Klan) and racial problems. Prohibition and the American gangsters (1920-1933). The Jazz Age in the USA. In October 1929, the Wall Street Crash occurred. Its impact was felt worldwide. Topic 3: Why propaganda is still alive? Examples of propaganda in various countries at different historical periods and modern age. Is propaganda should always be about politics?
Unit 2: **Propaganda: the Formation of Men's attitudes.**	Topic 1: The characteristics and categories of propaganda. Political propaganda. Sociological propaganda. Topic 2: Propaganda of agitation. Propaganda of integration. Vertical and horizontal propaganda. Rational and irrational propaganda. Topic 3: Phycological methods and techniques of persuasion and manipulation.
Unit 3: **Film Propaganda: U.S.S.R. – U.S.A. in the 1930s.**	Topic 1: Soviet films and propaganda in the 1930s. For example, Gregory Alexsandrov comedies ("Circus" and/or others) through the viewpoint of propaganda. Topic 2: American films and propaganda in the 1930s. Propagandistic methods and techniques. Topic 3: Film analysis, for example, American Ernst Lubich film "Ninochka" and/or other movies through the viewpoint of propaganda.

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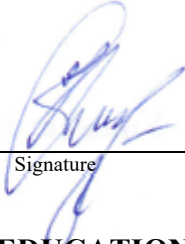*Faculty of Philology*

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Mobile journalism
Course Workload	**5 credits/180 hours**

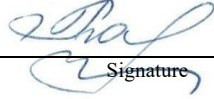| Course contents	
Course Module Title	**Brief Description of the Module Content**
The subject of mobile journalism	**1. The concept of mobile journalism**; Specificity of training a mobile journalist; Global perception of mobile content. **2. The history of development of mobile journalism;** The definition of "mobile journalism"; Classification of mobile journalism; The advantages of a smartphone with journalism's point of view.
Mobile journalism and modern practice	**3. The practice of mobile journalism in different countries;** The movement of "Mojo" around the world.
Multimedia	**4. The concept of "Multimedia";** the creation of multimedia content from smartphone; the main components of multimedia; classification of multimedia. **5. Approaches to creating multimedia content.**
Planning and development to create reports from mobile devices	**6. Types of multimedia news gathering;** forms of information gathering to work with mobile phones.
Shooting with smartphone	7. **Basic rules to broadcast live video from smartphone**; A list of mobile apps giving the opportunity to conduct a live broadcast; the basic functions of the live broadcast applications; Facebook Live: Manual video broadcasts; Guidelines for shooting with the smartphone. 8. **Principles of editing and sending materials to the newsroom.**

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Stereotypes in international journalism
Course Workload	**4 credits/144 hours**

Course contents	
Course Module Title	**Brief Description of the Module Content**
Unit 1: **General theory of Stereotypes and Stereotyping**	Topic 1: American journalist Walter Lippmann (1889 – 1974) and his theory of stereotypes and stereotyping. Definition and etymology of the term "stereotype" and fields of its usage. Topic 2: Different types/kinds/categories of stereotypes. Stereotyping as a cultural, social, political, etc. phenomena. Difference between stereotypes and other related terminology as archetypes, prejudices, self/auto stereotypes, etc. Topic 3: Why mass communication (journalism; public relations/PR; advertising; mainstream films; comics, etc.) are source of stereotypes and stereotyping?
Unit 2: **Stereotypes about Russians and Russian Stereotypes about Foreigners. How do Stereotypes Influence Business, Politics and Journalism? (Stereotypes vs. Archetypes)**	Topic 1: Some Russian ethnic/cultural motives can influence business communications with foreigners. What do Russians look forward to? What do "Russian Values" mean? Topic 2: What is the difference between Russian and Western written and oral communications in business? How do Russians prefer to communicate? Topic 3: Time, distance, and money in Russia. Time is money but not necessarily for Russians. (There are some cultural differences in time-management.) What does 'All and Now' mean? There are some Russian ethnic/cultural differences of time, distance etc. perception that can influence the effectiveness of business and intercultural communications.
Unit 3: **Some Stereotypes in Russian Mass Media and Russian**	Topic 1: General review of Russian mass media and their stereotypes, the analysis of some specific points compared to foreign ones.

