

*Federal state autonomous educational institution of higher professional education
"People's Friendship University of Russia"*

Faculty of humanities and social sciences

ANNOTATION OF THE ACADEMIC DISCIPLINE

Education programs in all fields of postgraduate study

Course Title	History and Philosophy of Science
Course Scope	4 credits (144 hours)
COURSE SUMMARY	
Course Units (Topics)	Course Units (Topics) Outline:
The subject and the basic concepts of modern philosophy of science	Philosophy of science as the study of the general laws of scientific knowledge in its historical development and changing social and cultural context. Evolution of approaches to the science analysis. Logical and epistemological approach to the study of science. Positivist tradition in the philosophy of science. The expansion of the field of philosophical problems in postpositivist philosophy of science. The sociological and cultural approaches to the study of science. Internalism and externalism.
Science in the culture of modern civilization	Traditionalist and technogenic types of civilization development and its basic values. The role of science in modern education and the formation of personality. The functions of science in society
The appearance of science and the main stages of its historical evolution	The culture of the ancient polis and rising of the first forms of theoretical science. Antique logic and mathematics. Western and Eastern science in the middle ages. Formation of experimental science in modern European culture. Background of the experimental method and its connection with the mathematical description of nature. Science as a profession. The appearance of the disciplinary organized science. Formation of Technical Sciences. Formation of social sciences and humanities.
The structure of scientific knowledge	The variety of types of scientific knowledge. Empirical and theoretical levels, the criteria of its distinction. Features of the empirical and theoretical language of science. The structure of empirical knowledge. Experiment and observation. Empirical dependence and empirical facts. The structure of theoretical knowledge. The primary theoretical models and laws. The developed theory. Theoretical models as part of the internal organization of theory. The deployment of the theory as a process of problem solving. Ideals and norms of research. The scientific picture of the world. Its historical forms and functions. The philosophical foundations of science.
The dynamics of science as a process of generating of new knowledge	Historical variability of mechanisms of generation of scientific knowledge. Formation of the primary theoretical models and laws. The role of analogies in theoretical search. Problem of justification of theoretical knowledge. The mechanisms of the development of scientific concepts. Formation of advanced scientific theory. Problem situations in science.
Scientific traditions and scientific revolutions. Types of scientific rationality	The interaction of tradition and the emergence of new knowledge. Scientific Revolution as rebuilding of the foundations of science. Problems of typology of scientific revolutions. Internal disciplinary mechanisms of scientific revolutions. Global Revolutions and the types of scientific rationality. Historical change of types of scientific rationality: classical, nonclassical, post-nonclassical science.
Features of the present stage of development of science	Prospects of scientific and technical progress. Modern processes of differentiation and integration of sciences. The links of disciplinary and problem-oriented research. Global evolutionism as a synthesis of evolutionary and systemic approaches. New ethical challenges of science in the late XX century. Humanitarian control problem in the science and high technologies. Environmental and socio-humanitarian examination of

	scientific and technical projects. Scientism and anti-scientism. Science and pseudoscience. The role of science in addressing the current global crises.
Science as a social institution	Scientific communities and their historical types. Scientific schools. Training of scientists. The historical development of methods of translation of scientific knowledge. Science and economics. Science and power. The problem of state regulation of science.
Modern philosophical problems of specific scientific disciplines	<i>Depending on the field of postgraduate study</i>

Developers:


