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

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Introduction to Journalism
Course Workload	2 credits (72 academic hours)

Course contents	
Course Module Title	Brief Description of the Module Content
Introductions to the course	- Concepts and Glossary - What is journalism? What makes journalism? Types of journalism, Difference between Objectivity and Bias. - What's the difference between opinion and news or fact?
News	- Definitions of news, News values(Objectivity and impartiality etc), - Types of news, News agendas, Agenda setting
The newsroom	- The Digital Newsroom; The modern newspaper newsroom; The radio newsroom; The television newsroom; The digital multi-platform newsroom (Guardian, ITN-on models, AlJazeeeah); Newsroom management, Newsroom hierarchies, Newsroom negatives
Reporting	- Roles and responsibilities - Types of the reporter(digital reporter,) - Research, Note taking and record keeping, Necessary skills – traditional, Necessary skills – digital and multi-platform, Recording equipment
News Writing	- Radio, Television, and print, - Approaches to news writing(conversational style, Sentence construction, Word choice, Punctuation, Presentation and layout, Cliches and jargon, Numeracy and numbers, - Headlines and links, Voice pieces, leads, news structure.

Audio journalism	- The podcast boom and what it means for journalists.
Constraints and Influences on Journalists	- Ownership and control, Audience, Advertising and advertisers, - Regulation and self-regulation, Codes of conduct, Monetising the web.

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Media Technologies
Course Workload	3 credits (108 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Concepts, Glossary, Syllabus, - Evolution of Media Technologies
Information Society	- Formation of the information society, signs, concept - The social aspect of the information society. - The place and importance of new information technologies in modern society
Digital media	- Digital Journalism; - The concept of virtuality - Forms of New Media(Past and present) - Creating blogs, websites, SMM(content on social media, social media management: timetable, scheduling, creating landing page)
Data Journalism	- Introduction to Data Journalism, - Data acquisition, ethics, accuracy and, sources; - Search, collection, storage and dissemination of information
Specifics of the information space	- The problem of information security; - Information industry and media.
Production skills	- Field recording skills live studio broadcast with multiple sources, news production, Sound Effects and Voice - Digital Editing(Introduction to various basic sound editing Software)
Audio Technology	- Radio Technology and features of Radio, - Digital Radio and transmission - Sound- (Characteristics, quality, propagation, measurement, noise, distortion)

COURSE DESCRIPTION

42.03.02 Journalism
field of studies/speciality code and title

Course Title	Fundamentals of Journalism Theory
Course Workload	2 credits (72 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Concepts, Glossary, Syllabus, theories, functions of theories
Introduction to theories of Journalism	- History of journalism theories, Contemporary theories in journalism, - Journalism theorists, critics, the relevance of journalism theories, Media Globalisation
Technology determinism vs uses and gratification	- Technology determinism theories, Information society theories, approaches, relevance, relationship and critics. - Theories of the press(The Authoritarian, The Libertarian, The Social Responsibility, and The Soviet Communist theory)
Media as a tool of soft power	- Theories of propaganda, history of propaganda, case of the uses of propaganda, - Information disorder(misinformation and disinformation)
Communication and media theories 1	- Information seeking(Cultivation Theory, uses and gratification, Structuralism), Media Manipulation(Four Theories of Press, Political theory, – Political Socialization)
Communication and media Theories 2	- "Mirror" Theory, Gatekeeping Theory, Agenda-setting, Framing, The spiral of silence, hypodermic needle theory, Media Discourse
Evolution of Media Theories in developing countries	- Alternative Communications, media imperialism, cultural dependency, the emergence of participatory communication, post-colonialism

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	PR and media relations
Course Workload	3 credits (108 academic hours)

Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Syllabus, Concepts, Glossary
Public and media relations at a Glance	- What is Public Relations?/The Evolution of PR and Media Relations - Public Relations Departments and Firms - Importance of media relations
Media and key stakeholders' relations	- Media and Government Relations - Media Relations in Print, Broadcast, and digital/social media - Employee Relations & Community Relations
Audience Relation	- Developing target audiences(audience segmentation) - Messages creation for specific audiences - Outlet choice to reach targeted audiences. - Connecting target audience(s) for specific needs.
Media Relations Planning	- Strategies In Public Relations-Structure - Setting Media Relations Objectives - Media Relations Tactics - Measuring Success
Crisis & Conflict Management	- Dealing With Issues - Risks and Crises - Developing a Crisis Communication Plan - Message preparation - Review of recent media crises
Media Events	- Organising press conferences - Parties, and press events - Conducting interviews - Interviewing techniques - Media relations outreach & tools for working in the media.

