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

**Faculty of Philology**

(наименование основного учебного подразделения (ОУП)-разработчика ОП ВО)

## **PROGRAM OF DISCIPLINE**

**Art and culture journalism**

(Name of the Discipline / Module)

**Recommended for the direction of training / specialty:**

**42.04.02 Journalism**

(Code and Name of the field of study, direction of training / specialty)

**The discipline is carried out within the framework of the main professional  
educational program of higher education (EP HE):**

**Global and Digital Media**

(Name of the educational program)

**2022 г.**

## 1. OBJECTIVE OF THE DISCIPLINE

This is an introductory course in art and culture journalism. The course will be taught as the series of workshops and as the series of lectures. The course logic will progress from the art history, basic journalism techniques and new media formats, from the “one shot” news to the visual storytelling that may incorporate audio, video or other multimedia tools, ethical issues. Students will get several opportunities to learn how to produce culture stories that are rigorous yet creative. Class options allow students to clarify their understanding of all branches of the arts, from architecture to dance, contemporary art practices to sculpture. Students will be responsible for weekly assignments as well as for two long-term projects. The course will be addressed to the relevant topics in journalism, art and culture such as how to find out and describe arts funding, define artistic movements and depict cultural context, and show up the artist’s personality.

The main objectives are:

- To present basic vocabulary used in art and culture field, cultural industry's complex structures and the various inside processes.
- To show how to apply particular methods to explain cultural politics, to develop a sense for current trends and developments on the cultural scene, to describe current processes as well;
- To present wild range of instruments for creating professional report for printed media, television, radio, and online platforms.

## 2. REQUIREMENTS TO STUDENTS ON FINISHING THE COURSE

Students are expected to master the following competencies:

*Table 2.1. The list of competencies formed in the mastering of the discipline (the results of the discipline)*

Code	Competence	Indicators of competence achievement (within the discipline)
UC-5	Able to analyze and consider the diversity of cultures in the process of intercultural interaction	UC-5.1 Knows the basic concepts, interpretations, and components of the concepts of "culture" and "intercultural communications"
		UC-5.2 Able to communicate and create official business, scientific and professional texts, considering the civilizational, national, ethno-cultural and confessional characteristics of the audience / interlocutor / opponent
		UC-5.3 Possesses the skills and techniques of effective intercultural communication based on knowledge of the diversity of cultures
GPC-3	Able to analyze the diversity of achievements of domestic and world culture in the process of creating media texts and (or) media products, and (or) communication products	GPC-3.1 Knows the stages and trends in the development of the domestic and world cultural process
		GPC-3.2 Demonstrates diverse erudition in the field of domestic and world culture in the created journalistic texts and (or) products

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

The discipline “Art and Culture Journalism” belongs to the Variative Module of Block 1 of the curriculum. Table 1 shows preceding and subsequent subjects aimed at forming competence discipline in accordance with the matrix of competencies.

*Table 3.1. The list of components of the EP HE, contributing to the achievement of the planned results of the discipline*

Code	Name of competence	Previous discipline	Subsequent disciplines
UC-5	Able to analyze and consider the diversity of cultures in the process of intercultural interaction		Modern media text / Современный медиатекст Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ Stereotypes in international journalism / Стереотипы в международной журналистике Propaganda in mass media / Пропаганда в СМИ
GPC-3	Able to analyze the diversity of achievements of domestic and world culture in the process of creating media texts and (or) media products, and (or) communication products		Modern media text / Современный медиатекст

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

The overall workload of the discipline is **3** credits.

*Table 4.1. Types of educational work by periods of study of the EP HE for the full-time mode of study*

Type of activity	TOTAL, ac. hours	Semester (s)			
		1	2	3	4
<i>Classroom activities, ac. hours</i>	34	34			
Including:					
Lectures	17	17			
Laboratory activities					
<i>Practical lessons/Seminars</i>	17	17			
<i>Independent work, ac. hours</i>	54	54			
<i>Control, ac. hours</i>	20	20			
<b>Overall workload</b>	ac. hours	108	108		
	credits	3	3		

#### 5. CONTENT OF THE DISCIPLINE

*Table 5.1 Content of the discipline (module) by type of activity*

<b>Name of the Unit</b>	<b>Content of the Units (topics)</b>	<b>Type of activity</b>
<b>Fundamentals of arts and culture writing</b>	Topic 1. The history of art and culture journalism Topic 2. Expert knowledge in the field of art and culture Topic 3. The critic as cultural arbiter Topic 4. Criticism key issues - description, context, interpretation, evaluation	Lectures, Practical Lessons
<b>Basic cultural tendencies</b>	Topic 5. General topics and tendencies in cultural development in the 20 <sup>th</sup> and 21 <sup>st</sup> centuries (music, visual arts, theatre, dance, film, poetry, literature)	Lectures, Practical Lessons
<b>Multimedia storytelling</b>	Topic 6. Film Criticism, Music Criticism, Theater Criticism, Literature etc. in the context of multimedia storytelling. Topic 7. Criticism as continuing dialog	Lectures, Practical Lessons
<b>Ethics issues</b>	Topic 8. Principles and ethics of arts and culture journalism. Topic 9. Media laws Topic 10. Intellectual Property Rights	Lectures, Practical Lessons