History of philosophy
name of the department


signature

Nizhnikov S.A.
full name

Specialty Supervisor:

name of the department


signature

Bavskikh V.V.
full name

Peoples' Friendship University of Russia
Philological Faculty

DISCIPLINE ANNOTATION

Programme of Education
42.06.01 Mass Media and Information and Library Science

Discipline	<i>Pedagogy of Higher Education</i>
Total (ECTS)	2 credits (72 hours)
Contents	
Units	Topics
Unit 1. Pedagogy of higher education as a field of study and academic subject area.	1. Pedagogy as a science, key concepts. Pedagogy of higher education in the system of pedagogical science. 2. Systems of higher education: comparative analyses. 3. Contemporary trends in higher education. Internationalization of higher education.
Unit 2. Didactics of higher education.	1. General aspects of didactic system. 2. Content of higher education (laws and regulations; main principles of selecting content). Curriculum and course syllabus. 3. Forms and methods of teaching. Lecture in modern higher education. Seminars, practical training, laboratory class. Project – working. 4. Students' individual work. 5. Interactive methods of teaching (discussions, case-study, training, professional simulation etc.). 6. ICT in modern higher education. 7. Monitoring and evaluation of academic performance. Point rating system.
Unit 3. Educational environment of modern university.	1. Faculty members' rights and responsibilities. Professional ethics. 2. Faculty interaction with students: case study. 3. Educational potential of extra-curricular activities.

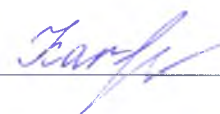
Author:

Associate Professor of the
Psychology and Pedagogy Department



O.K. Logvinova

Head of the
Psychology and Pedagogy Department



N.B. Karabushenko

Peoples' Friendship University of Russia
Philological Faculty

DISCIPLINE ANNOTATION

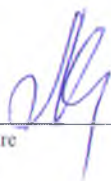
Programme of Education
42.06.01 Mass Media and Information and Library Science

Subject	Academic English
Volume (ECTS)	3 credits (108 hours)
Brief Contents	
Topic	Brief description:
Working with academic vocabulary	What is special about academic English? Key words and expressions. Phrasal verbs in academic English. Key quantifying expressions. Metaphors and idioms.
Word combinations	Nouns and words they combine with. Ajectives and noun combinations. Verbs and words they combine with. Fixed expressions.
At academic institutions	Applications. Academic courses. Study habits and skills. Online learning.
Ways of talking about...	Sources. Facts, evidence and data. Numbers. Statistics. Graphs and diagrams. Time. Cause and effect. Generalisation, qualification and caution
Opinions and ideas	Talking about ideas. Reporting whay other say. Analysis of result. Research and study aims. Proofreading
Functions	Presenting an argument. Organising your writing. Making a presentation. Describing research methods. Classifying. Summary and conclusion. Research reports.

Authors:

Associate Professor
Foreign Languages Department
title, department

signature



L.V. Krivoshlykova
full name

Head of
Foreign Languages Department
department

signature



Yu.N. Ebzeeva
full name

Peoples' Friendship University of Russia
Philological Faculty

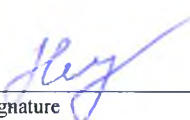
DISCIPLINE ANNOTATION

Programme of Education
42.06.01 Mass Media and Information and Library Science

Subject	Foreign Language
Volume (ECTS)	5 credits (180 hours)
Brief Contents	
Topic	Brief description:
1. Oral scientific communication in a foreign language	Oral scientific communication in a foreign language: spoken strategies and tactics of oral presentation of information on the scientific research, aspects of oral communication. Lexical-and-grammatical and stylistic aspects of academic discourse.
2. Written scientific communication	Written scientific communication: academic ethics, correct citation and quotation, plagiarism.
3. Work with electronic scientific resources in foreign language	Work with electronic scientific resources in foreign language, intercultural aspects of scientific activity, using Internet for scientific research.
4. Special translating	Special translating: basic theory of translation, problems of equality and adequacy of translation, translating transformations, lexical, grammatical and stylistic aspects of scientific texts, scientific terminology and contextual meanings.
5. Grammar and vocabulary	By the end of the course PhD students should know at least 5500 words, including 500 specific terms of the chosen field of science.