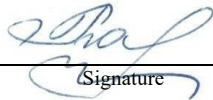|	
Media Techniques Compared to Foreign Ones	Topic 2: Review of some Russian newspapers, journals, and magazines. Some of their stereotypes and how to work with them compared to foreign ones. Topic 3: Russian television and radio. A review of some main TV channels and radio stations; how to work with them compared to foreign ones.

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Social marketing and journalism
Course Workload	2 credits/72 hours

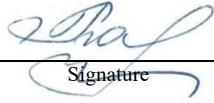| Course contents	
Course Module Title	**Brief Description of the Module Content**
Theoretical Part. Understanding social marketing	Topic 1. Defining and Distinguishing Social Marketing. Topic 2. 10 step Strategies Planning Model. Topic 3. Behavior Change Theories, Models, and Frameworks
Determining plan, purpose, focus, audience, behaviors, insights	Topic 4. Social issue, Purpose, Focus, Situation Analysis. Topic 5. Selecting Prioraty Audience Topic 6. Behavior Objectives and target Goals. Audience Insights
Developing marketing intervention strategies	Topic 7. Crafting a Desired Positioning. Product: Creating a Product Platform Topic 8. Price: Determining Incentives and Disincentives. Place. Topic 9. Promotion: Deciding on messages, messangers and Creative Strategies; Selecting Communication Channels
Managing social marketing programs	Topic 10. Monitoring anf evaluation. Topic 11. Budget and Funding plans Topic 12 Implementation and Sustaining Behaviors Plans
Practical part	Topic 13 Creating social marketing campaign. Topic 14. International Social Marketing Association's Academic Competences.

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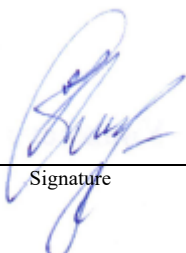*Faculty of Philology*

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Sports reporting
Course Workload	5 credits/180 ac.hours

Course contents	
Course Module Title	**Brief Description of the Module Content**
History of sports journalism	**Topic 1** Sport journalism, its subject and main problems. Formation of sports journalism in the media **Topic 2.** The role of sports journalism in the modern press of traditional media
Popularization of sports and sports journalism	**Topic 3.** Role of sports journalism in popularizing sports. **Topic 4.** Sport TV channels, their role, advantages and problems. The main mistakes in trying to popularize sports. Lack of good sports journalists
Sports journalism and new media	**Topic 5.** The role of new media in sport. Sports broadcasts. How does the activity of new media affect the live broadcasts of traditional media? **Topic 6.** The war of traditional and new media for the audience. Prospects for the development of sports journalism in new media
Features of sports journalism	**Topic 7.** Sports journalism as a separate branch of modern journalism. Main differences. Influence and interaction of sports journalism with other areas of journalism. The main problems of mutual functioning. **Topic 8.** Financing of sports journalism. How expensive is the promotion of sports and the work of a sports journalist?
Language of sports journalism	**Topic 9.** Features of language and terminology of sports journalist **Topic 10.** Sports text - the basics and details. The main problems in the work of a sports commentator

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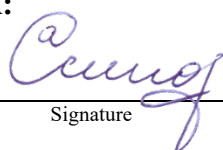*Faculty of Philology*

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Infographics
Course Workload	**2 credits/72 ac.hours**

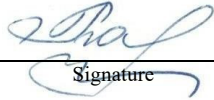| Course contents	
Course Module Title	**Brief Description of the Module Content**
Research and concepts	Basics of research. Linear reasoning/lateral thinking. Exploratory drawing. Visualizing ideas. Theories of image and text. Audience, markets and concepts.
Fundamentals of Composition	Basics of composition. Form and space. Symmetry/asymmetry. Basic principles of design layout. Styles of layout. Pace and contrast. Size and format. Identity and extended systems. Photography and illustration.
Fundamentals of Typography	Typography and meaning. The anatomy of type. Understanding and selecting typefaces. Spacing. Readability and legibility. Typographic emphasis and hierarchy. Typographic rules, boxes and ornaments. Text and image.
Fundamentals of Colour	Colour terminology. Colour legibility, contrast and harmony. Colour associations. Colour as information.
Tools and Technologies	Photography basics and sourcing images. Page-assembly programs. Photoshop Illustrator.

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