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

The discipline is implemented using e-learning and distance learning technologies

*Table 6.1. Material and technical support of the discipline*

<b>Type of classroom</b>	<b>Classroom equipment</b>	<b>Specialized educational/laboratory equipment, software and materials for the mastering of the discipline (if necessary)</b>
Classroom	An auditorium for lecture-type and seminars classes, equipped with a set of specialized furniture; board (screen) and technical means of multimedia presentations.	Screen and projector

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

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

### *Main readings*

1. Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.
5. Seely John. The Oxford Guide to Writing & Speaking.
6. Hicks, Wynterd. English for Journalists. Routledge Publication.
7. Lewis James. The Active Reporter. Vikas Publication

8. Warren Carl. *Modern News Reporting*. Harper and Row.
9. Rangaswami, Parthasarathy. *Basic Journalism*. Macmillan India.
10. Mudgal, Rahul. *Emerging Trends in Journalism*. Sarup and Sons.
11. Chandra R.K. *Handbook of Modern Newspaper Editing & Production*. Mangalam Publication
12. Canter, Lily. *Personalised tweeting: The emerging practices of journalists on Twitter*.
13. Couldry, Nick. *Media, Society, World*. Oxford: Polity.
14. Dahlgren, Peter (2012) *Public Intellectuals, Online Media, and Public Spheres: Current Realignment*. *International Journal of Politics, Culture & Society*
15. Driessens, Olivier (2013) *Celebrity capital: redefining celebrity using field theory*. *Theory and Society*
16. Elkins, James (2003) *What Happened to Art Criticism*. Chicago: Prickly Paradigm Press.
17. Gillespie, Ryan (2012) *The Art of Criticism in the Age of Interactive Technology: Critics, Participatory Culture, and the Avant-Garde*. *International Journal of Communication*
18. Verboord, Marc (2014) *The impact of peer-produced criticism on cultural evaluation: A multilevel analysis of discourse employment in online and offline film reviews*. *New Media & Society*
19. T.J.S. George: *Editing – A Handbook for Journalists*.
20. Kamath, M.V. *The Journalist's Handbook*.
21. Kamath, M.V. *The Professional Journalist*.
22. Vir Bala Aggarwal and V.S.Gupta, 2002 (second reprint), *Handbook of Journalism and Mass Communication*, Concept Publishing Company, New Delhi
23. Seema Hasan, 2010, *Mass Communication: Principles and Concepts*, CBS Publishers and Distributors Pvt. Ltd., New Delhi
24. Maria Garcia, 1981, *Contemporary Newspaper Design: A Structural Approach*, Prentice- Hall Inc. Englewood Cliffs, *New Jersey USA*

#### *Other recommended readings*

1. Krieken, Robert van (2012) *Celebrity Society*, London & New York: Routledge.
2. Kristensen, Nete Nørgaard & From, Unni (2015) *From Ivory tower to cross-media personas: the heterogeneous cultural critic in the media*. *Journalism Practice*
3. Lewis, Tania (2008) *Smart Living. Lifestyle Media and Popular Expertise*. New York: Peter Lang
4. McDonald, Ronan (2007) *The Death of the Critic*. London: Continuum.
5. Walsh, Peter (2003) *That Withered Paradigm: The Web, the Expert, and the Information Hegemony*. In *Democracy and New Media*, edited by Henry Jenkins and David Thorburn. MIT Press.

#### *Web-sites and online resources*

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
  - Электронно-библиотечная система РУДН – ЭБС РУДН <http://lib.rudn.ru/MegaPro/Web>
  - ЭБС «Университетская библиотека онлайн» <http://www.biblioclub.ru>
  - ЭБС Юрайт <http://www.biblio-online.ru>
  - ЭБС «Консультант студента» [www.studentlibrary.ru](http://www.studentlibrary.ru)
  - ЭБС «Лань» <http://e.lanbook.com/>
2. Databases and search systems:

- ЭБС ЮРАЙТ <https://www.biblio-online.ru/catalog/full/gumanitarnye-i-obschestvennye-nauki/kulturovedenie-i-sociokulturnye-proekty/teoriya-i-filosofiya-kultury>

*Teaching materials for students' independent work while mastering the discipline/module\*:*

1. A course of lectures on the discipline.
2. Practical assignments and their brief contents;
3. Questions for self-check, test assignments.

\* - all educational and methodical materials for students' independent work are published in accordance with the current order on the page of the discipline in TUIS!

## **8. GRADING MATERIALS AND GRADING-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMED IN THE DISCIPLINE**

The grading materials and grading-rating system\* for assessing the level of competence (part of competences) for the discipline are presented in the Appendix to this Working program of the discipline.

\* - are formed on the basis of the requirements of the corresponding local normative act of RUDN University.

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