

Документ подписан простой электронной подписью
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 ФИО: Ястребов Олег Александрович
 Должность: Ректор
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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	<ul style="list-style-type: none"> - Concepts and Glossary - What is journalism? What makes journalism? Types of journalism, Difference between Objectivity and Bias. <ul style="list-style-type: none"> - What's the difference between opinion and news or fact?
News	<ul style="list-style-type: none"> - Definitions of news, News values(Objectivity and impartiality etc), - Types of news, News agendas, Agenda setting
The newsroom	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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 Ethics
Course Workload	3 credits (108 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Course, Syllabus, Concepts, Glossaries
Journalism ethics	- Defining Ethics, media ethics, the main areas of concern - Why do journalists need ethics and morals? - What are the social responsibilities of journalists?
Publishing Ethics	- Editing text and quotes, Headlines, - Conflicts of interest skills – digital and multi-platform, Recording equipment - Plagiarism, Editing pictures, Manipulating visual images
Ethics and the Internet	- Online journalism, Ethical considerations online, - Ethical, legal and regulatory constraints on the use of the internet, Intellectual rights, Copyright, - Online privacy, accuracy, immediacy, reliability, & accessibility
Ethics and Regulation	- How ethics inform regulation and production codes, - Voluntary regulation – press complaints council, Statutory foundation of regulation, - Other regulatory systems – local (national) and international regulatory codes
International Ethics and Regulation	- Journalism ethics an international perspective, - UN Declaration of Human Rights, European Community human rights law and regulations
Media and Governance	- Media as the fourth estate, media as a watchdog - Freedom of information, - Moral Panic & Public Opinion, Self-regulation

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	<ul style="list-style-type: none"> - Concepts, Glossary, Syllabus, - Evolution of Media Technologies
Information Society	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Introduction to Data Journalism, - Data acquisition, ethics, accuracy and, sources; - Search, collection, storage and dissemination of information
Specifics of the information space	<ul style="list-style-type: none"> - The problem of information security; - Information industry and media.
Production skills	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	Data Journalism
Course Workload	4 credits (144 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Concepts, Glossary, Syllabus
Data Journalism	- What is Data Journalism? What makes Data Journalism different from traditional journalism? - How to do Data Journalism - Using 5Ws and H questions for data journalism.
Data-driven Storytelling	- Strategies(the place of journalist, collaboration, tools for presentation,), Researching your audience, - Data-driven interview, data-driven writing, solution journalism - Solution Journalism
Structured data	- Data gathering, Data Scraping, - Data sourcing(techniques for finding data), Spreadsheet/Google spreadsheet - Data sorting Data cleaning(Using google refine)
Investigative Data Journalism	- Follow the money trail - Investigating public information
Visualisation and data analysis	- Rpurpose of data visualisation, - Visual storytelling, drawing a conclusion from data - Design and colour basics
Mapping	- What is mapping? - Basis uses of the map, - the idea of geocoding

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Media Management
Course Workload	4 credits (144 academic hours)
Course contents	
Course Title	Module
Brief Description of the Module Content	
Introduction	- Concepts, Glossary, Syllabus
Media Management	- What is management, Ethics, and Significance? Why is management necessary in media,, - What is media management? - Evolution of media management, theories, application
Media Market	- Functions, development, Markets, Mergers, - Alliances & Partnerships, Production, distribution and consumption
Media economics:	- functions, Revenue, - Strategy & Distribution - news management, regulatory influences
Media innovation and entrepreneurship	- Defining entrepreneurship and media, - Types of entrepreneurship - Media leadership
Digital Media	- Production and development, - technology advancement and influence, media convergence, - SocialMedia Strategies & Measurement
Strategic planning and market analysis	- Media event management, audience engagement, Event marketing, - Strategic planning, assessment and evaluation, resource mobilisation

