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Информация о владельце:  
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Должность: Ректор  
Дата подписания: 16.06.2022 10:46:07  
Уникальный программный ключ:  
ca953a0120d891083f939673078ef1a989dae18a

**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**

### **Media production**

(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

The goal of the course is to develop a critical understanding of the concept of media production and to support learning with an effective blend of theory and creative practice, to encourage ownership through self-directed projects.

This course will equip students with a solid grounding in the specialist skills and advanced theory that apply to post-production practice. The teaching of this course is comprised of seminars, workshops in storytelling and production practice, study of broadcast and editorial guidelines, independent research, collaborative project work and film screenings.

The main objectives are:

- gaining the knowledge of modern journalism and its issues;
- developing skills of multimedia journalist: writing, making video, audio, etc.;
- learning the consequences of globalization and its impact on journalism;
- improving analytical skills and critical thinking by analysing real case studies;
- improving creative and presentational skills by creating students' personal projects;
- giving the understanding of Russian reality and helping to cooperate with Russian government structures, commercial, educational, non-profit organizations and citizens.

## 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<br>(within the discipline)   |
|------|--|---|
| UC-2 | Able to manage the project at all stages of its life cycle                       | UC-2.1 Knows the organizational and technological methods, principles and tools used in project work; methods, criteria and parameters of presentation, description and evaluation of the results/products of project activities  |
|      |  | UC-2.2 Can develop project terms of reference, project schedule; prepare, check and analyze project documentation; prepare and present project results in the form of reports, articles, conference presentations; organize and coordinate the work of project participants |
|      |  | UC-2.3 Knows how to effectively organize and coordinate the stages of the project to achieve the best results while balancing the amount of work and resources  |
| UC-3 | Able to organize and lead a team, developing a team strategy to achieve the goal | UC-3.1 Knows the basic rules and conditions for organizing effective teamwork; the basic principles that determine the plan of action to achieve the goal   |

| Code | Competence  | Indicators of competence achievement<br>(within the discipline)   |
|------|---|---|
|      |   | <p>UC-3.2 Manages team members, distributing and delegating authority among them to achieve the fastest and best results</p> <p>UC-3.3 Knows the skills of competent and effective organization, coordination and management of team interaction in solving professional problems to achieve the set goal</p>   |
| UC-4 | Able to use modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction | <p>UC-4.1 Knows the basic principles and rules of business, academic and professional ethics; basic means of information and communication technology</p> <p>UC-4.2 Can present scientific and professional information in Russian and foreign (-s) languages intelligently, clearly and accessible in written and/or oral form; create texts of official and scientific style of speech in Russian and foreign (-s) languages when presenting professional issues; edit and proofread official, scientific and professional texts in Russian and foreign (-s) languages; use modern information and communication technologies for academic and professional interaction</p> <p>UC-4.3 Knows the skills of effective oral and written communication in the process of academic and professional interaction in Russian and foreign language(s), including the use of modern information and communication technologies</p> |
| UC-6 | Able to identify and implement the priorities of his/her own activities and ways to improve them on the basis of self-assessment                                | <p>UC-6.1 Knows the basics, directions, sources, and ways to improve professional activities, taking into account the conditions, means, personal capabilities, career stages, and labor market requirements</p> <p>UC-6.2 Can correctly formulate goals, objectives, and plan time for professional development and career growth taking into account conditions, means, personal capabilities, and labor market requirements; optimally use own resources and capabilities for successful professional activity; critically assess own resources and capabilities for successful professional activity</p> <p>UC-6.3 Has the skills and techniques to identify, plan, implement and improve professional activities, taking into account the conditions, means, personal capabilities, stages of career development and labor market requirements</p>   |
| UC-7 | Able to search for the necessary sources of information and data,   | UC-7.2 Can use modern technical means and information and communication technologies in   |