Authors:

Associate Professor
Foreign Languages Department
title, department


signature

N.M. Nesova
full name

Head of
Foreign Languages Department
department


signature

Yu.N. Ebzeeva
full name

DISCIPLINE ANNOTATION

Educational programme
42.06.01 Mass Media and Information and Library Science

Discipline	<i>Theories of Mass Communication</i>
Total Workload	5 credits (180 hours)
Contents	
Units	Topics
Unit I. An introduction to mass communication theories	1. Communication: Theoretical approaches, models and definitions. 2. A History of Mass Communication: Six Information Revolutions. Four eras of mass communication. 3. What is communication theory? What is theory? Six criteria of a scientific theory. Functions of Theories. Origin of mass communication theories.. Paradigm shifts in mass communication theories.
Unit 2. Classical theories of mass communication	4. Normative theories: The Authoritarian, Libertarian or Free Press Theory, Social Responsibility Theory, Soviet Media/Communist Theory 5. the Magic Bullet or Hypodermic Needle Theory, Gate Keeping Theory, Agenda Setting Theory, The Spiral of Silence Theory 6. Audience analysis and mass communication. Uses and gratification theory, Media Dependency Theory and others
Unit 3 Theories of information society	7. The concept of 'waves' by Alvin Toffler and the concept of 'the Information Age' by M. Castells 8. Theories of cultural imperialism, media imperialism, linguistic imperialism Electronic colonialism theory.
Unit 4. Theories of media impact	9. Cultivation Theory. Cognitive Dissonance Theory. Social learning theory 10 Lecture-conference
Unit 5 The concept of media discourse	11 The concept of 'text', 'discourse' and 'media discourse' in Russian and foreign scientific literature. 12 Media linguistics in studying media texts and media discourse. 13. The concept of media genre in modern journalism
Unit 6 The theoretical concepts of a media system	14. Media system models: the Liberal Model, the Democratic Corporatist Model, and the Polarized Pluralist Model. The frameworks for comparing media systems. 15. Russian media system.
Unit 7. New trends in mass communication research	16. The concept of media framing. 17. Innovative journalism.
Unit 8. Interdisciplinary	18. Issues of media ecology 19. The concept of Media and information literacy

approaches to mass communication research	20. Media psychology and mass communication.
--	--

Developers:

**Associate Professor of the
Mass Communications Department**  _____ A.A. Kolosova

**Head of the
Mass Communications Department**  _____ V.V. Barabash

DISCIPLINE ANNOTATION

Educational programme
42.06.01 Mass Media and Information and Library Science

Discipline	<i>Mass Communication in a Digital World</i>
Total Workload	3 credits (108 hours)
Contents	
Units	Topics
1. The subject of online journalism: theoretical background	The concept of "digital journalism", its analogues and derivatives. Features of the dissemination of information in the Internet. The main characteristics of online journalism (cross-border, hypertextuality, multimedia, speed, etc.) The main approaches to the research and analysis
2. Audience of the Internet media	Its characteristics. Methods of analysis and measurement. Features: feedback, user-generated content, comments, etc.
3. Mobile journalism	Features, content production, strategic models, differences between professional and user-generated content.
4. Formats and genres of online media: practical issues	Traditional media in the Internet, types and genres. New innovative formats: transmedia storytelling, longreads, infographics, and others. The future of online journalism.

Developers:

Professor of the

Mass Communications Department



_____ V.V. Barabash

Head of the

Mass Communications Department



_____ V.V. Barabash

Peoples' Friendship University of Russia
Philological Faculty

DISCIPLINE ANNOTATION

Educational programme

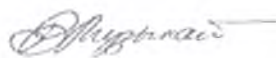
42.06.01 Mass Media and Information and Library Science