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	International Journalism
Course Workload	5 credits (180 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Concepts, Glossary, Syllabus
Introduction to International Journalism	- History, Understanding International Journalism, - Theories and functions
Global Media	- Globalisation, Media imperialism vs. counterflows, Differences between global and regional media. - Comparison between coverage of developed nations, developing, and less developed countries,
International News Production	- Principles and practice in print, broadcast and online journalism, - theory and practice of good journalism - Requirements of both news and features
Foreign News Reporting	- Understanding of current issues - Trends in the role of international correspondents - International News Agenda construction
Crisis Reporting/ Reporting in a crisis zone	Case Studies - Global media's coverage of natural disasters - Global media's coverage of terrorism - Bias: Western countries vis a vis developing and less developed countries, - Global media's coverage of pandemic
Media and Democracy	- Journalism Practice and Policy - The political role of the press with an emphasis on its 'fourth estate' functions

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Internet Journalism
Course Workload	4 credits (144 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Concepts, Glossary, Syllabus, the evolution of internet journalism, new journalistic forms
Internet Journalism	- What is internet Journalism? , typologies and characteristics of internet journalism - Internet journalism today
Convergence and Internet Journalism	- Technological advancement - multimedia and convergence journalism, - Writing for SEO
Social media for journalists	- Social Media Ethics - Newsgathering ethics - Social media metrics and guidelines
Digital storytelling tools	- Podcasting and the steps to create it - Creating webpage(word press etc) - Blogging, microblogging(Instagram, TimelineJS, Twitter, memes), landing page
The web-based journalists:	- Freelancers, - Investigative journalists, - Bloggers, pundits, influencers, citizen journalists
Writing for the digital media	- Digital-friendly writing - Organising internet content, invented pyramid stories - Innovative storytelling in internet media

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Sports Journalism
Course Workload	4 credits (144 academic hours)
Course contents	
Course Title	Brief Description of the Module Content
Introduction	- Concepts, Glossary, Syllabus
Introduction to sports journalism	- Definition, the evolution of sports journalism and writing, - The influence of sports and media on one another, - Great sports journalist/writers
Sports reporting(in the field/in the office)	In the office: - Sources, contacts and contact book, Official information, press releases and press conferences, sponsors. In the field: - The purpose of sports reporting, the reporter's notebook, running reports, considered reports, inquest pieces
Sports coverage	- Print, Broadcast, vision, online
The Business of Sports	- Media ownership and control, - International sports institutions, sports blog
Journalism ethics and sports	- Professional ethics in sports journalism, - Conflict of interest, sports rights, - Local bias or boosterism, Product placement, Perks and benefits Privacy, Manipulation, Favouritism and neutrality
Sports and society	- The role of the audience, traditional approaches, modern approaches - Sports regulations

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Media Economics
Course Workload	4 credits (144 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Concepts, Glossary, Syllabus
Introduction to Media Economics	- Theories, Approaches, relevance - Economic Principles
The business of the media	- How media make money, - Media economics and media and management, - microeconomic, macroeconomics
Ownership pattern	- Independent media - Private ownership - Government ownership, Conglomerate, Share of ownership
Economic forces and media regulation	- What is media regulation? - Economic rationales for media regulations - Kinds of media regulation, - Political Economy
The profit motives(source of income)	- Print media (newspapers, magazines) - Electronic media (radio, television, social media and other online media) - Entertainment Industry (music, movies, cinema) - Advertising/PR as a major source of income for media organizations
Social Media Economics	- The social media industry, - Characteristics of the social media industries, - The business models of the social media industries, - Role of news in the social media industries

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	Fundamentals of Advertising and Public Relations in the Media
Course Workload	3 credits (108 academic hours)
Course contents	
Course Title	Module Content
Introduction	<ul style="list-style-type: none"> - Concepts, Glossary, Syllabus, - What is strategy? What is Communication? <p>Strategic Integrated Planning (SIP) Model</p>
Introduction to PR & Advertising	<ul style="list-style-type: none"> - History and evolution of the PR and Advertising disciplines, scopes and functions, - Differences & convergence of disciplines, Marketing Process
Tools of Public Relations	<ul style="list-style-type: none"> - Press release, Press Tour, Press conference, Electronic PR, Newsletters, House Journals, Exhibitions, Events, Online Tools.
Advertising	<ul style="list-style-type: none"> - Advertising Media(Print, Electronic, Outdoor, Digital), - Consumer and key stakeholders(Advertising Agencies & Departments, Advertising and Society, Consumer PR/Advertising), - Tools and techniques.
Understanding Brand	<ul style="list-style-type: none"> - What is a brand? How is it different from a company?, - Storytelling, fiction, and the role of brands in marketing communications - Brand characteristics, Brand Strategy & Brand Positioning
Paid, Shared and media(PESO)	<ul style="list-style-type: none"> - PESO (Paid media, Owned media, Media planning & media buying), - Strategy, audience formation & analysis, negotiation, spending, and buying
Ethics and PR Best Practices	<ul style="list-style-type: none"> - Ethical decision-making model - Ethics in PR(Case studies) - Potter Box Model of Reasoning

