

*The Federal state autonomous educational institution of higher education
"Peoples' Friendship University of Russia"*

Faculty of Philology

Recommended by ISSC

PROGRAM OF DISCIPLINE

Name of the discipline

Modern Media Holdings and their Communication policy

Recommended for the direction of training / specialty

42.06.01 Mass Media and Information and Library Science

Graduate's Degree

Researcher. Teacher-Researcher.

Programs:

10.01.10 Journalism

**Moscow
2021**

1. Objective of the discipline (module):

The course **Modern Media Holdings and their Communication policy** is designed for post-graduate students. The aim of the course is to present to post-graduate students the main Communication Strategies persuaded by Media Holdings. The discipline Modern media holdings and their communication policy is based on multidisciplinary approach and involves major methods and concepts in media research.

Course Aims:

- to introduce the subject of Modern Media Holdings and their Communication Policy as the academic discipline and as the basis of professional practice;
- to determine methodological background and collections of concepts as well as the origins of Media Strategies in contemporary Media market;
- to study theoretical approaches, models and definitions of the concepts «scientific theory», «modern media holdings», «communication policy», «mass communication», concepts of SBZ and SBU;
- present a history of Modern Media Holdings;
- reveal the Dynamics and continuity while describing Modern Media Holdings and their communication policy, concept of holding's balanced business portfolio in the framework of Media Marketing and Media Economics theories;
- to provide theoretical concepts of a Modern Media Holdings;
- to Present and Discuss the New Trends in the Development of Media Holding Strategies, including Interdisciplinary Approaches.

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 is one of the optional disciplines from the academic curriculum. The course finalizes the cycle of theoretical studies in the field of mass communication. The postgraduate student should master the complete system of scientific outlook and critical thinking; possess the methodology of research in the field of journalism, mass communication and media marketing. Besides it, they should be able to analyze experience of the leading Russian and foreign schools of sciences and achievements in the sphere of Media research; be aware of the leading conceptions of the mass communication theories; have skills to use innovative techniques in performing complex researches, including cross-disciplinary studies.

Course prerequisites: general course in «Philosophy of science», «Sociology of Mass Media», «Media Economics», «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 methods and technologies in scientific communication both in the official state language and foreign languages	Foreign language, Russian as a foreign language	Scientific-and-research 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 system and modern domestic and foreign media concepts.	Methodology of scientific research	Scientific training

3. Requirements to PhD-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: structure and functioning of contemporary media holdings and their main strategy based on major mass communication theories, modern scientific concepts and paradigms in the field of journalism and mass communication; specific terminology; systems of methodological criteria and methods of scientific research.

Be capable to: to put goals and tasks with the aim of analyzing modern media holdings' strategies, to apply advanced theoretical knowledge in scientific work and teaching and education of journalism.

Master: skills of scientific and research activities and teaching practice, ability to self-increase, critical analysis and application of theoretical knowledge in practice.

4. The scope of the discipline and types of activities

The overall workload of the discipline is 5 credits.

Types of activities	Всего часов	Семестры			
		1	2	3	4
Classroom activities (total)	60	30	30		
<i>Lectures</i>	40	20	20		
<i>Practical lessons/Seminars</i>	20	10	1		
<i>Laboratory activities</i>					
<i>Control</i>	40	20	20		
Independent work (total)	120	60	60		
Overall workload hours	180		180		
Credits					

5. Content of the discipline

5.1. Content of the units of the discipline

№	Units	Content of the units(topics)
1	Introduction to media holding busyness.	1. A History of Mass Communication. 2. Fundamentals of Media Economics: key terms and concepts. Media Economics: basic concepts. 3. Business Planning and Mediaproduct. Balanced Business portfolio.
2	Contemporary media holding: structure and functioning	4. Managing the workforce as a strategic business unit: matrix Blake-Mouton. The concept of mission of media company. 5. The concept of mission of media company. Media management service. Model of managerial competence. 6. Audience analysis and mass communication. Uses and gratification theory, Media Dependency Theory and others
3	Growing and mature markets: barriers to entry in the media business. Media holding and information as a subject of media	7. Modeling and planning of the editorial team. Elimination of the «break points» break-points on the planning horizon of a Strategic Business Unit in the media business. 8. Key performance Indicators of Media Holding functioning - KPI in Media business.

