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Информация о владельце:  
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Должность: Ректор  
Дата подписания: 31.05.2024 11:01:08  
Уникальный программный ключ:  
ca953a0120d891083f939673078e1a993aa18a

**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**

**Media economics**

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course title

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

**42.04.02 Journalism**

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field of studies / speciality code and title

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

**Global and Digital Media**

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higher education programme profile/specialisation title

## 1. OBJECTIVE OF THE DISCIPLINE

The goal of the discipline is to provide students with theoretical and practical knowledge of the basic concepts of the course "Media Economics", as well as characterize the essence of economic processes in order to manage the economy of a media company, manage the financial flows generated by an enterprise.

The main objectives are:

- Mastery of basic concepts and terminology of media economics;
- Form a clear idea that media economics studies the characteristics of the media market and journalistic information as a commodity;
- Awareness of the importance of media economics in today's increasingly globalized world;
- Development of ability to analyse media economics differences in developing and mature markets;
- Development of critical thinking;
- To learn the reasons for the emergence of media marketing and its place in the media economy;
- Mastery of strategies of media economics;
- Formation and development of media economics skills;
- Development of business-communication flexibility.

## 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-2	Able to manage the project at all stages of its life cycle	UC-2.1. Knows the organizational and technological methods, principles and tools used in project work; methods, criteria and parameters of presentation, description and evaluation of the results/products of project activities
		UC-2.2. Know how to develop project terms of reference, project schedule; prepare, check and analyze project documentation; prepare and present project results in the form of reports, articles, conference presentations; organize and coordinate the work of project participants
		UC-2.3. Knows how to effectively organize and coordinate the stages of the project to achieve the

Code	Competence	Indicators of competence achievement (within the discipline)
		best results while balancing the amount of work and resources
UC-3	Able to organize and lead a team, developing a team strategy to achieve the goal	UC-3.1. Knows the basic rules and conditions for organizing effective teamwork; the basic principles that determine the plan of action to achieve the goal
		UC-3.2. Able to supervise team members, distributing and delegating authority among them to achieve the fastest and best results
		UC-3.3. Knows the skills of competent and effective organization, coordination and management of team interaction in solving professional problems to achieve the set goal
GPC-2	Able to analyze the main 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. Identifies cause-and-effect relationships in the problems of interaction between public and state institutions
		GPC-2.2. Observes the principle of impartiality and balance of interests in the journalistic texts and (or) products created when covering the activities of public and state institutions

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

The discipline “Media economics” belongs to the Compulsory 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	Competence	Previous discipline	Subsequent disciplines
UC-2	Able to manage the project at all stages of its life cycle		Mass media sociology / Социология СМИ Media production / Производство СМИ Image of a country / Имидж государства

Code	Competence	Previous discipline	Subsequent disciplines
UC-3	Able to analyze the diversity of achievements of domestic and world culture in the process of creating media texts and/or media products and/or communication products		Psychology of management / Психология управления Media production / Производство СМИ
GPC-2	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		Image of a country / Имидж государства Mass media legal regulations / Правовое регулирование СМИ

#### 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	17	17	x	x	x
Laboratory activities			x	x	x
<i>Practical lessons/Seminars</i>	17	17	-	-	-
<i>Independent work, ac. hours</i>	29	29	-	-	-
<i>Control, ac. hours</i>	9	9	x	x	x
<b>Overall workload</b>	ac. hours	<b>72</b>	<b>72</b>		
	credits	<b>2</b>	<b>2</b>		

#### 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. Basics of media economics: key terms and basic concepts.	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.	Lecture/ Seminar

Name of the Unit	Content of the Units (topics)	Type of activity
Business planning and media product.	<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>	Lecture/ Seminar
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> <p>Topic 3.3. Media Brand - Brand Mapping. Strategic and operational marketing in the media industry.</p>	Lecture/ Seminar
Unit 4. Communication theories and the development of electronic media.	<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>	Lecture/ 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*

<b>Type of classroom</b>	<b>Classroom equipment</b>	<b>Specialized educational/laboratory equipment, software and materials for the mastering of the discipline</b> (if necessary)
Lecture room	Lecture room for conducting lecture-type classes, equipped with a set of specialized furniture; board (screen) and technical means of multimedia presentations.	Monoblock Lenovo C560 - 20 pcs., Epson EB-955W projector, motorized screen, speakers, Windows installed upon purchase. Office ID 86626883
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to the EIOS.	Monoblock Lenovo C560 - 20 pcs., Epson EB-955W projector, motorized screen, speakers, Windows installed upon purchase. Office ID 86626883

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

## **7. EDUCATIONAL AND METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE**

### *Main readings*

1. Музыкант В.Л. Основы интегрированных коммуникаций. Москва: ЮРАЙТ, 2022 (в двух частях). 80 п.л. Рекомендован в качестве учебника для ВУЗов.