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	History of Journalism
Course Workload	3 credits (216 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Concepts, Glossary, Syllabus
Defining journalism	- What is journalism? Types of journalism, The Growing importance of journalism - History and development of the media(from emergence to convergence)
The print	- Telegraph, - Newspapers among other Media
The broadcasting	- Multimedia, T.V, Radio - The Rise of the Modern Media Society
New Media	- Online Journalism, Digital, social, website, blogs
Role of journalism in Democracy	- The battle over press regulation - Revolution - Journalism's relationship to democracy
Funding The Press	- News & Its Revenue Models – & Why They Matter

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Media Visualisation
Course Workload	6 credits (216 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Concepts, Glossary, Syllabus
Media Visualization	- History and development - Defining media visualization, functions
Types of Charts and Graphs	- Selecting Chart Types Tableau chart types
Data and Narrative	- Exploratory Data Analysis - Visual Perception - Narrative Storytelling
Design Principles and Excel	- Excel data and graphs - Data and Design in Excel Exercises
Storytelling with Data	- Visualizing Journalism - Using visualization to tell stories - The principles of design
Visualizing Geospatial Data	- Designing Maps - Mapping Stories - Humanistic Approaches to Visualization

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Radio Broadcasting
Course Workload	2 credits (72 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Concepts, Glossary, Syllabus, radio industry
Evolution of radio	- History and development of radio, Compare Radio Genres(Russia, British, America), types of Radio, early tech and development of radio
Radio Programme Format	- Radio Drama, Music, Radio Talks, Radio Discussions, Radio Features, Interviews, Live Commentaries, Radio News; Qualities of a news reader, Radio jockey
Radio broadcasting in the Digital era	- AIR Codes, convergence and radio broadcasting, Internet radio(Podcasting and portable listening), Convergent production and storytelling(use of words as narration rather, integration of words & pictures; Storytelling structures that work on the Web, Content planning Structure.
Economics radio of broadcasting	- Radio ownership, Local and National Advertising
Writing for Radio	- Spoken language, writing(writing for programmes, News writing, structuring radio-copy-voice designing- effective use of voice, flow, pronunciation)
Production of programs	- News production, - Talks (Types and techniques), - Interviews and the types. Dos and Don'ts of Live broadcast(Sports, recorded and live), choice of subject, Presentation techniques.

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	TV Journalism
Course Workload	4 credits (144 academic hours)
Course contents	
Course Title	Brief Description of the Module Content
Evolution of TV	- Concepts, Glossary, Syllabus, TV industry
TV News Production	- History, Origin, and development TV journalism, - Early tech and development of TV/ Cable - Different genre of television productions
Writing for television production	- Producing Newscasts, news bulletins, TV interviews, studio discussions - Role of a news producer, sound engineer, online editor, TV personalities - Qualities and functions of anchors/ news readers, TV features & news analysis
Reporting	- Writing style of television news, Structuring news stories, Collection and compilation of news, Headline writing - Sourcing(types of News Sources) - News Bulletin, visualization of news, voice over
Technology and convergence	- Field reporting, TV Reporting, Practice in live reporting - Working with multiple sources - Shooting stage
Economics Ownership of TV	- Home video, - The convergence of internet and TV, - Smartphones and mobile video
Evolution of TV	- Production, distribution, syndication

