Faculty of Philology

Recommended by ISSC

PROGRAM OF DISCIPLINE

Name of the discipline

<u>Mass Communication in the Digital World</u>

Recommended for the direction of training / specialty

<u>42.06.01 Mass Media and Information and Library Science</u>

Graduate's Degree

<u>Researcher. Teacher-Researcher.</u>

Programs:
10.01.10 Journalism

Moscow
2021

1. Objective of the discipline (module):

The course is designed for post-graduate students. The aim of the course is to introduce post-graduate students to the fundamentals and theoretical background of digital journalism

Learning objectives:

- providing theoretical and practical knowledge of basic concepts and terminology of digital journalism;
- developing skills of using cyber space in modern journalism;
- developing abilities of following modern trends in online journalism

2. The discipline (module) in the structure of *EPHE:*

The course is taught within the specification '***Journalism'***

Course prerequisites

The post-graduate students are expected to have previous knowledge in mass communication and journalism.

The place of the course in the academic curriculum:

The course refers to the optional disciplines from the academic curriculum. The course finalizes the cycle of theoretical studies in the field of mass communication. The graduate of a postgraduate study should: master the complete system of scientific outlook and critical thinking; possess the methodology of research in the field of journalism and mass communication; be able to analyze experience of the leading Russian and foreign schools of sciences and achievements in the sphere of media research; have skills to use innovative techniques in performing complex researches, including cross-disciplinary.

Course prerequisites: general course in 'philosophy of science', 'sociology of mass media', 'theories and practice of media research'.

Table 1 shows preceding and subsequent subjects aimed at forming competence discipline in accordance with the matrix of competences.

Table № 1

Previous and subsequent disciplines aimed to form competencies

№ п/п	Code and name of competencies	Previous disciplines	Subsequent disciplines
Universal competences			
1	UC-1 ability of critical analysis and evaluation of modern scientific achievements; generating new ideas in course of research and practical tasks including interdisciplinary fields	History and philosophy of science, Methodology of scientific research	Scientific training, Scientific research, Scientific-and-research seminar
2	UC-2 ability to make projects and realize complex researches including interdisciplinary ones, on the basis of holistic systemic scientific worldview and using the achievements of history and philosophy of sciences	History and philosophy of science, Methodology of scientific research	Scientific-and-research seminar
3	UC-3 readiness to take part in Russian and international research teams to attain scientific and educational tasks	Methodology of scientific research, Foreign language, Academic English, Russian as a foreign language	Scientific training, Scientific research, Scientific-and-research seminar
4	UC-4 readiness to use modern	Foreign language,	Scientific-and-research

	methods and technologies in scientific communication both in the official state language and foreign languages	Russian as a foreign language	seminar
5	UC-5 ability to set and solve tasks of self-development as a professional personality	Scientific-and-research seminar	Scientific-and-research seminar, Scientific training, Scientific research
General Professional Competences			
6	GPC-1 ability to perform independent scientific research activity corresponding to the professional field using modern research methods and IT technologies	Methodology of scientific research	Scientific training, Scientific research
7	GPC-2 readiness to teach students according to main higher educational programmes.	Methodology of scientific research, Pedagogy of higher education	
Professional Competences			
8	PC-1 competence in methodology of both theoretical and experimental research in the fields of journalism, mass media and adjoining fields of humanitie	Methodology of scientific research, Scientific-and-research seminar	Scientific research, Scientific-and-research seminar
9	PC -2 ability to develop new research methods and applying them in self-research in the fields of journalism, mass media and adjoining fields of humanities taking into account rules of copyright compliance	Methodology of scientific research	Scientific research
10	PC -3 mastering of modern scientific paradigm in the fields of mass communication and the ability to integrate and upgrade the results within the scientific paradigm	Methodology of scientific research	Scientific research
11	PC -4 ability to take part in teamwork of professional groups to develop different information resources (analytical texts, media text corpuses of different genres, specialized databases) and electronic resources as well	Language of mass communication	Scientific research
12	PC -5 ability to take part in teamwork of professional groups to carry out scientific research of issues of efficiency and current trends of development of domestic and foreign mass media, including historical, economic, political, legal, social, ethical, professional and creative aspects of their functioning	Methodology of scientific research, Scientific-and-research seminar	Pedagogical training
13	PC -6 ability to demonstrate and apply profound knowledge in the field of mass communication	Methodology of scientific research	Scientific training

	system and modern domestic and foreign media concepts.		

