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**Federal State Autonomous Educational Institution of Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
RUDN University**

**Faculty of Philology**

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educational division (faculty/institute/academy) as higher education programme developer

**INTERNSHIP SYLLABUS**

**Professional-creative practice**

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internship title

**Technological internship**

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internship type

**Recommended by the Didactic Council for the Education Field of:**

**42.04.02 Journalism**

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field of studies / speciality code and title

**The student's internship is implemented within the professional education programme of higher education:**

**Global and Digital Media**

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higher education programme profile/specialisation title

## 1. INTERNSHIP GOAL

The purpose of the internship is to consolidate the theoretical knowledge acquired in the course of scheduled classes and to acquire the skill of its practical application, to become familiar with the organization of the editorial office of print and/or audiovisual media and/or new media, to form the professional position of a journalist, the outlook and style of behavior, to develop the professional ethics.

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

The internship implementation is aimed at the development of the following competences (competences in part):

*Table 2.1. List of competences that students acquire during the internship*

Competence code	Competence descriptor	Competence formation indicators (within this course)
GC-1	Able to search, critically analyze problem situations based on a systematic approach, to develop a strategy of actions.	GC-1.1 Knows types, methods, and concepts of critical analysis GC-1.2 Can apply types, methods and concepts of critical analysis to develop a plan of action in problematic situations GC-1.3 Knows the basic principles defining the goal and strategy of solving complex situations
GC-2	Able to manage issues in every project life cycle phase.	GC-2.1 Knows the organizational and technological methods, principles and tools used in project work; methods, criteria and parameters for presenting, describing and evaluating the results/products of project activities GC-2.2 Can develop project specifications, project schedule; develop, verify 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 GC-2.3 Knows how to effectively organize and coordinate the phases of a project in order to achieve the best result while balancing workload and resources
GC-3	Able to organize and manage the work of the team, developing a team strategy to achieve the goal.	GC-3.1 Knows the basic rules and conditions for organizing effective teamwork; the basic principles that define an action plan to achieve a goal GC-3.2 Can manage team members by distributing and delegating authority among them to achieve the fastest and best results GC-3.3 Knows how to organize, coordinate, and manage teamwork in a professional problem solving environment to achieve a goal

Competence code	Competence descriptor	Competence formation indicators (within this course)
GC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction.	<p>GC-4.1 Knows the basic principles and rules of business, academic and professional ethics; basic tools of information and communication technology</p> <p>GC-4.2 Can express scientific and professional information correctly and precisely in Russian and foreign language(s); create texts in Russian and foreign language(s) of official and scientific style of speech when presenting professional issues; edit and revise official, scientific, and professional texts in Russian and foreign language(s); use modern information and communication technologies for academic and professional interaction</p> <p>GC-4.3 Have effective oral and written communication skills in the process of academic and professional interaction in Russian and foreign language(s), including the use of modern information and communication technologies</p>
GC-5	Able to analyze and take into consideration the diversity of cultures in the process of intercultural interaction.	<p>GC-5.1 Knows the basic concepts, interpretations and components of the concepts of “culture” and “intercultural communication”</p> <p>GC-5.2 Can communicate and create formal business, scientific and professional texts, taking into account the civilizational, national, ethno-cultural and confessional characteristics of the audience/interlocutor/opponent</p> <p>GC-5.3 Has skills and techniques for effective intercultural communication based on knowledge of cultural diversity</p>
GC-6	Able to determine and implement the priorities of his/her own activities and ways of their improvement based on self-assessment.	<p>GC-6.1 Knows the fundamentals, directions, sources, and ways of improving professional activities, taking into account conditions, means, personal capabilities, career stages, and labor market requirements</p> <p>GC-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 activities; critically assess own resources and capabilities for successful professional activities</p> <p>GC-6.3 Has skills and techniques for identifying, planning, implementing and improving professional activities, taking into account the conditions, means, personal opportunities, stages of career development and labor market requirements</p>