	business.	
4	Media marketing: Modeling media business in the modern economy.	9. Advertising of products and services to the Media. Income from ATL-, and BTL-advertising. Draw Media Policy. The concept of return on investment - ROI in the Media Business. 10. Price and Pricing in the Media Industry, Demand and Output. Pricing, distribution and marketing of Media Products. Media and Audience: Subscription and Retail, Wholesale and Free Distribution.
5	The role and purpose of the business processes in media holding.	11. The matrix of the Product Life Cycle - the matrix BCG: market share and market growth. Lifecycle Management, Media products. 12. Analysis of the internal environment of Media company/ SWOT-analysis. 13. 5 Forces by M.Porter. Media company Brand - Brand Mapping. Strategic and Operational Marketing in the Media Industry. Strategic Business Units (SBU) and Strategic Business Zones (SBZ).
6	Differentiation of strategies in the media business.	14. Typical signs of competitive strategies by A. Yudanov. The concept of Competitive Strategy field. I.Ansoff matrix and Selection Strategy. Competitiveness Assessment and Selection of the Srowth strategy, the matrix McKinsey / GE. Reference Growth Strategy and Competitive strategy. 15. Transformation and Trends of Development of Russian Media holding System.
7	Russian Media holdings in the Context of Modern Global Media landscape.	16. Features on line and off-line media. The concept of New media. Marketing budget. 17. CRM database of Advertisers in the media business. Industrial database.
8	Interdisciplinary Approaches to Media holding strategy	18. Positioning of the Company in the Media Market. 19. The concept of Media and Information Literacy. 20. Final project presentation.

5.2. The units of the discipline and activities

№	Units	Lect.	Pract/ Sem	Lab.	Control	Ind.	Total/ Hours
1.	Introduction to media holding busyness.	6	2			10	18
2.	Contemporary media holding: structure and functioning	6	4			20	30
3.	Growing and mature markets: barriers to entry in the media business. Media holding and information as a subject of media business.	4	2			10	16
4.	Media marketing: Modeling media business in the modern economy.	4	2			20	36
5.	The role and purpose of the business processes in media holding.	6	4			20	30
6.	Differentiation of strategies in the media business.	4	2			10	16

7.	Russian Media holdings in the Context of Modern Global Media landscape.	4	2			20	26
8.	Interdisciplinary Approaches to Media holding strategy	6	2			10	18
		40	20			120	180

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

7. Practical lessons (seminars)

№ п/п	№ of units	Topics	hours
1	1	Media holding and business process. Media holding's Strategic business zones (SBZ), and Strategic business units (SBU).	2
2	2	Media holding main goals and structures.	2
3	3	Media holding activities on growing and mature markets, and barriers to enter.	2
4	4	Media marketing, and 4 P's in the modern economy.	2
5	5	Media holding practice: balanced and unbalanced business portfolio.	2
6	6	Types of strategies in the media business. SWOT-analyses as the main instrument for applied media strategies.	2
7	7	Global Media landscape: Russian and international media space (comparative analyses).	2
8	8	The concept of Media holdings and their strategy in the contemporary market space.	2

8. Material and technical support:

multimedia classroom, computer, Internet access, smart board

9. IT support

a) IT and technical support:

multimedia classroom, computer, Internet access, smart board, library reading room.

б) databases, reference information and search facilities:

1. <http://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. Bignell, J. (2013) An Introduction to Television Studies. London: Routledge. - 348 p.