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Social Media Content
Course Workload	4 credits (144 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Concepts, Glossary, Syllabus,
Introduction to Social Media	- Meaning and Characteristics, - Principles of Social Media, The logic of Social Media, - The social media landscape
Social Media for Marketing	- Introduction to Social media marketing - Social media marketing platforms(Facebook, YouTube, Twitter, Instagram) - Content marketing, Email marketing, Ad blocking, landing, steps to a successful social media campaign
Developing a Social Media Content Strategy	- Understanding the basics of content - Content Planning, content strategy, content consideration (content calendar) - Building a consistent brand online
Optimization	- Search Engine Optimization, - Social Media Optimization, - Understanding your campaign brand, Finding and engaging key influencers, Community Management
Digital Identity & Becoming a Virtual Collaborator	- Ethics & Morals of Social Media - Digital footprint and its importance - Understanding and becoming a digital native instead of a digital immigrant.
Assessment	- Monitoring and evaluation, - Social media audit, - Social Media Measurement, Reporting(reporting progress and success campaign)

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Business Journalism	
Course Workload	4 credits (144 academic hours)	
Course contents		
Course Title	Module	Brief Description of the Module Content
Introduction		- Concepts, Glossary, Syllabus,
Introduction to business journalism		- The evolution of business journalism, - The role of the business journalist as the watchdog of corporate businesses - The rise of the business magazine, the growth of business journalism
Business vs Media		- How the media affects society's view of business - What business thinks of the media
Public relations and business journalism		- The rise of PR, - How PR has changed business journalism
Business reporting		- Business reporting issues, business reporting structures, - Public and private companies - Finding business news in different places(court, Business beats, Internet databases) - Reading company income statements
Understanding basics in business and structure		- Executive compensation - The company structure, Initial public offerings, mergers and acquisitions - SEC: Security Executive Committee, economy, Boards of Directors
Ethics and business journalism		- The relationship with analysts - Business journalism ethics - The future of business journalism

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Screenwriting
Course Workload	4 credits (144 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Syllabus, Concepts, Glossary
Writing and Screenwriting	- Defining screenplay writing, different kinds of writing, feature film early development, different genres
Writer and storytelling	- The General Attitude of the Writer, - The Nature of Storytelling and Genres - What makes a good story?
Screenwriting and screen languages	- Characters and Characterization, - Themes, Motifs, Moods, plot, structure, dialogue, scene structure, Openings and endings
Discuss Readings/Screenplay	- Features, The Mechanics of a Screenplay - Visual Storytelling and Setting, - Writing for TV
Script Development and writing short films	- Writing, rewriting, editing, - Casting & preparation, - The Inciting Incident, escalation, and finishing strong.
Pitching your screenwriting/play	- Developing your Pitch writing, - Pitching your screenwriting/play

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Emergency Reporting
Course Workload	5 credits (180 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Syllabus, Concepts, Glossary
History of Emergency Reporting:	- Historical Interactions of emergency reporting and Journalistic profession case studies from World War II, Vietnam, Ebola, and Coronavirus)
Moral and Ethical Issues of emergency reporting	- The dos and don'ts in reporting War, conflict, pandemics and other related emergency issues
Reporting Pandemic	- How Ebola, Coronavirus etc have been reported
Reporting War and conflicts	- War reporting, - Low-Intensity Conflict: Israel-Palestine, Serbia, Azerbaijan-Armenia, Sudan-South Sudan - covering terrorism, Documentary: "War Zone Diary"
Reporting Extreme weather and disasters	- Extreme weather and disaster reporting case studies from recent issues around the world on Fire scene reporting(Amazon), Earthquake(Turkey and Serbia), Vaccines and related.
Journalistic limitation in emergency reporting/boundaries	- Media freedom, freedom of expression and the laws of each country, - Issues of balance and impartiality

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Convergent Journalism
Course Workload	4 credits (144 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Syllabus, Concepts, Glossary
Understanding convergence	- Concept and Significance of Convergence, - Process and effects of Convergence, - typologies of convergence, - Models of media convergence.
New technologies and convergent journalism	- Network Society, - Understanding New Media concepts—Social and digital; - Digital storytelling, - Wiki Journalism
The Development of the Internet and Web	- Innovations and New Possibilities - Social media and news platforms - Blogging & Journalism - Concept of Web 2.0
New media and democracy	- New media convergence, - Internet and democracy, - Digital divide
Regulatory and convergent journalism	- Challenges & Opportunities - Convergence in Cinema and Broadcasting, - Communication Convergence Bill
Economics and Convergence journalism	- The media industry, ownership & control, - Media conglomerates, mergers and Consolidation, - Role and Effects of Social Media as alternative media