3. Requirements toPhD-students on finishing the course:

The process of studying the discipline is aimed to form the following universal, general and professional competences:

Universal Competences

UC-1   ability of critical analysis and evaluation of modern scientific achievements; generating new ideas in course of research and practical tasks including interdisciplinary fields;

UC-2   ability to make projects and realize complex researches including interdisciplinary ones, on the basis of holistic systemic scientific worldview and using the achievements of history and philosophy of sciences;

UC-3   readiness to take part in Russian and international research teams to attain scientific and educational tasks;

UC-4   readiness to use modern methods and technologies in scientific communication both in the official state language and foreign languages;

UC-5   ability to set and solve tasks of self-development as a professional personality

General Professional Competences

GPC-1 ability to perform independent scientific research activity corresponding to the professional field using modern research methods and IT technologies;

GPC-2 readiness to teach students according to main higher educational programmes.

Professional Competences

PC-1   competence in methodology of both theoretical and experimental research in the fields of journalism, mass media and adjoining fields of humanities;

PC -2 ability to develop new research methods and applying them in self-research in the fields of journalism, mass media and adjoining fields of humanities taking into account rules of copyright compliance;

PC -3 mastering of modern scientific paradigm in the fields of mass communication and the ability to integrate and upgrade the results within the scientific paradigm;

PC -4 ability to take part in teamwork of professional groups to develop different information resources (analytical texts, media text corpuses of different genres, specialized databases) and electronic resources as well;

PC -5 ability to take part in teamwork of professional groups to carry out scientific research of issues of efficiency and current trends of development of domestic and foreign mass media, including historical, economic, political, legal, social, ethical, professional and creative aspects of their functioning;

PC -6 ability to demonstrate and apply profound knowledge in the field of mass communication system and modern domestic and foreign media concepts.

As a result of studying the discipline, the student must:

Know: basic terms and concepts of communications; the main stages of the development of European/American mass communication systems; functioning of modern Internet data bases; functioning of mobile applications; main trends in developing of modern mass media; fundamental norms of the ethics of mass communication community.

Be capable to: to apply theoretical knowledge to practice of communications; to put goals and tasks of mass media research; to launch her/his own research in the field of modern journalism; to apply scientific methodology and theories in research and professional activity; to analyse and interpret available online data sources of modern journalism; develop an understanding of legal and ethical issues for online media; develop a critical understanding of the digital work environment for journalists; demonstrate understanding of the concepts of usability, web design and web writing through hands-on work; to apply advanced theoretical knowledge in scientific work and teaching and education of journalism.

Master: the specific skills and techniques used in online journalism; learn how to search the Internet to gather information; analyze online resources for information gathering, and to evaluate online media with respect to their credibility, reliability, layout and navigability, and other qualities; apply non-linear storytelling techniques for online media; skills of scientific and research activities and teaching practice.

4. The scope of the discipline and types of activities
The overall workload of the discipline is **3** credits.

Types of activities	Всего часов	Семестры			
		1	2	3	4
Classroom activities (total)	**18**		18		
Lectures	6		6		
Practical lessons/Seminars	12		12		
Laboratory activities					
Control	**12**		12		
Independent work (total)	**78**		78		
Overall workload hours	**108**		**108**		
Credits					

5. Content of the discipline
5.1. Content of the units of the discipline

№	Units	Content of the units(topics)
1	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	2.Audience of the Internet media	Its characteristics. Methods of analysis and measurement. Features: feedback, user-generated content, comments, etc.
3	3.Mobile journalism	Features, content production, strategic models, differences between professional and user-generated content.
4	4. Formats and genres of online media: practical issues	Traditional media in the Internet, types and genres. New innovative formats: transmedia storytelling, long reads. infographics, and others. The future of online journalism.

5.2. The units of the discipline and activities

№	Units	Lect.	Pract/ Sem	Lab.	Control	Ind.	Total/ Hours
1.	The subject of online journalism: theoretical background	2	4			20	26
2.	Audience of the Internet media	1	2			12	26
3.	Mobile journalism	1	2			14	26
4.	Formats and genres of online media:	2	4			20	20

	practical issues							
	Final Assessment							12
								108

6. Laboratory work (if needed) - No laboratory works

7. Practical lessons (seminars)

№ п/п	№ of units	Topics	hours
1	1	The subject of online journalism: theoretical background	2
2	1	The subject of online journalism: theoretical background	2
3	2	Audience of the Internet media	2
4	3	Mobile journalism	2
5	4	Formats and genres of online media: practical issues	2
6	4	Formats and genres of online media: practical issues	2

8. Material and technical support:
multimedia classroom, computer, Internet access, smart board

9. IT support
a) IT andtechnical support:
multimedia classroom, computer, Internet access, smart board, library reading room.
б) databases, reference information and search facilities:
1. htpp://www.rad.pfu.edu.ru/
2. www.libfl.ru
3. www.portalus.ru
4. www.project.phil.pu.ru
5. www.lib.fl.ru
6. www.gutenberg.net
7. www.ipl.org)
8. www.theeuropeanlibrary.org; www.epoch-net.org
9. http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z0_0358/st000/htm/
10. http:www.philosophy.ru/library/witt/01/01.html/

