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

Faculty of Philology

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

PROGRAM OF DISCIPLINE

Media Visualization

(Name of the Discipline / Module)

Recommended for the direction of training/speciality:

42.03.02 Journalism

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

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

Multimedia Journalism

(Name of the educational program)

2024 г.

1.   OBJECTIVE OF THE DISCIPLINE

Course Aim
This course will equip students with creative and technical skills to appreciate the role of visualization in media and transform data into visual journalistic reports. Students will learn the usage of software to organize and visualize data with the ability to produce and present them with clarity.

The main objectives are
1. Students will learn how to use appropriate software and chart types to visualize data for journalistic reports and projects based on the intended audiences.
2. Students will learn how to think visually and produce visual reports and interactive charts.
3. Students will learn about the importance of using visualization effective communication and persuasive usage for storytelling with data.

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)
GPC-1.	Able to create media texts and (or) media products demanded by society and industry, and (or) communication products in accordance with the norms of Russian and foreign languages, and the peculiarities of other sign systems.	GPC-1.1 - Identifies specific characteristics of media texts and (or) media products and (or) communication products from different media segments and platforms
		GPC-1.2 - Prepares journalistic texts and (or) products of various genres and formats in accordance with Russian and foreign language norms and other sign systems
GPC-3.	Able to use the diversity of achievements of national and world culture in the process of creating media texts and (or) media products, and (or) communication products.	GPC-3.1 - Demonstrates an awareness of the national and global cultural process
		GPC-3.2 - Applies the means of artistic expression in journalistic texts and (or) products
GPC-6.	Able to use modern technical tools and information and communication technologies in professional activity.	GPC-6.1 Selects the necessary technical equipment and software for professional activities
		GPC-6.2 Operates modern stationary and mobile digital devices at all stages of the production of a journalistic text and (or) product
GPC-8.	Able to understand the principles of modern information technologies and	GPC-8.1 - Knows digital technologies, methods and techniques of technical processing and placement of information resources and

Code	Competence	Indicators of competence achievement (within the discipline)
	use them to meet the challenges of professional activity.	materials in classical and digital resources and media
		GPC-8.2 - Knows how to insert and process textual data, scan and process graphic information; use digital technologies, methods and techniques of technical processing and placement of information resources and materials in classical and digital resources and media
		GPC-8.3 - Knows how to use digital technologies, methods and techniques of technical processing and placement of information resources and materials in classical and digital resources and media; knows how to create and maintain information databases; knows how to place information in the digital space
PC-1.	Able to participate in the development and implementation of an individual and (or) collective project in the field of journalism	PC-1.1 - Proposes creative solutions to an individual and (or) collective media project
		PC-1.2 - Solves assigned problems while working on an individual and (or) collective journalistic project
		PC-1.3 - Implement a journalistic project within their authority and are responsible for the result

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

The discipline "Media Visualization" belongs to the Compulsory Module of Block 1 of the curriculum. Table 1 shows the preceding and subsequent subjects aimed at forming competence discipline by 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	Competence	Previous discipline	Subsequent disciplines
GPC-1.	Able to create media texts and (or) media products demanded by society and industry, and (or) communication products in accordance with the norms of Russian and foreign languages, and the peculiarities of other sign systems.		
GPC- 3.	Able to use the diversity of achievements of national and world culture in the process of creating media texts and (or) media products, and (or) communication products.		

Code	Competence	Previous discipline	Subsequent disciplines
GPC-6.	Able to use modern technical tools and information and communication technologies in professional activity.		
GPC-8.	Able to understand the principles of modern information technologies and use them to meet the challenges of professional activity.		
PC-1.	Able to participate in the development and implementation of an individual and (or) collective project in the field of journalism		

4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is **4** credits.