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	History of Russia
Course Workload	3 credits (108 academic hours)
Course contents	

Course Module Title	Brief Description of the Module Content
Introduction	- Syllabus, Concepts, Glossary
History at a Glance	- Evolution of history, - Why Study History, - Historical Fallacies, meaning and Scope of history
The Discipline of History	- The Practice of History, Professional History in Recent Times, - Current and future issues
Historical Consciousness	- The Philosophy of History, - Beginnings through the Modern Age
History and its Development in the digital age	- Evolution of the process of collecting history; - How history has evolved in the digital age
Traditions of Historical Writing: World	- Greco-Roman, Chinese, Western, African, Arabic, Russian Persian, and Renaissance Historians
Historical Research and Techniques	- How is history collected; - Methods, Collection, Sorting, Analysis and Classification of data, - Analytical and Synthetic Operations.

COURSE DESCRIPTION

42.03.02 Journalism
field of studies/speciality code and title

Course Title	Software and Computing
Course Workload	3 credits (108 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Syllabus, Concepts, Glossary
Introduction to Computer(Computing)	- Computer Concepts(Application, programming languages,) - Strengths and weaknesses of computers - Information Technology, the Internet, and You - What Do Computer Scientists Do?
The operating Systems	- Definitions and types; - The System Unit, - Basic Application Software Windows - Operating System; - Word, Excel, and PPT
The Internet	- The Internet, The Web, and Electronic Commerce - Artificial Intelligence
File Management	- Secondary Storage - Databases - Computer Hardware
Computing and law	- Privacy, Security, and Ethics
Programming	- Programming Languages, - types of programming and languages, - Introduction to Code; - Core Elements of a Program

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Basics of Academic Writing
Course Workload	2 credits (72 academic hours)

Course contents	
Course Module Title	Brief Description of the Module Content
Topic 1: Introduction to Academic Writing	**Definition and Importance of Academic Writing**: - What is academic writing and why is it important for students and professionals in journalism? - Key differences between academic writing and other forms of writing. - Examples and types of academic texts. **Fundamental Principles of Academic Writing**: - Principles of clarity, coherence, and objectivity in academic writing. - The importance of precision and conciseness in conveying ideas. - The role of structure and organization in writing. **The Writing Process**: - Stages of preparing and writing an academic text. - The importance of preliminary research and planning. - Editing and proofreading the text.
Topic 2: Structure of an Academic Text	**Main Components of an Academic Text**: - Introduction, body, and conclusion. - Functions and characteristics of each component. - Examples of effective use of components. **Creating a Coherent and Logically Structured Text**: - Using transitional words and phrases. - Methods to ensure coherence and logical sequence. - Structural outlines and text planning. **Formulating and Developing Arguments**: - Principles of constructing logically sequential arguments. - Supporting arguments with facts and evidence. - Methods of refuting counterarguments.
Topic 3: Research Methods and Use of Sources	**Basics of Academic Research**: - Types and methods of academic research. - Planning and conducting research. - Data collection and analysis.

	Searching and Evaluating Sources: • Methods for finding academic sources. • Criteria for evaluating the reliability and relevance of sources. • Using libraries and online resources. **Citation and Bibliography Formatting**: • Main citation styles (APA, MLA, Chicago, etc.). • Rules for formatting bibliographic references. - Importance of proper citation to avoid plagiarism.
Topic 4: Different Types of Academic Texts	**Essay**: • Structure and characteristics of an essay. • Types of essays and their features. • Examples of successful essays and their analysis. **Research Paper**: • Stages of writing a research paper. • Formulating a research question and hypothesis. • Examples of successful research papers and their analysis. **Analytical Report**: • Purpose and structure of an analytical report. • Methods of analysis and data presentation. - Examples of successful analytical reports and their analysis.

