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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

Professional workshop / GR & Lobbying

(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 discipline “GR & Lobbying” is to provide students with the key concepts of GR and lobbying, study key lobbying technologies, to consider how different actors of the world politics realize their GR and lobbying (international organizations, transnational corporations, states, state corporations, business units, NGOs) and how GR and lobbying policy is realized in different industries and on different markets.

The main objectives are:

- to strengthen theoretical classes in the field of publicity and public relations.
- to form students' knowledge about commercial, state and personal brands and branding
- to make students analyze the brand experience of leading Russian and foreign companies,
- to give students the skills to use innovative analytical and creative techniques in working with commercial, governmental and personal brands.

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-1	The ability to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of action	UC-1.1 Knows types, methods, and concepts of critical analysis
		UC-1.2 Can apply types, methods, and concepts of critical analysis to develop a plan of action in problematic situations
		UC-1.3 Knows the basic principles that define the purpose and strategy of solving complex situations
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
		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

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

The discipline “Professional workshop” 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-1	The ability to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of action		Modern media systems / Современные медиасистемы Image of a country / Имидж государства Psychology of management / Психология управления
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 systems / Современные медиасистемы Image of a country / Имидж государства Media production / Производство СМИ

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>	17	17			
Including:					
Lectures					
Laboratory activities					
<i>Practical lessons/Seminars</i>	17	17			
<i>Independent work, ac. hours</i>	73	73			
<i>Control, ac. hours</i>	18	18			
Overall workload	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
GR-management and lobbying technologies	Key landmarks of historic development of GR and lobbying. Key concepts. Key legal norms in the global practice. The concept of GR-management. Key lobbying technologies.	Seminars, individual work
GR and lobbying policy by different	GR and lobbying policy features by different actors of the world politics: international organizations, transnational corporations, states,	Seminars, individual work

Name of the Unit	Content of the Units (topics)	Type of activity
actors of the world politics	state corporations, business units, NGOs. The world experiences.	
GR and lobbying policy in different industries and on different markets.	GR and lobbying specific features in different industries and on different markets: financial market, energy market, metallurgy industry, real estate development, FMCG, retail, fashion and beauty industry, movie and serial industry, children's goods. The world experiences.	Seminars, individual work
GR and lobbying specific features of different regions and states	GR and lobbying specific features of different regions and states: Russia, China, India, Middle East countries, countries-parties of MERCOSUR and Andean Community of Nations, European Union and its leading countries, the USA.	Seminars, individual work

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 (if necessary)
Multimedia classroom	Multimedia classroom, computer, Internet access, smart board, library reading room.	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. Frequently asked questions about gr and lobbying. Link: <https://b-c-g.ru/en/frequently-asked-questions-about-gr-and-lobbying/>
2. Research of key trends and specific work features of specialists in government relations in Russia. Baikal Communications Group. Moscow 2022. Link: <https://b-c-g.ru/wp-content/uploads/2021/12/B-C-G-RESEARCH-EN.pdf>
3. Godwin, K. Lobbying and policymaking : the public pursuit of private interests, 2013
4. Leipold A. Lobbying in Europe: Public Affairs and the Lobbying Industry in 28 EU Countries, edited by A. Bitonti and P. Harris (Basingstoke: Palgrave Macmillan, 2017, ISBN 9781137552556); 368pp.
5. Lobbying the European Union : institutions, actors, and issues / ed. by David Coen . (2009). Oxford Univ. Press. Link: <http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edswao&AN=edswao.307240266>

6. Rebecca H. Gordon, & Thomas M. Sussman. (2017). *The Lobbying Manual : A Complete Guide to Federal Lobbying Law and Practice*. [N.p.]: American Bar Association. Link: <http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsebk&AN=1840442>

Other recommended readings

1. Timothy Frye. (2002). Capture or Exchange? Business Lobbying in Russia. *Europe-Asia Studies*, (7), 1017. Link: <https://doi.org/10.1080/0966813022000017113>
2. Total lobbying : what lobbyists want (and how they try to get it), Nownes, A. J., 2006

Web-sites and online resources

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
[УНИБЦ \(НБ\) РУДН \(rudn.ru\)](http://rudn.ru)
2. Databases and search systems:
 - Digital informational system of the RUDN: <http://lib.rudn.ru:8080/MegaPro/Web>
 - Multimedia data-basis of Scopus: <https://www.scopus.com/>
 - Scientific digital library E-library: <https://www.elibrary.ru/defaultx.asp>
 - Brand-index: GLOBAL 500. The annual report on the most valuable and strongest global brands: <https://brandirectory.com/rankings/global/>
 - Nation brands index. The annual report on the most valuable and strongest nation brands: <https://brandirectory.com/rankings/nation-brands/>
 - Future brand index. The top-100: <https://www.futurebrand.com/futurebrand-index-2020/top-100>

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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