Discipline	<i>“Modern Mediaholdings and Communication Policy”</i>
Total workload	3 credits (108 hours)
Contents	
Units	Topics
Introduction in Modern media holdings business processes	Modern media holdings and their communication policy. Object and subject media economy modern media holdings. Basics of media economy: key terms and basic concepts. Media economy of media holdings: basic concepts. Business planning and media products. Media economy and identify the characteristics of the essence of advertising and communication processes in order to control production processes at the plant.
Modern media holdings and Media economy	Media economy and Modern media holdings Markets are growing and mature: the entry barriers in the media business. Media as the subject of the media business. Journalistic information as a commodity. Media holdings and Modern media business: modeling of the media business in the modern economy. Roles and assign business processes in media economy.
Classification of strategies in the media business.	The concepts of segmentation and positioning in the media business. User Profiles: ABC-analysis in the media business. Target market segments and customer profitability. ABC/XYZ-analysis as a method of grouping resources. Price and pricing in the media industry, demand and output. The media and the audience: subscription and retail, wholesale and free distribution.
The concept of New media.	Features on line and off-line media. CRM base of advertisers in the media business. Industrial database. Advertising products and media services. Revenues from ATL. and BTL-advertising. Management rankings and advertising pricing. Draw media policy. The concept of return on investment - ROI in the media business. Simulation and planning of the editorial staff.

Разработчик:

профессор кафедры

массовых коммуникаций



В.И. Музыкант

Заведующий кафедрой

массовых коммуникаций



В.В. Барабаш

Федеральное государственное автономное образовательное учреждение
высшего образования «Российский университет дружбы народов»

PHILOLOGICAL FACULTY
Department of Mass Communication

ANNOTATION OF TEACHING DISCIPLINE

Educational program

42.06.01. Media and Library Information

Discipline title	<i>Methodology of Scientific Research</i>
Scope of the discipline	5 CU (180 hours)
Summary of the discipline	
The name of the sections of the discipline	Summary of the sections of the discipline:
1. Conceptual apparatus of scientific research, the subjects and definitions Basic Research Concepts Basics of scientific work and registration of the results of scientific activity. Research Technique Research Methods	The work program of the discipline is compiled in accordance with the basic educational program of higher education - a program for training scientific and pedagogical personnel in postgraduate studies in the direction "Mass Media and Information and Librarianship" (42.06.01), in accordance with the curriculum for training scientific and pedagogical personnel of higher education. qualifications (postgraduate, doctoral) of the philological faculty of RUDN University.
2. Specifics of scientific research Future outlook of the study Data collection. Data validation check Methods of analysis and data processing Formulation of hypotheses and construction theories	The course outlines the foundations of the methodology of scientific research, discusses various levels of scientific knowledge. The stages of research work are covered, including the choice of the direction of research, the formulation of a scientific and technical problem, the conduct of theoretical and experimental research, recommendations on the formulation of the results of scientific work. Also considered the foundations of inventive creativity, patent search and an exemplary master's thesis plan.

Developer:

Associate Professor at the Department of Mass Communication

Elena A. Ivanova

Head of the Department of Mass Communication:

V.V. Barabash

**Peoples' Friendship University of Russia
Philological Faculty**

**DISCIPLINE ANNOTATION
Programme of Education
42.06.01 Mass Media and Information and Library Science
10.01.10 - International Journalism**

Course title	Russian as a foreign language
Academic credits	3 (108 hours)
The summary of the subject	
Subject topics	The summary of the subject topics
Oral Russian Scientific and Research Communication. Science. Scientific work	Oral Russian Scientific and Research Communication. Speech strategies and tactics of oral presenting of the information on the topic of scientific research. Lexical, grammar and stylistic features of academic discourse, Russian scientific texts on speciality programs
Forming Foreign Language Writing Skills for Scientific Work in Russian	The specifics of scientific work in Russia. Ethical and moral standards of a modern scientist. Scientific etiquette: using scientific resources, delivering scientific information, plagiarism.
Working with Electronic Scientific Resources in Russian	Using information and communication Internet resources in Russian for scientific and research work with scientific texts.

The author of the course is

Associate Professor of the Department of Russian Language and Teaching Methods I.I. Mitrofanova

**Head of the Department
of Russian Language and
Teaching Methods
Professor**


V.M. Shaklein