Types of activities	Total hours	Semesters						
		1	2	3	4	5	6	7
Classroom activities (total)								
Lectures	51	x	x	x	x	34	17	x
Practical lessons/Seminars	68	x	x	x	x	34	34	x
Laboratory activities/		-	-	-	-	-	-	-
Control	27	-	-	-	-	18	9	-
Independent work (total)	**70**	-	-	-	-	58	12	**-**
Overall workload hours	**216**							
Credits	**6**							

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
Introduction	- Concepts, Glossary, Syllabus	Lecture
Media Visualization	- History and development, Defining media visualization, functions	Lecture
Types of Charts and Graphs	- Selecting Chart Types, Tableau chart types	Lecture
Data and Narrative	- Exploratory Data Analysis, Visual Perception, Narrative Storytelling	Lecture
Design Principles and Excel	- Excel data and graphs, Data and Design in Excel Exercises	Lecture

Name of the Unit	Content of the Units (topics)	Type of activity
Storytelling with Data	- Visualizing Journalism, using visualization to tell stories, the principles of design	Lecture
Visualizing Geospatial Data	- Designing Maps, Mapping Stories, Humanistic Approaches to Visualization	Lecture
Unit 1	Media visualization and its development in journalism	Seminar
Unit 2	Choosing the Right Chart for the Right Task	Seminar
Unit 3	Integrating visualizations into a narrative	Seminar
Unit 4	Steps in design principles(Workshop)	Seminar
Unit 5	Telling stories with data(workshop)	Seminar
Unit 6	Visualising and telling stories through maps	Seminar

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 the discipline (if necessary)
Digital Classroom	computer, TV VCR and a transparency projector. CD players and DVD players	
Lecture room	Computer, internet, TV VCR and a transparency projector	
Home for independent work	Computer, internet,	
Library for independent work	Computer, internet	

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

7. EDUCATIONAL AND METHODICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main readings
1. Mandell, L. (2013). How to read a literary visualisation: network effects in the lake school of romantic poetry. *Digital Studies/Le champ numérique*, *3*(2).

2. Jones, B. (2014). *Communicating data with Tableau: Designing, developing, and delivering data visualizations*. " O'Reilly Media, Inc.".

Other recommended readings
1. Becker, H. S. (2005). Visual sociology, documentary photography, and photojournalism: It's (almost) all a matter of context. In *Image-based research* (pp. 84-96). Routledge.
2. Sosulski, K. (2018). *Data visualization made simple: insights into becoming visual*. Routledge.
3. Alper, M. (2014). War on Instagram: Framing conflict photojournalism with mobile photography apps. *New Media & Society*, *16*(8), 1233-1248.
4. Drucker, J. (2011). Humanities approaches to graphical display. *Digital Humanities Quarterly*, *5*(1).
5. Joo, J., Li, W., Steen, F. F., & Zhu, S. C. (2014). Visual persuasion: Inferring communicative intents of images. In *Proceedings of the IEEE conference on computer vision and pattern recognition* (pp. 216-223).
6. Segel, E., & Heer, J. (2010). Narrative visualization: Telling stories with data. *IEEE transactions on visualization and computer graphics*, *16*(6), 1139-1148.
7. Heer, J., Bostock, M., & Ogievetsky, V. (2010). A tour through the visualization zoo. *Communications of the ACM*, *53*(6), 59-67.
8. Yau, N. (2013). *Data points: Visualization that means something*. John Wiley & Sons.
9. Sharma, A. M. (2020). Data visualization. In *Data Science and Analytics* (pp. 1-22). Emerald Publishing Limited.
10. LaCour, M. J. (2014). The Echo Chambers Are Empty: Direct Evidence of Balanced, Not Biased, Exposure To Mass Media. *URL: http://www. mikelacour. com/s/LaCour*.

Web-sites and online resources
1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
- htpp://www.rad.pfu.edu.ru/
- www.libfl.ru
- www.portalus.ru
- www.project.phil.pu.ru
- www.lib.fl.ru
- www.gutenberg.net
- www.ipl.org
- www. the European library.org; www.epoch-net.org
- http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z00358/st000/htm/

2. Databases and search systems:
- web search engine google.com
- online encyclopedia wikipedia.org

- news aggregation website drudgereport.com

- Googlescholar.com

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, and test assignments.
* - all educational and methodical materials for students' independent work are published in 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 competencies) for the discipline are presented in the Appendix to this Working program of the discipline.
* - are formed based on the requirements of the corresponding local normative act of RUDN University.