The Federal state autonomous educational institution of higher education «Peoples' Friendship University of Russia»

Faculty of Philology

(наименование основного учебного подразделения (ОУП)-разработчика ОП ВО)

PROGRAM OF DISCIPLINE

Image of a country

(Name of the Discipline / Module)

Recommended for the direction of training / specialty:

42.04.02 Journalism

(Code and Name of the field of study, direction of training / specialty)

The discipline is carried out within the framework of the main professional educational program of higher education (EP HE):

Global and Digital Media

(Name of the educational program)

2022 г.

1. OBJECTIVE OF THE DISCIPLINE

The main goal of this course is to develop a critical understanding of the concept of the image of the country and its constituents and to give deeper understanding of international communication processes that influence the perception of the country on the international arena.

The main objectives are:
- increasing knowledge of the international communication theories and global cooperation;
- developing skills of constructing the positive image on the country on the international arena;
- learning the evaluation methods of the country's image, taking into account stereotypes and national features;
- improving analytical skills and critical thinking by analysing real case studies;
- improving creative and presentational skills by creating students' personal projects;
- giving the understanding of Russian reality and helping to cooperate with Russian government structures, commercial, educational, non-profit organizations, and citizens.

2. REQUIREMENTS TO STUDENTS ON FINISHING THE COURSE

Students are expected to master the following competencies:

Table 2.1. The list of competencies formed in the mastering of the discipline (the results of the discipline)

Code	Competence	Indicators of competence achievement (within the discipline)
UC-1	The ability to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of action	UC-1.1 Knows types, methods, and concepts of critical analysis
		UC-1.2 Can apply types, methods, and concepts of critical analysis to develop a plan of action in problematic situations
		UC-1.3 Knows the basic principles that define the purpose and strategy of solving complex situations
UC-2	Ability to manage a project at all stages of its life cycle	UC-2.1 Knows the organizational and technological methods, principles and tools used in project work; methods, criteria and parameters for presenting, describing and evaluating the results/products of project activities
		UC-2.2 Can develop project terms of reference, project schedule; prepare, check and analyze project documentation; prepare and present project results in the form of reports, articles, conference presentations; organize and coordinate the work of project participants
		UC-2.3 Knows the skills of effective organization and coordination of the stages of the project in order to achieve the best result

Code	Competence	Indicators of competence achievement (within the discipline)
		while balancing the amount of work and resources
GPC-1	Able to plan, organize, and coordinate the process of creating media texts and/or media products demanded by society and industry, and (or) communication products, to monitor and take into account changes in Russian and foreign language norms and the peculiarities of other sign systems	GPC-1.1 Knows all stages and principles of media text production and/or media products and/or communication products
		GPC-1.2 Manages the process of preparing journalistic texts and/or products demanded by society and industry, taking into account changes in Russian (foreign) language norms and peculiarities of other sign systems
GPC-2	Able to analyze the main trends in the development of public and state institutions for their diverse coverage in created media texts and/or media products, and/or communication products	GPC-2.1 Identifies cause-and-effect relationships in the problems of interaction between public and state institutions
		GPC-2.2 Observes the principle of impartiality and balance of interests in the journalistic texts and (or) products created when covering the activities of public and state institutions

3. THE DISCIPLINE (MODULE) IN THE STRUCTURE OF EP HE

The discipline "Image of a country" belongs to the Variative Module of Block 1 of the curriculum. Table 1 shows preceding and subsequent subjects aimed at forming competence discipline in accordance with the matrix of competencies.