<b>Competence code</b>	<b>Competence descriptor</b>	<b>Competence formation indicators (within this course)</b>
GC-7	Able to search for necessary sources of information and data, comprehend, analyze, memorize, and transfer information using digital tools and algorithms when working with data obtained from various sources to effectively use the information to solve problems; assess information, its reliability, build logical conclusions based on the incoming information and data.	GC-7.1 Knows modern technical means and information and communication technologies; programming and saving technologies in the online environment GC-7.2 Knows how to use modern technical means and information and communication technologies in professional activities; to use the key ones when preparing texts GC-7.3 Knows how to use modern technical means and information and communication technologies in professional activities; skills to use basic technologies for organizing special events
GPC-1	Able to plan, organize and coordinate the process of creating media texts and (or) media products and (or) communication products that are demanded by society and industry, monitor, and consider changes in the norms of Russian and foreign languages, features 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 producing journalistic texts and/or products that are in demand by society and industry, taking into account changes in Russian (foreign) language norms and the specifics of other sign systems
GPC-2	Able to analyze the main development trends of public and state institutions for their diverse coverage in the created media texts and (or) media products, and (or) communication products.	GPC-2.1 Identifies causal relationships in problems of interaction between public and state institutions GPC-2.2 Observes the principle of impartiality and balance of interests in journalistic texts and/or products when covering public and state institutions
GPC-3	Able to analyze the variety 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 of the national and global cultural process GPC-3.2 Demonstrates a diverse erudition of domestic and global culture in journalistic texts and/or products
GPC-4	Able to analyze the needs of society and the interests of the audience to predict and meet the 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 specific audience groups GPC-4.2 Predicts potential reactions of target audiences to journalistic texts and/or products

<b>Competence code</b>	<b>Competence descriptor</b>	<b>Competence formation indicators (within this course)</b>
GPC-5	Able to analyze current trends in the development of media communication systems on regional, national, or international level, based on the political and economic mechanisms of their functioning, legal and ethical regulation for making professional decisions.	GPC-5.1 Identifies the specifics of political, regional, national and global media and communication systems development based on political and economic mechanisms of their functioning, legal and ethical norms regulating the development of different media and communication systems at global, national and regional levels GPC-5.2 Models individual and collective professional journalistic actions in relation to the context of a particular media communications system
GPC-6	Able to select and implement modern technical tools and information and communication technologies in the process of media production.	GPC-6.1 Tracks global trends in upgrading technical equipment, software, and supplies necessary to perform professional activities GPC-6.2 Adapts the capabilities of new stationary and mobile digital devices to the professional activities of a journalist
GPC-7	Able to assess and predict the possible effects in the media sphere, following the principles of social responsibility.	GPC-7.1 Knows the patterns of social responsibility of forming the effects and consequences of professional activity, the concepts of its social responsibility GPC-7.2 Evaluates the correctness of creative techniques in gathering, processing and disseminating information in accordance with generally accepted standards and rules of the journalistic profession
GPC-8	Able to use digital technologies and methods in professional activities for studying and modeling objects of professional activity, data analysis, information presentation, etc.	GPC-8.1 Can analyze big data and incorporate it into the production stages of a journalistic text and/or product GPC-8.2. Evaluates new editorial technologies
PC-2	Able to carry out organizational, coordinating, supervising duties, current planning in accordance with the strategy of development of the media, media projects (organizational and managerial type of activity).	PC-2.1 Plans the activities of the company (subdivision) for the time perspective. PC-2.2 Monitors the results of company (subdivision) activities and evaluates its effectiveness by professional indicators

Competence code	Competence descriptor	Competence formation indicators (within this course)
PC-3	Able to create journalistic authoring materials based on an in-depth understanding of its specifics, functions, content, optimal models, knowledge of the technology of its creation and existing professional standards.	PC-3.1 Develops all components of the concept and prioritizes creative solutions. PC-3.2 Draws up an action plan to implement the project.