2. Muzikant V.L. Media Economy, RUDN Publ. 2013 / Музыкант В.Л. Медиаэкономика. РУДН. 2013 (на англ. яз.)

3. Музыкант В.Л. Маркетинговые основы управления коммуникациями (ATL-, BTL-реклама, интегрированные маркетинговые коммуникации, брэнддинг). Полный курс МВА. Москва: ЭКСМО, 2009. 40 п.л. Рекомендовано Министерством образования и науки РФ в качестве учебного пособия по специальностям 350700 –Реклама, 061500 – Маркетинг.

4. Музыкант В.Л. Интегрированные маркетинговые коммуникации. Москва ИНФРА-М: 2012. 14 п.л. 220 с. Рекомендовано Министерством образования РФ в качестве учебного пособия по специальностям 032401 –Реклама, 080111 – Маркетинг и направлению Торговое дело - 100700.

### *Other recommended readings*

1. Ries A., Trout J. Positioning: The Battle for Your Mind. N.Y.: McGraw-Hill, 2021.

2. Bring on the Tempest // The Economist. — 2016. — Vol. 418. — № 8970. — P. 45. URL: <https://www.economist.com/britain/2015/12/30/bring-on-the-tempest>
3. CNN. Money. Debate breaks record as most-watched in U.S. history. September 27, 2016. URL: <http://money.cnn.com/2016/09/27/media/debateratings-record-viewership/index.html/>
4. Classroom Discourse. URL: <http://education.stateuniversity.com/pages/1916/Discourse.html> (date of the application: 04.12.2017)
5. Corpus Linguistics. Four Volume Set. Edited by: Biber D., Reppen R. Series: SAGE Benchmarks in Language and Linguistics SAGE Publications Ltd., 2012. 1 592 pages.
6. Conley D. The Daily Miracle: An Introduction to Journalism / D. Conley, S. Lamble. — Oxford: Oxford University Press, 2006. — 491 p.
7. Washington Post // The first Trump-Clinton presidential debate transcript, annotated. September 26, 2016. URL: [https://www.washingtonpost.com/news/the-fix/wp/2016/09/26/the-first-trump-clinton-presidential-debate-transcript-annotated/?utm\\_term=.585b8b2ac077/](https://www.washingtonpost.com/news/the-fix/wp/2016/09/26/the-first-trump-clinton-presidential-debate-transcript-annotated/?utm_term=.585b8b2ac077/), last accessed 2017/01/12.
8. Schwartz-Salant, N. Healthy Presidential Narcissism. Is that possible? // A Clear and present Danger. Narcissism in the era of Donald Trump. Chiron Publications, 2016. C. 58. URL: [www.TrumpNarcissism.com](http://www.TrumpNarcissism.com)
9. Trump, D. 2016. Donald Trump Rally in Wilmington NC 08/09/2016. Lybio.net [Electronic resource] URL: <http://lybio.net/donaldtrump-rally-in-wilmington-nc-8-9-16/speeches/>
10. Clinton vs Trump (1st debate) transcript // Word Analysis of 2016 Presidential Debates - Clinton VS Trump [Electronic resource] URL: <http://mkweb.bcgsc.ca/debates2016/deb/clinton-trump-01/transcript.txt>
11. Clinton vs Trump (2nd debate) transcript // Word Analysis Of 2016 Presidential Debates - Clinton VS Trump [Electronic resource] URL: <http://mkweb.bcgsc.ca/debates2016/deb/clinton-trump-02/transcript.txt>, last accessed 2017/20/12.
12. King. M.L. I Have a Dream delivered 28 August 1963, at the Lincoln Memorial, Washington D.C., pp.2-3. [<http://www.americanrhetoric.com/speeches/mlkihaveadream.htm>
13. Lincoln, A. Inaugural Address. URL: <http://www.abrahamlincolnonline.org/lincoln/speeches/gettysburg.htm>
14. Johnson L., The Voting Rights Bill of 1965 URL: <https://www.greatamericandocuments.com/speeches/lbj-voting-rights/>, last accessed 2018/20/05.
15. Kennedy, J., Inaugural Address <https://www.mfa.org/exhibitions/amalipica/transcript-inaugural-address>)
16. Full Transcript of Donald Trump Speech in Akron, Ohio // Heavy.com URL: <http://heavy.com/news/2016/08/read-full-transcript-donald-trump-rally-speech-akron-ohio-text/>
17. Presidential Campaign Reveals Chilling Trend Lines for Civility in U.S. Politics. - Zogby Analytics. 17.10.2016. URL: <https://zogbyanalytics.com/news/757-2016-presidential-campaign-reveals-chilling-trend-lines-for-civility-in-u-s-politics>
18. Moffat A. The Gloves Are Off: The Language of the US Presidential Debates. <http://www.cambridge.org/elt/blog/2017/01/03/language-analysis-american-presidential-debates/>
19. Michael Barkun Conspiracy Theories as Stigmatized Knowledge Diogenes 1-7/ Michael Omi Shifting the blame Critical Sociology Fall 91 Vol18. Issue 3 p. 77-98

