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

Faculty of Philology

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

COURSE SYLLABUS

PR and media relations

course title

Recommended by the Didactic Council for the Education Field of:

42.04.02 Journalism

field of studies / speciality code and title

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

Global and Digital Media

higher education programme profile/specialisation title

1. OBJECTIVE OF THE DISCIPLINE

The goal of the course is to provide and equip students with fundamentals of PR applied in journalism.

The main objectives are:
- providing theoretical knowledge and mastery of basic concepts and terminology of PR;
- development of ability to apply PR methodology in journalistic activity referring to research of audience;
- awareness of the importance of learning of fundamentals of PR activity in modern journalism;
- developing an awareness of complexity of modern world and its reflection in mass media.

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-4	Able to use modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	UC-4.1 Knows the basic principles and rules of business, academic and professional ethics; basic means of information and communication technology
		UC-4.2 Can present scientific and professional information in Russian and foreign (-s) languages intelligently, clearly and accessible in written and/or oral form; create texts of official and scientific style of speech in Russian and foreign (-s) languages when presenting professional issues; edit and proofread official, scientific and professional texts in Russian and foreign (-s) languages; use modern information and communication technologies for academic and professional interaction
		UC-4.3 Knows the skills of effective oral and written communication in the process of academic and professional interaction in Russian and foreign language(s), including the use of modern information and communication technologies
GPC-4	Able to analyze societal needs and audience interests in order to anticipate and meet demand for media texts and/or media products and/or communication products	GPC-4.1 Interprets sociological research data on the needs of society and the interests of individual audience groups
		GPC-4.2 Predicts the potential reaction of the target audience to the created journalistic texts and/or products

Code	Competence	Indicators of competence achievement (within the discipline)
PC-2	Able to carry out organizational, coordinating, supervising duties, current planning in accordance with the strategy of development of the media, media projects (organizational and managerial type of activity).	PC-2.1 Plans the activities of the company (subdivision) for the time perspective.
		PC-2.2 Monitors the results of company (subdivision) activities and evaluates its effectiveness by professional indicators

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

The discipline "PR and media relations" 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-4	Able to use modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction		Media production / Производство СМИ
GPC-4	Able to analyze societal needs and audience interests in order to anticipate and meet demand for media texts and/or media products and/or communication products		Media production / Производство СМИ
PC-2	Able to carry out organizational, coordinating, supervising duties, current planning in accordance with the strategy of development of the media, media projects (organizational and managerial type of activity).		Image of a country / Имидж государства

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		34	34			
Including:						
Lectures		17	17			
Laboratory activities						
Practical lessons/Seminars		17	17			
Independent work, ac. hours		46	36			
Control, ac. hours		28	28			
Overall workload	ac. hours	108	108			

Type of activity		TOTAL, ac. hours	Semester (s)			
			1	**2**	**3**	**4**
	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
Basics of PR-activity.	PR as an activity: PR as a phenomenon, PR as a term, science, academic discipline, type of activity.	Lectures, seminars.
Public Relations in the system of mass communication	The role of information in the PR-activities. PR-discourse in media discourse	Lectures, seminars.
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.	Lectures, seminars.
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.	Lectures, seminars.
Public Relations in the marketing communications	Classic marketing mix. PR as a marketing communications channel	Lectures, seminars.
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	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.   Austin, Erica Weintraub. Strategic public relations management : planning and managing effective communication programs / Erica Weintraub Austin, Bruce E. Pinkleton.—2nd ed.
2.   Kathleen Hansen, Nora Paul, Information Strategies for Communicators https://open.umn.edu/opentextbooks/textbooks/information-strategies-for-communicators

Other recommended readings
1.   Coleman, S., & Ross, K. (2010). The media and the public. 'Them' and 'us' in media discourse. N.Y.: Wiley-Blackwell – 200 p.
2.   Mc. Phail Thomas. L. (2014) Global Communication: Theories, Stakeholders and Trends. N.Y.: Wiley-Blackwell - 336 p.
3.   Richardson J. (2013) Language and Journalism. L.: Routledge - 168p.
4.   Coleman S., Blumler J. (2009) The Internet and Democratic Citizenship: Theory, Practice and Policy (Communication, Society and Politics) Cambridge University Press (by Stephen) - 232 p.
5.   Jones R. Hafner A. (2012). Understanding Digital Literacies: A Practical Introduction. N.Y.: Routledge. - 224p.

Web-sites and online resources
1.   Business Insider - http://www.businessinsider.com/these-6-corporations-control-90-of-the-media-in-america-2012-6 –
2.   Fitzgerald, R., & Housley, W. (Eds.). (2010). Media, policy and interaction. http://www.ashgate.com/pdf/SamplePages/Media_Policy_and_Interaction_Intro.pdf

1.   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)

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.