

Документ подписан простой электронной подписью
Информация о владельце:
ФИО: Ястребов Олег Александрович
Должность: Ректор
Дата подписания: 27.05.2024 12:26:26
Уникальный программный ключ:
ca953a0120d891083f939673078ef1a989dae18a

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 20 th and 21 st 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 <i>стоять ставить поставить ест.</i> Verbs in <i>-ся</i> 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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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	<p>Topic 1. History of the subject.</p> <p>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.</p> <p>Topic 3. Comparing country and product branding: differences and similarities</p>
Measuring image and brand of the country	<p>Topic 4. Analyzing and applying existing scales: Nations Brands Index, Future Brand Country Brand Index, Bloom Consulting Country Branding Ranking, etc.</p> <p>Topic 5. Image research: content analysis, surveys, polls, focus groups, SWOT analysis and other instruments.</p>
Constructing a solid brand: from idea to implementation	<p>Topic 6. Technical-economic, political, and cultural approaches to the image of the state</p> <p>Topic 7. Basic components of brand. Key directions (economics, education, tourism, sports, culture, etc.).</p>
It's all about communications	<p>Topic 8. Media strategy.</p> <p>Topic 9. Public diplomacy and international relations in constructing the image of the state</p>
Practical part	<p>Topic 10. Case studies. Analyzing successful strategies and cases from different regions of the world (Europe, Asia and America).</p> <p>Topic 11. Russian experience.</p> <p>Myths and reality: what you should now about Russia to cooperate successfully (efficiently) in different fields.</p> <p>Russian attempts to construct a solid brand of the country</p>

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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	<ol style="list-style-type: none">1. Guidelines rules and Introduction of the course2. 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	<ol style="list-style-type: none">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	<ol style="list-style-type: none">1. Relationship of media, culture and society Model/Channels of Communication
Communication theories and the development of electronic media	<ol style="list-style-type: none">1. Agenda-Settings, Framing, Gatekeeping2. 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.	<p>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.</p> <p>Topic 1.1.1. Media economics: modeling of the media business in the modern economy. Ishikawa Chart.</p> <p>Topic 1.1.2. Roles and purpose of business processes in media economics.</p> <p>Topic 1.1.3. Classification strategies in the media business. The concepts of segmentation and positioning in media economics.</p> <p>Topic 1.1.4. Consumer profiles: ABC analysis in the media business. Target market segments and customer profitability.</p> <p>Topic 1.1.5. XYZ analysis as a method of grouping media company resources.</p>
Unit 2. Analysis of environmental factors of a media enterprise.	<p>Topic 2.1. Analysis of factors of the media company's internal environment. Quantitative and qualitative research in the media market.</p> <p>Topic 2.2. Strategic business units and strategic business areas. Life cycle matrix - BCG matrix: market share and market growth rates.</p> <p>Topic 2.3. Media product lifecycle management. SWOT-analyses. The concept of competition and the matrix of competitive forces in media economics.</p>
Unit 3. Analysis of factors of the media company's internal environment.	<p>Topic 3.1. Analysis of environmental factors of a media enterprise – 5 Forces by M. Porter.</p> <p>Topic 3.2. Market power of media content providers, consumers of media products, media innovators, media content substitutes.</p>

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

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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	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.	<p>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.</p>
Unit 2 Methods of media research	<p>Questionnaire survey: · Selecting and framing questions, · Formatting, · Determining validity and reliability of questions, · Sampling subjects (respondents), · Administering the questionnaire, and · Analyzing and interpreting results.</p> <p>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.</p> <p>Case study method.</p>

	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. <ul style="list-style-type: none"> - 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 techniques 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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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	<p>Topic 1. Visual Communication. Importance of it in journalism. Use of images and information in media. Basic concepts, definitions.</p> <p>Topic 2. New Media VS Traditional Media. Basic concepts, definitions, differences.</p> <p>Topic 3. Convergent journalism and Mojo journalism. Basic concepts, definitions, differences.</p>
Understanding of new directions in journalism professions: TV presenter, social media blogger	<p>Topic 4. Critical understandings of storytelling for media projects (video and web content) VS business magazines. (Example: Forbes magazine).</p> <p>Topic 5. Multimedia journalist VS traditional journalist. Interactivity and multimedia. Social Media and the impact on journalism. Basic concepts, definitions.</p>
Modern TV Production	<p>Topic 6. Practical part. Each student will make a short video using the smartphone according to background theory knowledge about Mojo journalism.</p> <p>Topic 7. The importance of visual literacy. Camera: Image, Style and Motion. Close up shot, midshot, wide shot. Montage. Sound.</p> <p>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.</p>
Radio Production	<p>Topic 9. Radio Formats, types. Internet Streaming. Podcasting. Tools for recording and editing. Main differences in writing. Sound effects. Music Royalties.</p> <p>Topic 10. Professional Part. Each student will choose the format of radio program and make a radio program according to the received knowledges.</p>