| <b>Code</b> | <b>Competence</b>   | <b>Indicators of competence achievement<br/>(within the discipline)</b>   |
|-------------|---|---|
|             | perceive, analyze, remember and transmit information using digital means, as well as using algorithms when working with data received from various sources to effectively use the information to solve problems; to assess information, its reliability, to build logical conclusions on the basis of incoming information and data | professional activities; when preparing texts, use basic<br><br>UC-7.3 Knows how to use modern technical means and information and communication technologies in professional activities; the skills of using the main technologies for organizing special events   |
| GPC-1       | Able to plan, organize, and coordinate the process of creating media texts and/or media products demanded by society and industry, and (or) communication products, to monitor and take into account changes in Russian and foreign language norms and the peculiarities of other sign systems                                      | GPC-1.1 Knows all stages and principles of media text production and/or media products and/or communication products<br>GPC-1.2 Manages the process of preparing journalistic texts and/or products demanded by society and industry, taking into account changes in Russian (foreign) language norms and peculiarities of other sign systems |
| GPC-4       | Able to analyze societal needs and audience interests in order to anticipate and meet demand for media texts and/or media products and/or communication products  | GPC-4.1 Interprets sociological research data on the needs of society and the interests of individual audience groups<br>GPC-4.2 Predicts the potential reaction of the target audience to the created journalistic texts and/or products   |
| GPC-5       | Able to make professional decisions to analyze current trends in the development of media and communication systems in the region, country and the world, based on the political and economic mechanisms of their functioning, legal and ethical standards of regulation  | GPC-5.2 Models individual and collective professional journalistic actions depending on the conditions of a particular media communication system   |
| GPC-6       | Able to select and implement modern technical means and information and communication technologies in the process of media production   | GPC-6.1 Tracks global trends in the modernization of technical equipment, software, and consumables necessary to carry out professional activities  |

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

The discipline “Media production” 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*

| <b>Code</b> | <b>Name of competence</b>   | <b>Previous discipline</b>  | <b>Subsequent disciplines</b>                                   |
|-------------|---|---|---|
| UC-2        | Able to manage the project at all stages of its life cycle  | Media economics /<br>Медиаэкономика<br>Mass media<br>sociology /<br>Социология СМИ  | Research practice /<br>Научно-<br>исследовательская<br>практика |
| UC-3        | Able to organize and lead a team, developing a team strategy to achieve the goal  | Media economics /<br>Медиаэкономика   | Research practice /<br>Научно-<br>исследовательская<br>практика |
| UC-4        | Able to use modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction   | Modern media text /<br>Современный<br>медиа́текст<br>PR and media<br>relations / PR и<br>медиа́рилейшенз                                    | Research practice /<br>Научно-<br>исследовательская<br>практика |
| UC-6        | Able to identify and implement the priorities of his/her own activities and ways to improve them on the basis of self-assessment  | Journalism as socio-<br>cultural<br>phenomenon /<br>Журналистика как<br>социокультурный<br>феномен<br>Photojournalism /<br>Фотожурналистика | Research practice /<br>Научно-<br>исследовательская<br>практика |
| UC-7        | Able to search for the necessary sources of information and data, perceive, analyze, remember and transmit information using digital means, as well as using algorithms when working with data received from various sources to effectively use the information to solve problems; to assess information, its reliability, to build logical conclusions on the basis of incoming information and data | Mobile journalism /<br>Мобильная<br>журналистика  | Research practice /<br>Научно-<br>исследовательская<br>практика |
| GPC-1       | Able to plan, organize, and coordinate the process of creating media texts and/or media products demanded by society and industry, and (or) communication products, to monitor and take into account changes in Russian and foreign language norms and the peculiarities of other sign systems  | Modern media<br>systems /<br>Современные<br>медиа́системы<br>Photojournalism /<br>Фотожурналистика  | Research practice /<br>Научно-<br>исследовательская<br>практика |
| GPC-4       | Able to analyze societal needs and audience interests in order to anticipate and meet demand for media texts and/or media products and/or communication products  | Journalism as socio-<br>cultural<br>phenomenon /<br>Журналистика как<br>социокультурный<br>феномен  | Research practice /<br>Научно-<br>исследовательская<br>практика |

| Code  | Name of competence   | Previous discipline   | Subsequent disciplines                                   |
|-------|--|---|--|
|       |  | PR and media relations / PR и медиарелейшенз  |  |
| GPC-5 | Able to make professional decisions to analyze current trends in the development of media and communication systems in the region, country and the world, based on the political and economic mechanisms of their functioning, legal and ethical standards of regulation | Modern media systems /<br>Современные медиасистемы<br>Modern mass communication theories /<br>Современные теории массовой коммуникации  | Research practice /<br>Научно-исследовательская практика |
| GPC-6 | Able to select and implement modern technical means and information and communication technologies in the process of media production  | Modern media text /<br>Современный медиатекст<br>Photojournalism /<br>Фотожурналистика<br>Mobile journalism /<br>Мобильная журналистика | Research practice /<br>Научно-исследовательская практика |