Table 3.1. The list of components of the EP HE, contributing to the achievement of the planned results of the discipline

Code	Name of competence	Previous discipline	Subsequent disciplines
UC-1	The ability to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of action	Modern mass communication theories / Современные теории массовой коммуникации Professional workshop / Профессиональная мастерская PR and media relations / PR и медиарилейшенз	Professional workshop / Профессиональная мастерская Modern media systems / Современные медиасистемы
UC-2	Ability to manage a project at all stages of its life cycle	Media economics / Медиаэкономика	Mass media sociology / Социология СМИ Media production / Производство СМИ

Code	Name of competence	Previous discipline	Subsequent disciplines
GPC-1	Able to plan, organize, and coordinate the process of creating media texts and/or media products demanded by society and industry, and (or) communication products, to monitor and take into account changes in Russian and foreign language norms and the peculiarities of other sign systems	Photojournalism / Фотожурналистика Professional workshop / Профессиональная мастерская	Media production / Производство СМИ
GPC-2	Able to analyze the main trends in the development of public and state institutions for their diverse coverage in created media texts and/or media products, and/or communication products	Media economics / Медиаэкономика	Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ Mass media legal regulations / Правовое регулирование СМИ

4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is **3** credits.

Table 4.1. Types of educational work by periods of study of the EP HE for the full-time mode of study

Type of activity		TOTAL, ac. hours	Semester (s)			
			1	2	3	4
Classroom activities, ac. hours		108		108		
Including:						
Lectures		17		17		
Laboratory activities						
Practical lessons/Seminars		17		17		
Independent work, ac. hours		65		65		
Control, ac. hours		9		9		
Overall workload	ac. hours	108		108		
	credits	3		3		

5. CONTENT OF THE DISCIPLINE

Table 5.1 Content of the discipline (module) by type of activity

Name of the Unit	Content of the Units (topics)	Type of activity
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	Lectures, seminars.

Name of the Unit	Content of the Units (topics)	Type of activity
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.	Lectures, seminars.
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.).	Lectures, seminars.
It's all about communications.	Topic 8. Media strategy. Topic 9. Public diplomacy and international relations in constructing the image of the state	Lectures, seminars.
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	Lectures, seminars.

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

The discipline is implemented using e-learning and distance learning technologies

Table 6.1. Material and technical support of the discipline

Type of classroom	Classroom equipment	Specialized educational/laboratory equipment, software and materials for the mastering of the discipline (if necessary)
Computer classroom	A classroom is equipped with a computer, TV VCR and a transparency projector. CD players and DVD players are available upon request.	The computer has to be equipped with licensed and up-to-date software. Each computer has broadband Internet access. All computers are connected to RUDN University corporate computer network and are located in a single domain.

** The classroom for students' independent work **MUST be indicated**!*

7. EDUCATIONAL AND METHODICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main readings
1. Keith Dinnie Nation Branding Concepts, Issues, Practice http://www.culturaldiplomacy.org/academy/pdf/research/books/nation_branding/Nation_Branding_-_Concepts,_Issues,_Practice_-_Keith_Dinnie.pdf

Other recommended readings

1.   Anholt, S. (2005). Brand new justice: how branding places and products can help the developing world. Oxford: Elsevier. Ashworth, G. and Goodal, B. (eds) (1995). Marketing tourism places. New York: Routledge. Ritchie & Zins, 1978

2.   Ashworth, G. J. (2006). Can we, do we, should we, brand places? (Or are we doing what we think and say we are doing?). Paper presented at CIRM, Manchester Metropolitan University, 6–7 September.

3.   Bradley A., Hall T., Harrison M. Selling Cities - Promoting New Images for Meeting Tourism // Cities. 2002. N 19.

4.   Olins W. The Brand Handbook. L. : Themes & Hudson Ltd., 2008.

5.   Ward S.V. Selling Places: The marketing and Promotion of Towns and Cities 1850-2000. – L.: Spon Press, 2004.Aaker D.A. Strategic Market Management : 6th ed. N.Y. : Wiley, 2001.

6.   Anholt S. Why Brand? Some Practical Considerations for Nation Branding // Journal of Place Branding. 2006. N 2.

7.   Anholt S. Competitive Identity: The New Brand Management for Nations, Cities and Regions. Basingstock : Palgrave Macmillan, 2007.

