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

**Faculty of Philology**

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

# PROGRAM OF DISCIPLINE

## PR and Media Relations

(Name of the Discipline / Module)

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

42.03.02 Journalism

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

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

Multimedia Journalism

(Name of the educational program)

**2023 г.**

## 1. OBJECTIVE OF THE DISCIPLINE

Course Aim

The aim of this course is to help students understand the role and practice of media relations in corporate, non-profit, and government organizations in a digital age. Students will be equipped with skills to research media and reports, develop messages, build strategic media plans, generate media coverage, serve as spokespeople, handle crisis situations, and use new media strategies. Students will equally be open to the understanding of public relations issues and trends as well as international and ethical considerations involved in the practice of public relations

The main objectives are

1. To learn the practice of media relations in a range of organizational settings and key environments that are involved.
2. To learn how to develop messages and build conversations with target audiences with key skills for planning, implementation and management of media and new media programs.
3. To be equipped students with skills for conducting media interviews with print, broadcast and online outlets and sharpen students, critical thinking and communication skills

## 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) |
|---|---|---|
| GC-1. | Able to create media texts and (or) media products demanded by society and industry, and (or) communication products in accordance with the norms of Russian and foreign languages, and the peculiarities of other sign systems. | GPC-1.1 - Identifies specific characteristics of media texts and (or) media products and (or) communication products from different media segments and platforms |
| | | GPC-1.2 - Prepares journalistic texts and (or) products of various genres and formats in accordance with Russian and foreign language norms and other sign systems |
| GPC-1 | Able to create media texts and (or) media products demanded by society and industry, and (or) communication products in accordance with the norms of Russian and foreign languages, and the peculiarities of other sign systems. | GPC-1.1 - Identifies specific characteristics of media texts and (or) media products and (or) communication products from different media segments and platforms |
| | | GPC-1.2 - Prepares journalistic texts and (or) products of various genres and formats in accordance with Russian and foreign language norms and other sign systems |
| GPC-2 | Able to consider trends in the development of public and state | GPC-2.1 - Knows the system of public and state institutions, mechanisms of their functioning and development trends |

| Code | Competence | Indicators of competence achievement (within the discipline) |
|---|---|---|
| | institutions for their diverse coverage in created media texts and (or) media products, and (or) communication products. | GPC-2.2 - Observes the principle of objectivity in journalistic texts and (or) products when reporting on public and state institutions |
| **GPC-5** | Able to consider current trends in the development of media communication systems on regional, national, or international level, based on political and economic mechanisms of their functioning, legal and ethical norms of regulation. | GPC-5.1 - Knows the range of political, economic factors, legal and ethical norms regulating the development of different media and communications systems at global, national, and regional levels |
| | | GPC-5.2 - Carries out professional journalistic activities, considering the mechanisms of a particular media and communications system |
| GPC-6 | Able to use modern technical tools and information and communication technologies in professional activity. | GPC-6.1 Selects the necessary technical equipment and software for professional activities |
| | | GPC-6.2 Operates modern stationary and mobile digital devices at all stages of the production of a journalistic text and (or) product |
| GPC-7 | Able to consider the effects and consequences of professional activity, following the principles of social responsibility | GPC-7.1 - Knows the guiding principles of social responsibility and the typical effects and consequences of professional activities |
| | | GPC-7.2 - Finds correct and creative ways to gather, process and distribute information in accordance with generally accepted standards and rules of the journalistic profession |

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

The discipline "PR and Media Relations" belongs to the Compulsory Module of Block 1 of the curriculum. Table 1 shows preceding and subsequent subjects aimed at forming competence discipline by 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 | Competence | Previous discipline | Subsequent disciplines |
|---|---|---|---|
| GC-10. | Able to make rational economic decisions in various spheres of life. | | |
| GPC-4. | Able to respond to the needs, requests, and interests of society and the audience in professional activity. | | |

