

Документ подписан простой электронной подписью
Информация о владельце:
ФИО: Ястребов Олег Александрович
Должность: Ректор
Дата подписания: 06.06.2025 11:36:33
Уникальный программный ключ:
ca953a0120d891083f939673078ef1a989dae18a

**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

Art and culture journalism

(Name of the Discipline / Module)

Recommended for the direction of training / specialty:

42.03.02 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):**

Multimedia journalism

(Name of the educational program)

2024 г.

1. OBJECTIVE OF THE DISCIPLINE

The main goal of the “Art and culture journalism” course is to develop an understanding of the history and logic of the art and culture journalism profession, to develop skills in producing informative texts on art and culture events, knowledge of the requirements for texts in basic genres and formats, as well as skills in perceiving and describing art and culture events.

The main objectives are:

- carry out professional activities taking into account the thematic specificity of the media and to prepare journalistic materials in accordance with their formats and the characteristics of the audience, and to interact with them.
- select and formulate topical themes of publications, prepare journalistic materials promptly, using adequate language and other expressive means, taking into account the type of media and its audience, its formats, standards and technological requirements in different genres.
- have a basic knowledge of the cultural sphere of society and of the thematic content of journalistic publications, and be able to use it in the preparation of publications.

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-2	Able to consider 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 - Knows the system of public and state institutions, mechanisms of their functioning and development trends
		GPC-2.2 - Observes the principle of objectivity in journalistic texts and (or) products when reporting on public and state institutions
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

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

The discipline “Art and Culture Journalism” belongs to the Part formed by participants of educational relations 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
GPC-2	Able to consider trends in the development of public and state	Introduction to Journalism /	Межкультурная коммуникация /

Code	Name of competence	Previous discipline	Subsequent disciplines
	institutions for their diverse coverage in created media texts and (or) media products, and (or) communication products	Введение в специальность Fundamentals of Journalism Theory / Основы теории журналистики Fundamentals of Mass Communication / Основы теории коммуникации Professional workshop / Профессиональная мастерская PR and media relations /Связи с общественностью и медиарилейшенс	Intercultural communication Professional workshop / Профессиональная мастерская DATA Journalism / Журналистика данных International Journalism / Международная журналистика
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	Fundamentals of Journalism Theory / Основы теории журналистики Fundamentals of Mass Communication / Основы теории коммуникации Media system / Система СМИ	Межкультурная коммуникация / Intercultural communication DATA Journalism / Журналистика данных Media Visualizaton / Медиавизуализация International Journalism / Международная журналистика

4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is 5 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		34			34	
Including:						
Lectures		34			34	
Laboratory activities						
Practical lessons/Seminars		34			34	
Independent work, ac. hours		93			93	
Control, ac. hours		19			19	
Overall workload	ac. hours	180			180	

Type of activity	TOTAL, ac. hours	Semester (s)			
		1	2	3	4
credits	5			5	

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
Unit 1. Art criticism and art journalism: the rise of the profession	The concept of art criticism. The emergence and development of art criticism. Industrialisation of culture and formation of cultural industries. Art journalism in the flow of information. The role of art criticism in functioning of cultural institutions. Art criticism and art objects. Art portals. Formation of independent art journalism. Art journalism. Specialized editions on art. Art journalism in contemporary media environment.	Lectures, Practical Lessons
Unit 2. Genres of art journalism	The emergence of art criticism and its genres. The role of writers and professional critics in the formation of "big journalism". The synthesis of scientific systematism, publicistic authorship and aesthetic content. Explaining texts. Evaluating texts. Hybrid texts and blogging. Advertising and accompanying texts and how they differ from art journalism. Essay, review and critical article as genres undergoing a new transformation.	Lectures, Practical Lessons
Unit 3. Artistic event and its assessment criteria	A work of art as an object and as an event. The specifics of artistic perception and expert evaluation of a work of art. The problem of objectivity. The category of artistic taste. The concept of addressee in art. Concept of actual and potential public. Status of art event. The role of marketing in modern art. Modern art-man as the content-provider. Criticism and journalism As an intermediary between the viewer and the work of art.	Lectures, Practical Lessons
Unit 4. Contemporary film criticism. Film review	The publicistic and scholarly component of film criticism. The history of film criticism as a field of journalism. Functions of film criticism and film journalism. Modern specialized issues of cinema art. Review, Review-essay, review-feature (rare), analytical article, round table as leading genres of film criticism. Review, review-note, informational note, interview, Reportage as the leading genres of film journalism. The genre of cinema review and the typology of editions: ways of transformation. Mass cinema and art house. Modern cinema industry and film festivals. The art of the series. The director and producer in the modern film industry.	Lectures, Practical Lessons
Unit 5. The modern literary process and journalism	The notion of the literary process. Activities of large and specialised publishers. The modern bookstore as an art space. Modern state literary criticism. Role of "thick	Lectures, Practical Lessons

	magazines" and other specialized publications. Specifics of coverage of book fairs and festivals. Literary awards. Literary criticism and journalism in modern media space. Reference review and art-journalism.	
--	--	--