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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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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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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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	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	<p>No-name goods, services, businesses, professionals etc. and branded ones. What is the difference? The difference between company's and its products' brands.</p> <p>Line of products within the one company and their brands.</p> <p>Key branding concepts: brand, branding, integrated marketing communications and the place of the branding, marketing.</p> <p>What does brands service for? Brands interconnection with the positioning, marketing, PR, sales.</p> <p>Brands over 100 years on the market.</p> <p>Brand-manager. Brand-agency.</p>
Key aspects and technics of building brands	<p>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).</p> <p>Brand's code. Brand's DNA. Brand's power.</p> <p>Audience's perception of the brands and products and reality. The key aspects influencing different audience's perception.</p> <p>Target audiences.</p> <p>Product's and company's reputation interconnection with brand.</p> <p>Recognition, credibility, loyalty, readiness to advise brands.</p>
Technologies of communicating brands	<p>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?</p> <p>Sponsorship. Charity. Art support.</p>

	<p>Corporate Social Responsibility projects as a part of a company's brand strategy (case-study).</p> <p>Brand-Ambassador. Brand-SMM-Influencer/SMM-Ambassador (case-study).</p> <p>Brands, based on the founder's publicity (case study).</p>
Rebranding	<p>Rebranding (the reasons and the process). Rebranding influence on the business, customers' relations.</p> <p>Positive and negative reasons for rebranding, case-studies.</p>
<p>Different dimensions of the brands:</p> <ul style="list-style-type: none"> - Territory's and country's brand - Government institution's brand - Political brand State company's brand 	<p>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.</p> <p>Government institution's brand. Objectives, particularities, audiences.</p> <p>Political brand. Objectives, particularities, audiences.</p> <p>State company's brand. Objectives, particularities, audiences.</p>
<p>Different dimensions of the brands:</p> <ul style="list-style-type: none"> - Corporate brand (including HR Brand) Brands in different industries (Media, Education, IT, FMCG, Pharmacology, Heavy-equipment Industry, Real estate Development, Energy) 	<p>Corporate brand. HR Brand. Internal communications. Corporate identity.</p> <p>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.</p> <p>Brands in the new ethics reality – reduction of consumption, sustainable development, eco-friendly approach in business.</p>
<p>Different dimensions of the brands:</p> <p>Personal brand</p>	<p>Personal brand for CEOs, professionals.</p> <p>Energy. Objectives, particularities, audiences, target results.</p> <p>Personal brand's building strategies.</p> <p>Free-publicity instruments.</p>
<p>Brands of goods and services: economy, mass-market, business, luxury segments.</p>	<p>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.</p>

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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.	<p>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.</p> <p>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.</p> <p>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?</p>
Unit 2: Propaganda: the Formation of Men's attitudes.	<p>Topic 1: The characteristics and categories of propaganda. Political propaganda. Sociological propaganda.</p> <p>Topic 2: Propaganda of agitation. Propaganda of integration. Vertical and horizontal propaganda. Rational and irrational propaganda.</p> <p>Topic 3: Psychological methods and techniques of persuasion and manipulation.</p>
Unit 3: Film Propaganda: U.S.S.R. – U.S.A. in the 1930s.	<p>Topic 1: Soviet films and propaganda in the 1930s. For example, Gregory Alexandrov comedies (“Circus” and/or others) through the viewpoint of propaganda.</p> <p>Topic 2: American films and propaganda in the 1930s. Propagandistic methods and techniques.</p> <p>Topic 3: Film analysis, for example, American Ernst Lubich film “Ninotchka” and/or other movies through the viewpoint of propaganda.</p>

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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	<p>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.</p> <p>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.</p> <p>Topic 3: Why mass communication (journalism; public relations/PR; advertising; mainstream films; comics, etc.) are source of stereotypes and stereotyping?</p>
Unit 2: Stereotypes about Russians and Russian Stereotypes about Foreigners. How do Stereotypes Influence Business, Politics and Journalism? (Stereotypes vs. Archetypes)	<p>Topic 1: Some Russian ethnic/cultural motives can influence business communications with foreigners. What do Russians look forward to? What do “Russian Values” mean?</p> <p>Topic 2: What is the difference between Russian and Western written and oral communications in business? How do Russians prefer to communicate?</p> <p>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.</p>
Unit 3: Some Stereotypes in Russian Mass Media and Russian	<p>Topic 1: General review of Russian mass media and their stereotypes, the analysis of some specific points compared to foreign ones.</p>

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 Priority 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, messengers and Creative Strategies; Selecting Communication Channels
Managing social marketing programs	Topic 10. Monitoring and 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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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	<p>Topic 1 Sport journalism, its subject and main problems. Formation of sports journalism in the media</p> <p>Topic 2. The role of sports journalism in the modern press of traditional media</p>
Popularization of sports and sports journalism	<p>Topic 3. Role of sports journalism in popularizing sports.</p> <p>Topic 4. Sport TV channels, their role, advantages and problems. The main mistakes in trying to popularize sports. Lack of good sports journalists</p>
Sports journalism and new media	<p>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?</p> <p>Topic 6. The war of traditional and new media for the audience. Prospects for the development of sports journalism in new media</p>
Features of sports journalism	<p>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.</p> <p>Topic 8. Financing of sports journalism. How expensive is the promotion of sports and the work of a sports journalist?</p>
Language of sports journalism	<p>Topic 9. Features of language and terminology of sports journalist</p> <p>Topic 10. Sports text - the basics and details. The main problems in the work of a sports commentator</p>