20. Chozick, A. 2018. Chasing Hillary: Ten Years, Two Presidential Campaigns, and One Intact Glass Ceiling. Apr 24, Kindle eBook URL: [https://www.amazon.com/Chasing-Hillary-Presidential-Campaigns-Ceiling-ebook/dp/B0776TG5XG/ref=sr\\_1\\_1?s=digital-text&ie=UTF8&qid=1529003508&sr=1-1](https://www.amazon.com/Chasing-Hillary-Presidential-Campaigns-Ceiling-ebook/dp/B0776TG5XG/ref=sr_1_1?s=digital-text&ie=UTF8&qid=1529003508&sr=1-1)

21. Kiely E. Clinton Wrong on Debate Claim. URL: <https://www.factcheck.org/2017/05/clinton-wrong-debate-claim/>

22. Transcript of the Second Debate. URL: <https://www.nytimes.com/2016/10/10/us/politics/transcript-second-debate.html>

23. CNN. Politics // Hillary Clinton wins third presidential debate, according to CNN / ORC poll. October 20, 2016. URL: <http://edition.cnn.com/2016/10/19/politics/hillary-clinton-wins-thirdpresidential-debate-according-to-cnn-orc-poll/>

24. Donald Trump accuses Hillary Clinton of lying over a quote he definitely said: «There's no quote» URL: <https://www.independent.co.uk/news/world/americas/donald-trump-hillary-clinton-liar-lies-quote-nuclear-weapons-comments-fact-check-a7370956.html>

25. Zheltukhina, M.R., Slyshkin, G.G., Muzykant, V.L., Ponomarenko, E.B. & Masalimova, A.R. (2017). Functional Characteristics of the English and Russian Media Texts about the Sochi 2014 Winter Olympic Games: Political and Linguistic Aspects. *XLinguae Journal*, Volume 10, Issue 3, June 2017. Pp.83-100. DOI: 10.18355/XL.2017.10.03.07 ISSN 1337-8384

26. Marina R. Zheltukhina, Valeri L. Mouzykant, Victor V. Barabash, Elena B. Ponomarenko, Elena V. Morozova and Sayumi Mori. Russian and Japanese younger generation in search for a new Media product. *Man in India*. Vol. 97 N 3 : 223-236.

#### *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](http://www.studentlibrary.ru)
  - ЭБС «Лань» <http://e.lanbook.com/>
  - ЭБС «Троицкий мост»

#### 2. Databases and search systems:

- web search engine [google.com](http://google.com)
- news aggregation website [drudgereport.com](http://drudgereport.com)
- [googlescholar.com](http://googlescholar.com)
- электронный фонд правовой и нормативно-технической документации <http://docs.cntd.ru/>
- поисковая система Яндекс <https://www.yandex.ru/>
- поисковая система Google <https://www.google.ru/>
- реферативная база данных SCOPUS <http://www.elsevierscience.ru/products/scopus>

#### *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.