8.   Anholt S. Definitions of place branding. Working towards a resolution // Editorial. Place Branding and Public Diplomacy. 2010. N

9.   Anholt S. Place branding: Is it marketing, or isn't it? // Editorial. Place Branding and Public Diplomacy. 2010. N 1.

10.   Ashworth G., Voogd H. Selling the City: Marketing Approaches in Public Sector Urban Planning. L. : Belhaven, 1990.

11.   Avraham E. Media strategies for improving an unfavorable city image // Cities. 2004. Vol. 21, N 6.

12.   Gold, J. R. (1994). Locating the message: place promotion as image communication. In: J. R. Gold and S. V. Ward (eds) Place promotion: the use of publicity and marketing to sell towns and regions, pp. 19–37. Chichester: Wiley & Sons.

13.   Gold, J. R. and Ward, S. V. (eds) (1994). Place promotion: the use of publicity and marketing to sell towns and regions. Chichester Wiley.

14.   Govers R., Go F. Place Branding. Glocal, Virtual and Physical Identities, Constructed, Imagined and Experienced. L. : Palgrave Macmillan, 2009.

15.   Hall, S. (1977). Culture, the media and the "ideological effect". In: J. Curran, M. Gurevitch and J. Woollacott (eds) Mass communica- tions and society. London: Edward Arnold.

16.   Kotler, P., Haider, D. H. and Rein, I. (1993). Marketing places. New York: Free Press.

17.   Kotler, P. and Armstrong, G. (1989). Principles of marketing (4th edi- tion). New Jersey: Prentice-Hall.

18.   Robertson R. Globalization: Social Theory and Global Culture. L. : Sage, 1992.

19.   Szondi, G. (2007). The role and challenges of country branding in transition countries: the Central and Eastern European experience. Place Branding and Public Diplomacy, 3, 8–20.

Web-sites and online resources

1.   ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
УНИБЦ (НБ) РУДН (rudn.ru)

2.   Databases and search systems:
– https://www.researchgate.net/
– Publons
– Directory of Open Access Journals – DOAJ

- [JURN : search millions of free academic articles, chapters and theses](#)
- [Digital Library Of The Commons (indiana.edu)](#)
- Bloom Consulting Country Brand Ranking - http://www.bloom-consulting.com/en/country-brands-ranking
- The Country Brand Index (CBI) - http://www.futurebrand.com/think/reports-studies/cbi/2012-2/overview/
- Nation Brands Index - http://www.simonanholt.com/Research/research-introduction.aspx

Teaching materials for students' independent work while mastering the discipline/module*:
1.   A course of lectures on the discipline.
2.   Practical assignments and their brief contents;
3.   Questions for self-check, test assignments.
        * - all educational and methodical materials for students' independent work are published in accordance with the current order on the page of the discipline in TUIS!

8. GRADING MATERIALS AND GRADING-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMED IN THE DISCIPLINE
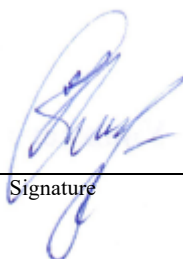
The grading materials and grading-rating system* for assessing the level of competence (part of competences) for the discipline are presented in the Appendix to this Working program of the discipline.

* - are formed on the basis of the requirements of the corresponding local normative act of RUDN University.

AUTHOR OF THE PROGRAM:

PhD in Philology, Associate Professor of the Mass Communication Department		Natalia V. Poplavskaya
Position, Department	Signature	Full Name

HEAD OF THE DEPARTMENT:

Mass Communication Department		Victor V. Barabash
Name of the Department	Signature	Full Name
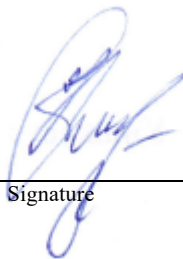
HEAD OF THE PROGRAM:

PhD in Philology, Associate Professor of the Mass Communication Department		Natalia V. Poplavskaya
Position, Department	Signature	Full Name