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ФИО: Ястребов Олег Александрович  
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**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**

**Project work**

(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 goal of the "Project Work" course is to enable students to develop practical skills in planning, executing, and presenting media projects, fostering teamwork, creativity, and professional competence in a real-world context.

The main objectives are:

- Teach students the fundamentals of project planning, including setting objectives, timelines, and milestones;
- Emphasize the importance of adaptability and problem-solving in project execution;
- Provide hands-on experience in various aspects of media production, including video, audio, and digital content creation;
- Encourage students to work collaboratively in diverse teams, sharing responsibilities and roles;
- Develop interpersonal skills necessary for effective communication and conflict resolution within a team;
- Train students to effectively present their projects, both in written and oral formats;
- Focus on techniques for engaging audiences and conveying messages clearly and persuasively.

## 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 communicate in interpersonal and intercultural interaction in Russian as a foreign language and foreign language(s) on the basis of knowledge of interrelated and interdependent types of reproductive and productive foreign language speech activities, such as listening, speaking, reading, writing and translation in everyday life, socio-cultural, academic-professional, official-business and scientific spheres of communication	UC-4.1 - Selects a style of communication in Russian depending on the purpose and conditions of the partnership; adapts speech, communication style and body language to the situations of interaction
		UC-4.2 - Conducts business correspondence in Russian, taking into account the stylistics of formal and informal letters
		UC-4.3 - Conducts business correspondence in a foreign language, considering the specific style of official letters and socio-cultural differences
		UC-4.4 - Translates official and professional texts for personal use from foreign language into Russian, from Russian into foreign language

<b>Code</b>	<b>Competence</b>	<b>Indicators of competence achievement (within the discipline)</b>
		UC-4.5 - Makes public speeches in Russian, takes into account the audience and the purpose of communication
		UC-4.6 - Orally presents the results of their activities in a foreign language, can support the conversation during their discussion
GPC-1	Able to create media texts and (or) media products demanded by society and industry, and (or) communication products in accordance with the norms of Russian and foreign languages, and the peculiarities of other sign systems.	GPC-1.1 - Identifies specific characteristics of media texts and (or) media products and (or) communication products from different media segments and platforms
		GPC-1.2 - Prepares journalistic texts and (or) products of various genres and formats in accordance with Russian and foreign language norms and other sign systems

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

The discipline “Project work” 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*

<b>Code</b>	<b>Name of competence</b>	<b>Previous discipline</b>	<b>Subsequent disciplines</b>
UC-4	Able to communicate in interpersonal and intercultural interaction in Russian as a foreign language and foreign language(s) on the basis of knowledge of interrelated and interdependent types of reproductive and productive foreign language speech activities, such as listening, speaking, reading, writing and translation in everyday life, socio-cultural, academic-professional, official-business and scientific spheres of communication	-	PR and media relations /Связи с общественностью и медиарелейшенс Межкультурная коммуникация / Intercultural communication Storytelling / Сторителлинг Public speaking / Ораторское искусство
GPC-1	Able to create media texts and (or) media products demanded by society and industry, and (or) communication products in accordance with the norms of Russian and foreign languages, and the peculiarities of other sign systems.	-	Journalist job in a newspaper / Работа журналиста в газете Radio Broadcasting / Основы радиовещания

Code	Name of competence	Previous discipline	Subsequent disciplines
			Writing and Essential Editing / Литературное редактирование Professional workshop / Профессиональная мастерская PR and media relations /Связи с общественностью и медиарелейшенс Academic writing / Академическое письмо Storytelling / Сторителлинг

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

The overall workload of the discipline is **4** 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	5	6
<i>Classroom activities, ac. hours</i>		17	17	17	17	17	17
Lectures	102	17	17	17	17	17	17
Laboratory activities							
<i>Practical lessons/Seminars</i>							
<i>Independent work, ac. hours</i>	330	55	55	55	55	55	55
<i>Control, ac. hours</i>							
<b>Overall workload</b>	<b>ac. hours</b>	<b>432</b>	<b>72</b>	<b>72</b>	<b>72</b>	<b>72</b>	<b>72</b>
	<b>credits</b>	<b>12</b>	<b>2</b>	<b>2</b>	<b>2</b>	<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
Topic 1: Project Planning and Management	<b>Setting Objectives and Milestones:</b> What are the essential steps for defining project objectives and establishing key milestones? <b>Tools and Techniques for Project Management:</b> Which tools and techniques are most effective for managing media projects from inception to completion?	L, IW
Topic 2: Media Production and Content Creation	<b>Multimedia Storytelling Techniques:</b> How can different storytelling techniques be applied across various media platforms to create engaging content?	L, IW