#### 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,<br>ac. hours | Semester (s) |   |     |   |
|--|---------------------|--------------|---|-----|---|
|  |                     | 1            | 2 | 3   | 4 |
| <i>Classroom activities, ac. hours</i> | 108                 |              |   | 34  |   |
| <b>Including:</b>                      |                     |              |   |     |   |
| Lectures                               | 17                  |              |   | 17  |   |
| Laboratory activities                  |                     |              |   |     |   |
| <i>Practical lessons/Seminars</i>      | 17                  |              |   | 17  |   |
| <i>Independent work, ac. hours</i>     | 50                  |              |   | 50  |   |
| <i>Control, ac. hours</i>              | 24                  |              |   | 24  |   |
| <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*

| Name of the Unit              | Content of the Units (topics)   | Type of activity    |
|-------------------------------|---|---------------------|
| <b>Theoretical background</b> | Topic 1. Visual Communication. Importance of it in journalism. Use of images and information in media. Basic concepts, definitions.<br>Topic 2. New Media VS Traditional Media. Basic concepts, definitions, differences. | Lectures, seminars. |

| Name of the Unit   | Content of the Units (topics)  | Type of activity    |
|--|--|---------------------|
|  | Topic 3. Convergent journalism and Mojo journalism. Basic concepts, definitions, differences.  |                     |
| <b>Understanding of new directions in journalism professions: TV presenter, social media blogger</b> | Topic 4. Critical understandings of storytelling for media projects (video and web content) VS business magazines. (Example: Forbes magazine).<br>Topic 5. Multimedia journalist VS traditional journalist. Interactivity and multimedia. Social Media and the impact on journalism. Basic concepts, definitions.  | Lectures, seminars. |
| <b>Modern TV Production</b>  | Topic 6. Practical part. Each student will make a short video using the smartphone according to background theory knowledge about Mojo journalism.<br>Topic 7. The importance of visual literacy. Camera: Image, Style and Motion. Close up shot, midshot, wideshot. Montage. Sound.<br>Topic 8. Presentation skills. Basic skills of TV presenter. Writing a TV scenario for news/TV show. Professional Part: Work with teleprompter. Working in pairs. | Lectures, seminars. |
| <b>Radio Production</b>  | Topic 9. Radio Formats, types. Internet Streaming. Podcasting. Tools for recording and editing. Main differences in writing. Sound effects. Music Royalties.<br>Topic 10. Professional Part. Each student will choose the format of radio program and make a radio program according to the received knowledges.   | Lectures, seminars. |
| <b>Practical part</b>  | Topic 11. Case studies. Each student will write own scenario and make a short video according to all specific background and theory knowledge. The topic could be used according to interests of the specific student.<br>Topic 12. Post-production of the video, using the possibilities of Internet.<br>Topic 13. Creating an own YouTube channel, uploading the video, promotion of the video by free services, also through social media.            | Lectures, seminars. |

## 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*

| Type of classroom  | Classroom equipment  | Specialized educational/laboratory equipment, software and materials for the mastering of the discipline<br>(if necessary)  |
|--------------------|--|---|
| Computer classroom | A classroom is equipped with a computer, TV VCR and a transparency projector. CD players and DVD players are available upon request. | The computer has to be equipped with licensed and up-to-date software. Each computer has broadband Internet access. All computers are connected to RUDN University corporate computer network and are located in a single domain. |