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Media Marketing
Course Workload	5 credits (180 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Syllabus, Concepts, Glossary
Media Marketing	- Definition, principles, evolution
Traditional and digital media	- Traditional media and digital interactions, - Relationships and challenges
Planning	- Developing Media planning and strategy, - Developing a marketing plan and strategy
Creative Techniques in media marketing	- Creative planning, - Strategies and creative brief
Public Relations	- Public relations, - Influencers marketing, - Social Media Marketing
Branding and media marketing	- Brand positioning, - Consumer and brand experience, - Consumer segmentation

COURSE DESCRIPTION

42.03.02 Journalism

field of studies/speciality code and title

Course Title	Journalist job in a newspaper
Course Workload	2 credits (72 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Syllabus, Concepts, Glossary
Introduction to Journalism and Newspaper	- Newspaper; - Newspaper features; - News definition, - Basics of journalistic research; Journalistic ethics; Newsworthiness; News values
Feature Writing	- What makes feature stories different? - Feature in the newspaper; Feature writers - Writing feature articles and editorials
Photojournalism/Graphics Photography	- Photojournalism; - layout design, Layouts (primarily editors); - Basics of Digital Photography & photo composition; Photo Editing Style and its Role Language and Discourse; - Telling stories with pictures; Best practices in choosing a picture for an article
Editorship and editorial	- Editor, Sub-editor, - Qualifications of a sub-editor, - The Role of Editorials, Copy Editing and Self-editing
Sports Writing	- Sports reporter; - How is sports writing different from other forms of media? - Guidelines for reporting sports events? Reporting on a sporting event or an athlete?
Interviewing	- Interviewing Basics; the interviewer; Searching the web for published reports; - Different interviewing techniques; - Taking notes; Quotes — when and where to put them; Open/closed questions.

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
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	Philosophy
Course Workload	2 credits (72 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Syllabus, Concepts, Glossary
Introduction to Philosophy	- Defining Philosophy - Philosophy & the Importance of Arguments
Philosophy, society and Ethics	- Values, Pluralism, and Society
Free will and moral responsibility	- Determinism - Compatibilism - liberty and necessity - Alternate possibilities and moral responsibility - Moral Relativism versus Objectivism
Philosophy of religion	- Existence of God(Five Ways to Prove that God Exists: Core Questions in Philosophy) - Evil and the Problem of Evil - The ontological argument (CQP)
Philosophy and science	- Science, Induction, and Hypothesis - Neuroscience
Philosophy of mind	- The nature of the mind, the self, and Mental processes are physical (CQP) - Functionalism, Dualism, - Contemporary Perspectives on the Place of Mind

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	Directing Skills
Course Workload	4 credits (144 academic hours)
Course contents	
Course Module Title	Brief Description of the Module Content
Introduction	- Syllabus, Concepts, Glossary, Introduction to preliminary “directing” vocabulary
Directing	- The Role of the Director; - The Director’s Challenge; - Creating, managing and executing a vision - Do’s and don’ts towards a healthy creative environment for directors.
Table work	- What is table work? How to use it, Do you need it? Why do you need it? Who is it for?
Blocking	- In the room Blocking v. Pre-Blocking + - Cinematic Blocking; - Blocking Techniques, levels and the dynamics
Vision	- Initial Exploration & Inspiration - Identifying Theme/Idea - The Director’s Vision Board and multi-modal organization.
Actors	- Working with Directors; - Rehearsals and the Environment you create for the story and the Environment for your artists
Rehearsal	- Rehearsal Techniques - Rehearsal Process - creating a rehearsal schedule - Rehearsal Calendar Overview + Casting Discussions; technical rehearsals, Auditioning; previews and performances

DEVELOPER:



Signature

Mustapha M. Jamiu

Full Name

**HEAD OF THE EDUCATIONAL
DEPARTMENT:**



Signature

Victor V. Barabash

Full Name