Name of the Unit	Content of the Units (topics)	Type of activity
	<b>Technical Proficiency with Media Tools:</b> What are the key features and functions of industry-standard software and equipment used in media production?	
Topic 3: Research and Data Analysis	<b>Conducting Effective Research:</b> What methods are most effective for gathering and analyzing data relevant to media projects? <b>Ethics in Research:</b> How can ethical considerations be integrated into the research process to ensure accuracy and integrity?	L, IW
Topic 4: Teamwork and Collaboration	<b>Roles and Responsibilities in a Team:</b> What are the key roles and responsibilities within a project team, and how can they be effectively assigned and managed? <b>Conflict Resolution and Communication:</b> What strategies can be used to resolve conflicts and ensure effective communication within a team?	L, IW
Topic 5: Presentation and Communication Skills	<b>Effective Presentation Techniques:</b> What are the best practices for creating and delivering compelling presentations that engage and inform audiences? <b>Visual and Multimedia Presentation Design:</b> How can visual and multimedia elements be used to enhance the clarity and impact of a presentation?	L, IW
Topic 6: Evaluation and Feedback	<b>Self-Assessment and Reflection:</b> How can students use self-assessment and reflection to evaluate their project work and identify areas for improvement? <b>Peer and Instructor Feedback:</b> What are the benefits of incorporating peer and instructor feedback into the project development process?	L, IW

## 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)
Lecture Classroom	Auditorium for seminar-type classes, group and individual consultations, ongoing monitoring, and intermediate certification.	

Type of classroom	Classroom equipment	Specialized educational/laboratory equipment, software and materials for the mastering of the discipline (if necessary)
Self-study room	Room for students' self-study (it can also be used for seminars and consultations), equipped with a set of special furniture / 542 auditorium	

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

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

### *Main readings*

1. Cleland, D. I., & Ireland, L. R. (2019). Project Management: Strategic Design and Implementation (6th ed.). McGraw-Hill Education.
2. Kerzner, H. (2022). Project Management: A Systems Approach to Planning, Scheduling, and Controlling (13th ed.). Wiley.
3. Ciccarelli, M., & White, K. (2020). The Creative's Guide to Starting a Business: How to turn your talent into a career (2nd ed.). Kogan Page.
4. Lock, D. (2018). Project Management (10th ed.). Routledge.
5. Larson, E. W., & Gray, C. F. (2021). Project Management: The Managerial Process (8th ed.). McGraw-Hill Education.

### *Other recommended readings*

1. Mochal, T., & Mochal, J. (2020). Lessons in Project Management. Apress.
2. Richman, L. (2018). Improving Your Project Management Skills (2nd ed.). AMACOM.
3. Burke, R. (2018). Project Management Techniques (2nd ed.). Burke Publishing.
4. Verzuh, E. (2021). The Fast Forward MBA in Project Management (6th ed.). Wiley.
5. McKeever, M. (2021). How to Write a Business Plan (15th ed.). NOLO.

### *Web-sites and online resources*

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
  - <http://lib.rudn.ru/MegaPro/Web>
  - <http://www.biblioclub.ru>
  - <http://www.biblio-online.ru>
  - [www.studentlibrary.ru](http://www.studentlibrary.ru)
  - <http://e.lanbook.com/>
  - <http://dict.ruslang.ru/freq.php?>
  - Gramota.ru
2. Databases and search systems:
  - Project Management Institute (PMI) Website: <https://www.pmi.org/>
  - Project Management Docs Website: <https://www.projectmanagementdocs.com/>

- Smartsheet Learning Center Website: <https://www.smartsheet.com/learn>
- Trello Blog Website: <https://blog.trello.com/>
- MindTools Project Management Resources Website:  
[https://www.mindtools.com/pages/main/newMN\\_PPM.htm](https://www.mindtools.com/pages/main/newMN_PPM.htm)

*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.