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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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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Data Journalism
Course Workload	2 credits/72 hours
Course contents	
Course Module Title	Brief Description of the Module Content
Data Journalism	<p>Introduction to Data Journalism</p> <ol style="list-style-type: none"> 1. Understanding the role of data in journalism. 2. Historical context and evolution of data journalism. 3. Key skills and tools needed for data journalism. <p>Finding and Accessing Data</p> <ol style="list-style-type: none"> 4. Identifying credible data sources. 5. Using public databases and FOIA requests. 6. Evaluating the reliability and validity of data. <p>Data Cleaning and Preparation</p> <ol style="list-style-type: none"> 7. Techniques for cleaning messy data. 8. Tools for data cleaning: OpenRefine, Excel, Python libraries. <p>Handling missing or incomplete data.</p>
Data-Driven Storytelling	<p>Crafting a Narrative with Data</p> <ol style="list-style-type: none"> 9. Principles of storytelling in journalism. 10. Integrating data into a compelling narrative. 11. Case studies of successful data-driven stories. <p>Communicating Data Insights</p> <ol style="list-style-type: none"> 12. Techniques for effectively communicating data findings. 13. Writing clear and concise data-driven articles. <p>Using multimedia elements to enhance storytelling.</p>
Structured Data	<p>Understanding Structured Data</p> <ol style="list-style-type: none"> 14. Definition and examples of structured data. 15. Differences between structured, semi-structured, and unstructured data.

	<p>Working with Databases</p> <p>16. Introduction to SQL and database management systems.</p> <p>17. Performing basic SQL queries to extract data.</p> <p>Best practices for managing and maintaining databases.</p>
Investigative Data Journalism	<p>Advanced Data Analysis Techniques</p> <p>18. Statistical methods for investigative journalism.</p> <p>19. Case studies of data-driven investigations.</p> <p>Data and Accountability</p> <p>20. Techniques for uncovering hidden information.</p> <p>21. Ethical considerations in investigative data journalism.</p> <p>Collaborative Investigative Projects</p> <p>22. Working with other journalists and organizations.</p> <p>Successful examples of collaborative data journalism projects.</p>
Visualization and data analysis	<p>Principles of Data Visualization</p> <p>23. Key principles of effective data visualization.</p> <p>24. Common types of data visualizations and their uses.</p> <p>25. Avoiding common pitfalls in data visualization.</p> <p>Tools for Data Visualization</p> <p>26. Introduction to visualization tools: Tableau, Power BI, D3.js.</p> <p>27. Hands-on practice creating visualizations.</p> <p>28. Comparing strengths and weaknesses of different tools.</p> <p>Interpreting and Presenting Visual Data</p> <p>29. Presenting visual data in a clear and engaging manner.</p> <p>Case studies of impactful visual data presentations.</p>

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COURSE DESCRIPTION

42.04.02 Journalism

field of studies / speciality code and title

Course Title	Storytelling and Creative Thinking
Course Workload	3 credits/108 hours
Course contents	
Course Module Title	Brief Description of the Module Content
Block 1: Advanced Concepts in Storytelling	<p>1) Elements of a Compelling Story What are the key components of a story (plot, characters, setting, conflict, resolution)? How can you develop a strong narrative structure? What is the role of emotions in storytelling?</p> <p>2) Storytelling Across Different Mediums What are the differences and similarities in storytelling for literature, film, theater, and digital media? How can stories be adapted for various platforms? How does the medium impact narrative style and audience engagement?</p>
Block 2: Creative Thinking Techniques	<p>1) Principles of Creative Thinking What is creativity, and why is it important in various fields? What are the stages and characteristics of the creative thinking process? How can you overcome mental blocks and foster a creative mindset?</p> <p>2) Brainstorming and Idea Generation What are effective brainstorming techniques (mind mapping, freewriting, etc.)? How can you encourage group creativity and collaboration? What tools and methods can be used for capturing and organizing ideas?</p>
Block 3: Integrating Storytelling and Creative Thinking	<p>1) Using Storytelling to Enhance Creativity How can storytelling inspire and shape creative ideas?</p>

	<p>What narrative techniques can be used to present and develop creative concepts? What are some examples of stories that led to innovative solutions?</p> <p>2) Storyboarding and Visual Storytelling What is the purpose and process of storyboarding? What are the visual storytelling techniques used in comics, films, and other media? How can you create compelling visual narratives for presentations and projects?</p>
<p>Block 4: Practical Applications and Case Studies</p>	<p>1) Real-World Applications of Storytelling How is storytelling used in business and entrepreneurship? What is the role of storytelling in education and training? How can stories be used for social impact and advocacy?</p> <p>2) Creative Thinking in Action Who are some notable creative thinkers and innovators? What are their creative processes and methods? What lessons can be learned from their successes and failures?</p> <p>3) Collaborative Storytelling Projects</p>

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