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

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

### *Main readings*

1. John Reich, Exploring Movie Construction & Production: What's so exciting about movies? <https://open.umn.edu/opentextbooks/textbooks/exploring-movie-construction-production-what-s-so-exciting-about-movies>
2. Havens T., Lotz A. (2012) Understanding Media Industries. NY: Oxford Press. – 267 p.
3. Jenkins H. (2006) Convergence Culture. Where Old and New Media Collide. New York: NYU Press. - 368 p.
4. The Handbook of New Media. Edited by Leah Lievrouw and Sonia Livingstone. (2002) Sage Publications. – 547 p.
5. McLuhan M., Powers Bruce R. (1989) The Global Village. Transformation in World Life and Media in the 21st Century. Oxford University Press. – 220 p.
6. Social Media for Academics. A practical guide / ed. by Neal Rasmussen D., New Delhi: Oxford Cambridge, 2012. -- 227 p.

### *Other recommended readings*

1. Athique A. (2013) Digital Media and Society. UK.: Polity Press. – 295 p.
2. Barker D. (1998) The craft of the media interview. Robert Hall Limited. – 237 p.
3. Bignell J. (2000) Postmodern media culture. Edinburgh University Press Ltd. – 236 p.
4. Convergence Journalism: The Essentials of Multimedia Reporting, (2005) N.Y. Peter Lang International Academic Publishers. – 240 p.
5. Craig R. (2004) Online Journalism: Reporting, Writing, and Editing for New Media. United Kingdom: Cengage Learning. –304 p.
6. Dizard W., Jr. (1997) Old Media New Media. Mass communications in the Information Age. Longman. – 235 p.
7. Enli G. (2015) Mediated Authenticity. How the Media Constructs Reality. Peter Lang. – 159 p.
8. Fuery K. (2009) New Media. Culture and Image. Palgrave MacMillan. – 169 p.
9. Hassan R., Sutherland T. (2017) Philosophy of Media. Routledge. – p. 249
10. Hjorth L., Hinton S. (2012) Understanding Social Media. L.: Sage. – 157 p.
11. Lacey N. (1998) Image and Representation. Key concepts in media studies. St. Martin's press, inc. – 256 p.
12. Manovich L. (2001) The Language of New Media. Cambridge: MIT Press. – 354 p.



13. Medoff N. J., Kaye K. B. (2010) *Electronic Media: Then, Now and Later*. 2<sup>nd</sup> edition. NY: Focal Press. – 306 p.
14. Sandoval M. (2014) *From Corporate to Social Media*. UK:Times. – 292 p.
15. Trottier D. (2012) *Social Media as Surveillance*. Sweden: Upsala University, Ashgate. – 187 p.
17. *The New Media Theory Reader*. Edited by Robert Hassan and Julian Thomas. Open University Press. (2006) – 311 p.
18. *Understanding Me. Lectures and Interviews Marshall McLuhan*. (2003) Edited by McLuhan S. and Staines D. M&S. – 307 p.

*Web-sites and online resources*

1. Mobile journalism. URL: [http://institute.aljazeera.net/mritems/Documents/2017/1/24/e60d6cf73db74eb7ab55b0f24a8836a8\\_100.pdf](http://institute.aljazeera.net/mritems/Documents/2017/1/24/e60d6cf73db74eb7ab55b0f24a8836a8_100.pdf)
2. Multimedia journalist. URL: <http://www.themultimediajournalist.net/>
3. Mojo journalism. URL: <https://www.mojo-manual.org>
4. BBC Academy. URL: <https://www.bbc.co.uk/academy/en/>
5. New Media dedicated blog. URL: <https://medium.com/the-social-media-reporter>

1. Databases and search systems:

- <https://www.researchgate.net/>
- [Publons](#)
- [Directory of Open Access Journals – DOAJ](#)
- [JURN : search millions of free academic articles, chapters and theses](#)
- [Digital Library Of The Commons \(indiana.edu\)](#)

*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**

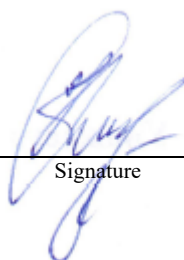
The grading materials and grading-rating system\* for assessing the level of competence (part of competences) for the discipline are presented in the Appendix to this Working program of the discipline.

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

### **AUTHOR OF THE PROGRAM:**

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Signature

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