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Fundamentals of Mass Communication
Course Workload	4 credits (144 academic hours)
Course contents	

Course Module Title	Brief Description of the Module Content
Topic 1: Introduction to Mass Communication	**Definition and Scope of Mass Communication:** What is mass communication and what are its key functions? **Historical Development of Mass Media:** How has mass communication evolved over time? **The Role of Mass Communication in Society:** What impact does mass communication have on societal norms and values?
Topic 2: Theories and Models of Mass Communication	**Classical Theories of Mass Communication:** What are the key classical theories of mass communication? **Contemporary Models and Approaches:** How do contemporary models explain the processes of mass communication? **Application of Theories to Modern Media:** How can these theories be applied to understand current media practices?
Topic 3: Media Technologies and Platforms	**Traditional Media Technologies:** What are the characteristics of print and broadcast media? **Digital and New Media:** How have digital technologies transformed the media landscape? **Convergence of Media Platforms:** What is media convergence and how does it affect content delivery?
Topic 4: Media Literacy and Critical Analysis	**Principles of Media Literacy:** What skills are essential for critically analyzing media content? **Impact of Media Messages:** How do media messages influence public perception and behavior? **Identifying Bias and Propaganda:** What techniques can be used to detect bias and propaganda in media?
Topic 5: Ethical and Legal Issues in Mass Communication	**Ethical Standards in Journalism:** What are the core ethical principles guiding journalists? **Media Law and Regulations:** What are the major legal frameworks governing media practices? **Case Studies of Ethical Dilemmas:** How do real-world case studies illustrate common ethical and legal challenges in mass communication?

COURSE DESCRIPTION

42.03.02 Journalism
field of studies/speciality code and title

Course Title	Media System
Course Workload	4 credits (144 academic hours)

Course contents	
Course Module Title	Brief Description of the Module Content
Media System: Main Terms and Conceptual approaches and historical perspectives	- Introduction, Overview Defining basic terms of the course (Mass Media, mass audience, media ownership, media market, convergence, new electronic Media etc.)
Media Uses and its impact	- Agenda-Setting Theories - Uses and Gratification Theories Social Learning Critical Theories
The Development of the Media in the XIX Century: the Press Attracts Masses	News agencies. The inverted pyramid and a new style of writing. Yellow journalism. Partisan journalism. The 1 st media empires.
Cross-Regional and National Comparative Research: case studies from four regions in the world).	- Hallin and Mancini's Analysis of Western Media Systems - the US Mass Media System. - European Mass Media System (France, Britain, Germany). - Asian Mass Media systems (China, India, Japan). African Mass Media System(South Africa, Nigeria, Egypt, Ghana/ Morocco
The role of the states: Media Policy & Law.	Government plays a key role in creating and implementing good policies that will allow citizens to enjoy their basic rights and ensure they respect the rule of law. However, in a country that is being ruled by tyrants or situations where the media are in private hands, there is also the potential for abuse of power by the owners of the media and individuals. With this, the media are also guided within a fabric of policies, laws, technical standards, and self-regulation. This unit will look at how policies take place through the following topics; - Consumer Privacy and Rights(Protection of Privacy, Protecting Intellectual Property) - Media Ownership The Policy-Making Process
Media professionalism and Ethics	In most effective democratic settings, the constitution through the United Nation declaration of human rights gives room for media professional to practice freely. However, there have been violations of freedom among some of the professionals and in the industry that questioned the standard of their conduct and moral rules. This unit will explore is expected of professionals ethically in my media system through the following; - Ethical thinking - Ethical Principle - Code of Ethics

	Ethical Issues
Media Literacy	With the advancement of technology and the rise of the multipolar world, the media system has taken another dimension with different regions possessing or practising different media systems due to differences in culture, laws and regulation, boundaries etc, this unit will use a comparative approach in exploring the following through the lenses and experiences students backgrounds; - Concepts of Media Literacy - Inquiry: A Cornerstone to Media Literacy Sub-Fields of Media Literacy

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Project work
Course Workload	12 credits (432 academic hours)

Course contents	
Course Module Title	Brief Description of the Module Content
Topic 1: Project Planning and Management	**Setting Objectives and Milestones:** What are the essential steps for defining project objectives and establishing key milestones? **Tools and Techniques for Project Management:** Which tools and techniques are most effective for managing media projects from inception to completion?
Topic 2: Media Production and Content Creation	**Multimedia Storytelling Techniques:** How can different storytelling techniques be applied across various media platforms to create engaging content? **Technical Proficiency with Media Tools:** What are the key features and functions of industry-standard software and equipment used in media production?
Topic 3: Research and Data Analysis	**Conducting Effective Research:** What methods are most effective for gathering and analyzing data relevant to media projects? **Ethics in Research:** How can ethical considerations be integrated into the research process to ensure accuracy and integrity?
Topic 4: Teamwork and Collaboration	**Roles and Responsibilities in a Team:** What are the key roles and responsibilities within a project team, and how can they be effectively assigned and managed? **Conflict Resolution and Communication:** What strategies can be used to resolve conflicts and ensure effective communication within a team?
Topic 5: Presentation and Communication Skills	**Effective Presentation Techniques:** What are the best practices for creating and delivering compelling presentations that engage and inform audiences? **Visual and Multimedia Presentation Design:** How can visual and multimedia elements be used to enhance the clarity and impact of a presentation?