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)
Classroom	An auditorium for lecture-type and seminars classes, equipped with a set of specialized furniture; board (screen) and technical means of multimedia presentations.	Screen and projector

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

7. EDUCATIONAL AND METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main readings

1. Baughman, J. L. (2006). The republic of mass culture: Journalism, filmmaking, and broadcasting in America since 1941. JHU Press.
2. Eide, M. (2017). The culture of service journalism. CULTURAL, 195.
3. Janssen, S., Kuipers, G., & Verboord, M. (2008). Cultural globalization and arts journalism: The international orientation of arts and culture coverage in Dutch, French, German, and US newspapers, 1955 to 2005. American sociological review, 73(5), 719-740.
4. Ким, Максим Николаевич Основы творческой деятельности журналиста : учебник по направлению "Журналистика" : для бакалавров и специалистов : стандарт третьего поколения : рек. УМО вузов РФ / М. Н. Ким. - Санкт-Петербург : Питер, 2011. - 400 с. - (Учебник для вузов). - Библиогр.: с. 394-395. - ISBN 978-5-49807-909-7
5. Колесниченко, Александр Васильевич Практическая журналистика : учебное пособие / А. В. Колесниченко. - Москва : Моск. гос. ун-т, 2010. - 192 с. - URL: <http://www.iprbookshop.ru/13304.html> (дата обращения: 31.10.2019) . - Доступна эл. версия. ЭБС "IPRbooks". - ISBN 978-5-211-05510-0
6. Лазутина, Галина Викторовна Основы творческой деятельности журналиста : учебник для вузов по специальности "Журналистика" : рек. М-вом образования РФ / Г. В. Лазутина. - Москва : Аспект Пресс, 2001. - 240 с. : ил. - ISBN 5-7567-0131-1

Other recommended readings

1. Berkowitz, D. (2009). Journalism in the broader cultural mediascape. Journalism, 10(3), 290-292.
2. <https://art.sredaobuchenia.ru/groislecture>
3. Kristensen, N. N. (2010). The historical transformation of cultural journalism.

Northern Lights: Film & Media Studies Yearbook, 8(1), 69-92.

4. Kristensen, N. N., & From, U. (2015). Cultural journalism and cultural critique in a changing media landscape. *Journalism Practice*, 9(6), 760-772.

5. Kristensen, N. N., & From, U. (2015). Publicity, news content, and cultural debate: The changing coverage of blockbuster movies in cultural journalism. *Communication, Culture & Critique*, 8(3), 484-501.

6. Riegert, K., Roosvall, A., & Widholm, A. (2018). Cultural journalism. In *Oxford Research Encyclopedia of Communication*.

7. Годер Д. Н. Художники, визионеры, циркачи: Очерки визуального театра. М.: Новое литературное обозрение, 2012.. URL: <http://teatr-lib.ru/Library/Goder/artists/>

8. Гройс Б. Художественная выставка в эпоху интернета. . URL:

9. Разлогов К.Э. Мировое кино: история искусства экрана. М., 2013. . URL: <https://search.rsl.ru/ru/record/01006690290>

Web-sites and online resources

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:

- Электронно-библиотечная система РУДН – ЭБС РУДН
<http://lib.rudn.ru/MegaPro/Web>

- ЭБС «Университетская библиотека онлайн» <http://www.biblioclub.ru>

- ЭБС Юрайт <http://www.biblio-online.ru>

- ЭБС «Консультант студента» www.studentlibrary.ru

- ЭБС «Лань» <http://e.lanbook.com/>

2. Databases and search systems:

- ЭБС ЮРАЙТ <https://www.biblio-online.ru/catalog/full/gumanitarnye-i-obschestvennye-nauki/kulturovedenie-i-sociokulturnye-proekty/teoriya-i-filosofiya-kultury>

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.