## 4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES
The overall workload of the discipline is **4** credits.

| Types of activities | Total hours | Semesters | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **Classroom activities (total)** | | | | | | | | |
| *Lectures* | 34 | | x | 34 | x | x | x | x |
| *Practical lessons/Seminars* | 34 | | x | 34 | x | x | x | x |
| *Laboratory activities/* | - | | - | - | - | - | - | - |
| *Control* | **19** | | - | 19 | - | - | - | - |
| **Independent work (total)** | **93** | | | 93 | | | | |
| **Overall workload hours** | **180** | | | **180** | | | | |
| **Credits** | **5** | | | | | | | |

## 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 |
|---|---|---|
| Introduction | - Concepts, Glossary, Syllabus, | Lecture |
| Public and media relations at a glance | - What is Public Relations?/The Evolution of PR and Media Relations<br>- Public Relations Departments and Firms<br>- Importance of media relations | Lecture |
| Media and key stakeholders relations | - Media and Government relations<br>- Media relations in Print, Broadcast, and digital/social media<br>- Employee Relations & Community relations | Lecture |
| Audience relation | - Developing target audiences(audience segmentation)<br>- Messages creation for specific audiences<br>- Outlet choice to reach targeted audiences.<br>- Connecting target audience(s) for specific needs. | Lecture |
| Media Relations Planning | - Strategies In Public Relations-Structure<br>- Setting Media Relations Objectives<br>- Media Relations Tactics<br>- Measuring Success | Lecture |
| Crisis & Conflict Management | - Dealing With Issues<br>- Risks and Crises<br>- Developing a Crisis Communication Plan<br>- Message preparation<br>- Review of recent media crises | Lecture |
| Media Events | - Organising press conferences | Lecture |

| Name of the Unit | Content of the Units (topics) | Type of activity |
|---|---|---|
| | - Parties, and press events<br>- Conducting interviews<br>- Interviewing techniques<br>- Media relations outreach & tools for working in the media. | |
| Unit 1 | The Growth and Development of Public Relations in Communication | Seminar |
| Unit 2 | Media Stakeholders Relations in the Digital Age | Workshop |
| Unit 3 | Importance of Audience Segmentation in Media Relations | Seminar |
| Unit 4 | Media Relations Planning | Workshop |
| Unit 5 | Crisis Communications Development Plan | Seminar |
| Unit 6 | Organizing Media Events | Seminar |
| Unit 7 | Challenges in Media Relations | Seminar |

## 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 the discipline<br><br>(if necessary) |
|---|---|---|
| Digital Classroom | computer, TV VCR and a transparency projector. CD players and DVD players | |
| Lecture room | Computer, internet, TV VCR and a transparency projector | |
| Home for independent work | Computer, internet, | |
| Library for independent work | Computer, internet | |

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

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

*Main readings*
1. Wilcox, D. L. (2016). *Public Relations Writing and Media Techniques Sixth Edition.* Pearson.
2. Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2014). Public Relations: Strategies and Tactics, Global Edition. *England: Pearson Education.*

Other recommended readings
1. Guth, D. W., & Marsh, C. (2016). *Public relations: A values-driven approach.* Pearson.
2. Howard, C. M., & Mathews, W. K. (2013). *On deadline: Managing media relations.* Waveland Press.
3. Seitel, F. P. (2017). *Practice of public relations.* Pearson Education.

*Web-sites and online resources*
1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
- htpp://www.rad.pfu.edu.ru/
- www.libfl.ru
- www.portalus.ru
- www.project.phil.pu.ru
- www.lib.fl.ru
- www.gutenberg.net
- www.ipl.org
- www. the European library.org;  www.epoch-net.org
- http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z00358/st000/htm/

2. Databases and search systems:
– web search engine google.com
– online encyclopedia wikipedia.org
– news aggregation website drudgereport.com
– Googlescholar.com

*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, and test assignments.
\* - all educational and methodical materials for students' independent work are published in 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 competencies) for the discipline are presented in the Appendix to this Working program of the discipline.

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

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