Topic 6: Evaluation and Feedback	**Self-Assessment and Reflection:** How can students use self-assessment and reflection to evaluate their project work and identify areas for improvement? **Peer and Instructor Feedback:** What are the benefits of incorporating peer and instructor feedback into the project development process?

COURSE DESCRIPTION

<u>42.03.02 Journalism</u>
field of studies/speciality code and title

Course Title	Professional workshop
Course Workload	19 credits (684 academic hours)

Course contents	
Course Module Title	**Brief Description of the Module Content**
Topic 1: Multimedia Content Production	**Video Production Techniques:** What are the key steps in planning, shooting, and editing a professional video? **Audio Production and Podcasting:** How can high-quality audio content be produced for various platforms, including podcasts? **Digital Content Creation:** What tools and methods are used to create engaging digital content for social media and online platforms?
Topic 2: Professional Communication Skills	**Writing for Media:** What are the best practices for writing clear, concise, and engaging content for different media formats? **Oral Presentation Techniques:** How can effective oral presentation skills be developed for media professionals? **Audience Engagement Strategies:** What techniques can be used to effectively engage and interact with diverse audiences?
Topic 3: Teamwork and Collaboration	**Roles and Responsibilities in Media Projects:** What are the typical roles in a media project team and how are responsibilities distributed? **Collaborative Project Management:** How can collaborative project management tools be used to enhance teamwork and productivity? **Conflict Resolution in Teams:** What strategies can be employed to resolve conflicts and ensure smooth collaboration within a team?
Topic 4: Industry Standards and Best Practices	**Ethical Considerations in Journalism:** What ethical principles should guide media professionals in their work? **Legal Issues in Media Production:** What are the key legal issues that media professionals need to be aware of in content production? **Adapting to Industry Trends:**

	How can media professionals stay updated with the latest industry trends and best practices?
Topic 5: Project Development and Execution	**Project Planning and Management:** What are the essential steps in planning and managing a successful media project? **Resource Allocation and Budgeting:** How can resources be effectively allocated and budgets managed in media projects? **Monitoring and Evaluation:** What methods can be used to monitor progress and evaluate the success of media projects?
Topic 6: Building a Professional Portfolio	**Showcasing Skills and Achievements:** How can students effectively showcase their skills and achievements in a professional portfolio? **Creating an Online Presence:** What are the best practices for creating and maintaining a professional online presence? **Networking and Career Development:** How can students use their portfolios to network and advance their careers in the media industry?

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Russian as a foreign language
Course Workload	10 credits (360 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Unit 1. Phonetics. Graphics	Alphabet. Correlation of sounds and letters. Vowel and consonant sounds. Hard and soft, voiced and deaf consonants. Words, syllables. Emphasis and rhythm. Pronunciation rules. Syntagmatic division. Types of intonational constructions: IC-1 (complete statement, enumeration), IC-2 (special question, request, demand, address), IC-3 (general question, non-terminal syntagmatic, request, interrogation, enumeration), IC-4 (comparative question with a conjunction, enumeration, non-terminal syntagmatic, formal question with an undertone of demand), IC-5 (evaluation), IC-6 (exclamation, interrogation).
Unit 2. Word formation. Morphology	Concept of word base; word base and ending; root, prefix, suffix. Recognition of a limited number of word-formation patterns. - Noun models: masculine/feminine by occupation, profession, nationality, etc. with suffixes -тель/-ниц(а), -ник/-ниц(а), -чик/-чи-ц(а), - щик/-щиц(а), -/-к(а), -ец/-к(а), -анин/-анка, -ин/-к(а), -ик/-; abstract concepts, actions, attributes, qualities, etc. with suffixes -ни(е), -ени(е), -ани(е), -ств(о), -к(а), -аци(я), -ость; - Adjectives: with suffixes -н-, -енн-, -ск-, -ов-, -еньк-, -ическ-; - Adverbs: with suffixes -о, with the prefix по- and the suffix -ски; The main alternations of the sounds in the root.
Unit 3. Nouns	Nouns and gender Nouns singular and plural The declension of nouns The genitive The dative The accusative The instrumental The prepositional