2. Bryant, J., Thompson, S., & Finklea, B. W. (2012). Fundamentals of media effects. Waveland Pr Inc. 410 p.

3. Castells M. (2010) End of Millennium: The Information Age: Economy, Society, and Culture Volume III. N.Y.: Wiley-Blackwell. 488 p.
 4. Coleman, S., & Ross, K. (2010). The media and the public. 'Them' and 'us' in media discourse. N.Y.: Wiley-Blackwell. 200 p.
 5. Dominick, J. R. (2012). The Dynamics of Mass Communication: Media in the Digital Age, 12th ed. New York: McGraw-Hill. 496 p.
 6. Expanding Media Frontiers In The XXI Century: The Impact Of Digitalization Upon Media Environment. M.2016. 214 p.
 7. Global Media and National Policies: The Return of the State. (2016). Eds. By Flew T., Iosifidis P., Steemers J. L.: Palgrave Macmillan. 232 p.
 8. Gurevich S.M. The economy of domestic media. M: Aspect Press, 2009. 220 p.
 9. Gurevitch S.M., Ivanitsky V.L., Nazarov A.A., Schepilova G.G.. Fundamentals of media marketing: Faculty of Journalism of Moscow State University named after M.V. Lomonosov, 2007.
 10. Hachten W., Scotton J. The World News Prism: Challenges of Digital Communication: 9 edition Wiley-Blackwell. 2016. 288 p.
 11. Mapping BRICS Media (2015) Nordenstreng. K. and D. K. Thussu (eds.), (London: Routledge). 340 p.
 12. Marsen S. Communications studies. Palgrave Macmillan 2006. 224 p.
 - McPhail T. Global Communication: Theories, Stakeholders and Trends Paperback, 2014, Wiley-Blackwell. 336 p.
 13. Muzykant V.L. «Mass Media Sociology». Methodical complex on discipline For students enrolled in «Journalism». Moscow: Russia Peoples' Friendship University, 2015. 184 p.
 14. Miller K. Communication Theories: Perspectives, Processes, and Contexts. 2004. McGraw-Hill Humanities/Social Sciences/Languages. 352 p.
 15. Muzykant V.L. Fundamentals of integrated communications. Moscow: Yurayt Publ., 2019. 363 p. (in two parts).
 16. Muzykant V.L. Marketing communications management (ATL-, BTL-advertising, integrated marketing communications, branding). A full course of MBA. Moscow: Eksmo Publ., 2009. 749 p.
 17. Muzykant V.L. Integrated marketing communications. INFRA-M, Moscow: 2013. 249 p.
 18. Muzykant V.L. «Mass Media Sociology». Methodical complex on discipline For students enrolled in «Journalism». Moscow: Russia Peoples' Friendship University, 2015. 184 p.
 19. Muzykant V.L.. Advertising. INFRA-M Publ. , Moscow: 2011. DOI 10.12737/8173 <http://dx.doi.org/10.12737/8173>
 20. Potter W. Media Literacy (2015) : SAGE Publications. 576 p.
 21. Rushkoff D. (2010) Media Virus! N.Y.: Ballantine Books - 370 p.
 - 22 Toffler A. (1984) The Third Wave. N.Y.: Bantam. - 560 p.
 23. Webster F. (2002) Theories of the Information Society. L.: Routledge. 304 p.
- 2) *additional list of references:*
1. Baran S., Davis, D. (2012) Mass Communication Theory: Foundations, Ferment, and Future (Wadsworth Series in Mass Communication and Journalism) 6th Edition. Boston: Cengage Learning. 416 p.
 2. Castells, M. (2009) Communication Power. Oxford: Oxford University Press. 608 p.
 3. Bryant, Jennings, & Oliver, Mary Beth. (2009). Media effects: Advances in theory and research (3rd edition). New York: Routledge. 576 p.
 4. Briggs, A. and Burke, P. (2010) A Social History of the Media: from Gutenberg to the Internet, - Oxford: Polity; 320 p.
 5. Dainton M., Zelley E. (2014) Applying Communication Theory for Professional Life: A Practical Introduction 3rd Edition 280 p. SAGE Publications
 6. Doing News Framing Analysis: Empirical and Theoretical Perspectives (2009) - Routledge. - 392 p.

7. Flew, T. & Waisbord, S. (2015). The ongoing significance of national media systems in the context of media globalization // Media, Culture and Society, 37(4), pp. 620-636.
8. Giles D. Media Psychology Routledge, 2003. — 336 p.
9. Jones R., Hafner A. (2012). Understanding Digital Literacies: A Practical Introduction. N.Y.: Routledge. - 224p.
10. Miller K. Communication Theories: Perspectives, Processes, and Contexts. 2004. McGraw-Hill Humanities/Social Sciences/Languages. 352 p.
11. Musician V.L. The concept of WEB 2.0 as a key driver of modern educational cyberspace. Media Education 2017. No. 2. C.96-111.
http://www.mediagram.ru/netcat_files/101/119/h_dab9730ad8e0080194d69306beccf767
12. Sparks, G. (2013). Media Effects Research: A Basic Overview Boston: Wadsworth Cengage Learning. 336 pp
13. Taylor P.A., Harris J. (2008) Critical theories of Mass media: Then and Now. Open University Press - 264p.

11. Methodology guidelines to master the course

Individual learning incorporates reading recommended sources to be ready to answer questions for revision, to prepare for classroom presentations and discussions, to be actively involved in the case study activities, to do project work, essay-writing activities to prepare for mid-term and final assessment.

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.

Author of the Program:

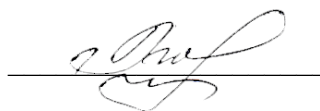
Professor, Mass Communication Department



Valeriy L. Muzykant

Head of the Program

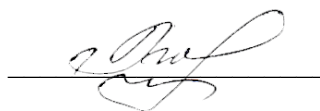
Professor, Mass Communication Department



Victor V. Barabash

Head of the Mass Communication Department

Professor, Mass Communication Department



Victor V. Barabash