10. Methodological support and learning materials:
a)) **Basic list of references:**
1.   Bradshaw P. The Online Journalism Handbook: Skills to survive and thrive in the digital age (2011). N.Y.: Routledge. 224 p.
2.   Burum I., Quinn S. (2015) MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad1st Edition. Focal Press; 322 p.
3.   Digital Journalism: Emerging Media and the Changing Horizons of Journalism (2003). Rowman & Littlefield Publishers. 208 p.
4.   Dominick, J. R. (2012). The Dynamics of Mass Communication: Media in the Digital Age, 12th ed. N.Y.: McGraw-Hill. 496 p.
5.   Expanding Media Frontiers in the XXI Century: The Impact of Digitalization Upon Media Environment 2016. M.: MSU. 214 p.
6.   Gambarato R., Alzamora J., Tárcia L. (2016). Russian News Coverage of the 2014 Sochi Winter Olympic Games: A Transmedia Analysis. International Journal of Communication, 10, 1446–1469
7.   Gray J. (2012) The Data Journalism Handbook: How Journalists Can Use Data to Improve the News. O'Reilly Media. 242 p.

8.   Hachten W., Scotton J. (2016) The World News Prism: Challenges of Digital Communication: 9 edition Wiley-Blackwell. 288 p.

9.   Hernandez R., Rue J. (2016). The Principles of Multimedia Journalism: Packaging Digital News 1st Edition N.Y.,L.: Routledge. 232p.

10.   Hill S. Online Journalism. The Essential Guide. (2013). N.Y.: Sage. 304 p.

11.   Hirst, M., & Harrison, J. (2007). Communication and New Media: From Broadcast to Narrowcast. Melbourne, Sydney: Oxford University Press.

12.   Iosifidis P Global Media and Communication Policy. An International Perspective (2011) L: Palgrave Macmillan UK. 288 p.

13.   Kalogeras, S. (2014). Transmedia Storytelling and the New Era of Media Convergence in Higher Education. London: Palgrave Macmillan.

14.   Lynch, D. (2016). Between the network and the narrative: Transmedia storytelling as a philosophical lens for creative writers. New Writing: The International Journal for the Practice and Theory of Creative Writing, 13(2), 161-172.

15.   Napoli Ph. Audience Evolution: New Technologies and the Transformation of Media Audiences (2010). - Columbia University Press. 272 p.

16.   The Global Journalist in the 21st Century (2013) Edited by David H. Weaver and Lars Willnat. N.Y., L. Routledge. 600 p.

2) additional list of references:

1.   Gleick J. The Information. A History, A Theory, A Flood. 2011. N.Y.: Pantheon Books. 544 p.

2.   Jones R., Hafner A. (2012). Understanding Digital Literacies: A Practical Introduction. N.Y.: Routledge. 224p

3.   Halavais A. Search Engine Society. Polity Books: Cambridge, 2008. 240 p.

4.   Quinn S. Convergent Journalism: The Fundamentals of Multimedia Reporting, Focal Press, 2005. 256 p.

5.   Waldman S. Creative Disruption: What you need to do to shake up your business in a digital world (Financial Times series). Prentice Hall: N.Y., 2010 – 248 p.

6.   Wu T. The Master Switch: The Rise and the fall of Information Empires. Vitage Books: N.Y., 2011 – 384 p.

11. Methodology guidelines to master the course

This three-credit course includes 4 modules that cover the major current issues within the field of Digital journalism.   Each of the modules includes the lectures synopses, assignments, references and a further reading list, topics for discussion.

The final assignment covers all course units/content/topics/issues and thus helps consolidate students' learning activities.

Presentation can be prepared by two or three students if the scope of the theme should be covered from different angles.

Academic honesty

Plagiarism and copy right violation are not permitted. It is necessary to provide all references for all quotations used in the written papers and presentation.

12. Fund of assessment tools for intermediate certification of students in the discipline (module).

Materials for assessing the level of mastering the educational material of the discipline (assessment materials), including a list of competencies indicating the stages of their formation, a description of indicators and criteria for assessing competencies at different stages of their formation, a description of the assessment scales , typical control tasks or other materials necessary for assessing knowledge, skills, skills and (or) experience of activity, characterizing the stages of the formation of competencies in the process of mastering the educational program, methodological materials that determine the procedures for assessing knowledge, skills, skills

and (or) experience of activity, characterizing the stages of the formation of competencies, are developed in full and are available for students on the discipline page in the TUIS RUDN.

The program has been drawn up in accordance with the requirements of the ESHE of RUDN University.
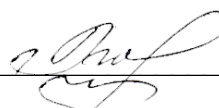
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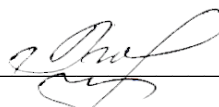
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