Unit 4. Pronouns	Categories of pronouns (personal, interrogative, possessive, indicative, determinative, negative); Meaning, forms of change and use of personal (I, you, he, she), interrogative (who, what, what, whose, how many), possessive (my, your, your), indicative (that, this), determinative (himself, every, all), negative (nobody, nothing), return (self) pronouns.
Unit 5. 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 стоять, ставить, поставить, ect. Verbs in –ся or reflexive pronouns Verbs: imperfective / perfective
Unit 5. Adjectives	Adjectives Long forms and short forms Comparatives and superlatives Adjectival pronouns
Unit 6. Adverbs	Adverbs Comparatives and superlatives Indefinite pronouns and adverbs
Unit 7. Numbers	Cardinal numbers Ordinal numbers Quantity: сколько стоит? Сколько времени? Как долго? Time Duration of time
Unit 8. Syntax	Types of simple sentences: two-part/one-part, affirmative/negative, imperative, narrative, interrogative. The concept of subject and predicate in a sentence, their coordination. Ways of expressing logical-sense relations in a sentence (object, attributive, spatial, temporal, purposeful, causal relations). Direct speech and indirect speech (allied words and conjunctions in indirect speech). Word order in a sentence. Compound types: compound sentences (with conjunctions and, a, but, or, not But, or, not only…, but also), conjunctives (explanatory (what, so that, whether, who,

	how, which, whose, where, where), determinative (which, where, where, from where, when), tenses (when, after, before, before, before), conditional (if, if, if), causal (because, because, because, therefore), purposeful (in order that, in order that), concessive (although, notwithstanding), manner of action (in order that, in spite of in spite of), mode of action (as), measure and degree (than… so).
Unit 9. Vocabulary	The lexical minimum consists of 2300 units. The main body of the active vocabulary serves the everyday, socio-cultural and cultural spheres of communication, as well as the basics of professional communication.

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Russian language and culture of speech
Course Workload	4 credits (144 academic hours)

Course contents	
Course Module Title	Brief Description of the Module Content
Unit 1. Language and Speech	1.1 The Russian language and its components 1.2 Formation and development of the literary language. The concept of speech culture 1.3 Oral and written forms of speech. Bookish and colloquial speech. 1.4 Standards of literary language
Unit 2. Functional styles of speech	2.1 Functional styles of modern Russian literary language, their interaction. Scientific style of speech 2.2 Publicistic style of speech 2.3 Official-business style of speech 2.4 Colloquial and artistic styles of speech
Unit 3. Vocabulary and phraseology. Lexicography	3.1 The vocabulary system of the Russian language. Lexical means of speech expression 3.2 Lexical norms of the Russian literary language 3.3 The phraseological composition of the Russian language 3.4 Lexicography. Main types of dictionaries
Unit 4. Phonetics and orthoepy	4.1 Orthoepic norms of the Russian literary language 4.2 Phonetic means of linguistic expression 4.3 Phonetic units of the language 4.4 Standards of accent
Unit 5. Graphics and orthography. Morphemics	5.1 Graphics. The syllabic principle of Russian graphics. Orthography. Types and kinds of orthograms. 5.2 Uppercase and lowercase letters. Spelling of prefixes. The use of Ъ and Ь. 5.3 Spelling vowels and consonants in the root of a word. Spelling of vowels after sings and Ц 5.4 The spelling of endings of words of the different parts of speech 5.5 The spelling of the НЕ- and НИ- 5.6 Composition of words. Methods of word formation 5.7 The spelling of words together, hyphenated and separated

	5.8 Spelling of suffixes of different parts of speech
Unit 6. Morphology	6.1 Concept of morphology 6.2 Morphological norms for numerals 6.3 Morphological norms for adjectives 6.4 Morphological norms of nouns 6.5 Morphological norms for verbs, participles and gerunds 6.6 Morphological norms for pronouns
Unit 7. Syntax and punctuation	7.1 Concept of syntax. Basic syntactic units 7.2 Syntactic rules for word combinations 7.3 Punctuation in complex sentences 7.4 Syntactic characteristics of sentences 7.5 Concept of punctuation. Principles of Russian punctuation. Punctuation marks, their functions. Punctuation in simple compound sentences. 7.6 Syntax norms of a sentence
Unit 8. Text linguistics	8.1 Text and its attributes. Structure of the text 8.2 Functional and semantic types of speech: narration, description, argumentation 8.3 Types of text processing 8.4 Speech analysis of the text