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

**Faculty of Philology**

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educational division (faculty/institute/academy) as higher education programme developer

**COURSE SYLLABUS**

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Professional workshop / Media analysis: local, regional and global scale

course title

**Recommended by the Didactic Council for the Education Field of:**

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42.04.02 Journalism

field of studies / speciality code and title

**The course instruction is implemented within the professional education programme of higher education:**

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Global and Digital Media

higher education programme profile/specialisation title

## 1. OBJECTIVE OF THE DISCIPLINE

The goal of the discipline "Media analysis: local, regional and global scale" is to provide students with the key concepts, methods and instruments of media analysis, to consider how the global information is being created both by global and regional media, how some events' coverage may differ depending on the region, to find the reason (state or business interest) – why.

The main objectives are:

- to give basic skills in creating texts and documents used in public relations and advertising, mastery of literary editing and copywriting skills;
- to provide basic brand management and media planning skills;
- to study management and marketing, master the history and basic theories of management,
- to master the basic functions of management (planning, organization, coordination, accounting, control, decision-making, leadership, motivation, adaptation) and methods of their implementation; know the basics of business processes.

## 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
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

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

The discipline "Professional workshop" 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 media systems / Современные медиасистемы Modern mass communication theories / Современные теории массовой коммуникации Mass media sociology / Социология СМИ Image of a country / Имидж государства	Research practice / Научно-исследовательская практика
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	Modern media systems / Современные медиасистемы Image of a country / Имидж государства	Research practice / Научно-исследовательская практика

#### 4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is 2 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
<i>Classroom activities, ac. hours</i>	17			17	
Including:					
Lectures					
Laboratory activities					
<i>Practical lessons/Seminars</i>	17			17	
<i>Independent work, ac. hours</i>	55			55	
<i>Control, ac. hours</i>	0			0	
<b>Overall workload</b>	ac. hours	72		72	
	credits	2		2	

#### 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
<b>Key concepts, methods and instruments of media analysis.</b>	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.	Seminars, individual work
<b>What makes information globally important?</b>	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.	Seminars, individual work
<b>Workshop</b>	To consider and compare using media analysis methods and how the same news (event, conflict) is being covered in global/regional media.	Seminars, individual work

## 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)
Multimedia classroom	Multimedia classroom, computer, Internet access, smart board, library reading room.	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 METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

### *Main readings*

1. Gounder, Christine The Fiji 2000 coup: a media analysis, January 1, 2006. Link: <https://openrepository.aut.ac.nz/handle/10292/77>
2. Jensen Klaus, Lankpowski Nick A handbook of qualitative methodologies for mass communication research, London ; New York : Routledge, 1991.
3. Jupp Victor The SAGE dictionary of social research methods, London ; Thousand Oaks, Calif.: SAGE Publications, 2006. The e-book: <https://ecu.on.worldcat.org/oclc/291107360>
4. Maeshima, Kazuhiro Japanese and U.S. media coverage of the Iraq war: a comparative analysis, 2007-07-30. Link: <https://drum.lib.umd.edu/handle/1903/7267>
5. Riff Daniel, Lacy Stephen, Fico Frederick Analyzing Media Messages : Using Quantitative Content Analysis in Research, Hoboken : Taylor and Francis, 2014. Link: <https://ecu.on.worldcat.org/oclc/880899908?databaseList=3200>
6. The blog Media Meter. Link: <http://mediameter.org/>

*Web-sites and online resources*

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:  
[УНИБЦ \(НБ\) РУДН \(rudn.ru\)](http://rudn.ru)
2. Databases and search systems:
  - Digital informational system of the RUDN: <http://lib.rudn.ru:8080/MegaPro/Web>
  - Multimedia data-basis of Scopus: <https://www.scopus.com/>
  - Scientific digital library E-library: <https://www.elibrary.ru/defaultx.asp>

*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.