### 3. INTERNSHIP IN HIGHER EDUCATION PROGRAMME STRUCTURE

The internship refers to the variable component of (B2) block of the higher educational programme curriculum.

Within the higher education programme students also master other disciplines (modules) and / or internships that contribute to the achievement of the expected learning outcomes as results of the internship.

*Table 3.1. The list of the higher education programme components that contribute to the achievement of the expected learning outcomes as the internship results.*

Competence code	Competence descriptor	Previous courses/modules, internships*	Subsequent courses/modules, internships*
GC-1	Able to search, critically analyze problem situations based on a systematic approach, to develop a strategy of actions.	Media economics / Медиаэкономика PR and media relations / PR и медиарелейшенз Methodology and methods of media research / Методология и методика медиаисследований Modern media systems / Современные медиасистемы Stereotypes in international journalism / Стереотипы в международной журналистике Image of a country / Имидж государства Journalism as socio-cultural phenomenon / Журналистика как	Research practice / Научно-исследовательская практика

Competence code	Competence descriptor	Previous courses/modules, internships*	Subsequent courses/modules, internships*
		социокультурный феномен Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ Modern mass communication theories / Современные теории массовой коммуникации Introductory practice / Учебно-ознакомительная практика	
GC-2	Able to manage issues in every project life cycle phase.	Media economics / Медиаэкономика Image of a country / Имидж государства Introductory practice / Учебно-ознакомительная практика	Research practice / Научно-исследовательская практика
GC-3	Able to organize and manage the work of the team, developing a team strategy to achieve the goal.	Media economics / Медиаэкономика Introductory practice / Учебно-ознакомительная практика	Research practice / Научно-исследовательская практика
GC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction.	Modern mass communication theories / Современные теории массовой коммуникации Modern media text / Современный медиатекст PR and media relations / PR и медиарилейшенз Stereotypes in international journalism / Стереотипы в международной журналистике Introductory practice / Учебно-ознакомительная практика	Research practice / Научно-исследовательская практика
GC-5	Able to analyze and take into consideration	Modern problems and mass media agenda /	Research practice / Научно-исследовательская практика

Competence code	Competence descriptor	Previous courses/modules, internships*	Subsequent courses/modules, internships*
	the diversity of cultures in the process of intercultural interaction.	Проблемы современности и повестка дня СМИ Modern media systems / Современные медиасистемы Stereotypes in international journalism / Стереотипы в международной журналистике Intercultural communication / Межкультурная коммуникация Art and culture journalism / Журналистика культуры и искусства Introductory practice / Учебно-ознакомительная практика	
GC-6	Able to determine and implement the priorities of his/her own activities and ways of their improvement based on self-assessment.	Journalism as socio-cultural phenomenon / Журналистика как социокультурный феномен Photojournalism / Фотожурналистика Introductory practice / Учебно-ознакомительная практика	Research practice / Научно-исследовательская практика
GC-7	Able to search for necessary sources of information and data, comprehend, analyze, memorize, and transfer information using digital tools and algorithms when working with data obtained from various sources to effectively use the information to solve problems; assess information, its reliability, build logical conclusions based on	Mobile journalism/Мобильная журналистика Introductory practice / Учебно-ознакомительная практика	Research practice / Научно-исследовательская практика



<b>Competence code</b>	<b>Competence descriptor</b>	<b>Previous courses/modules, internships*</b>	<b>Subsequent courses/modules, internships*</b>
	the incoming information and data.		
GPC-1	Able to plan, organize and coordinate the process of creating media texts and (or) media products and (or) communication products that are demanded by society and industry, monitor, and consider changes in the norms of Russian and foreign languages, features of other sign systems.	Modern media text / Современный медиатекст Image of a country / Имидж государства Photojournalism / Фотожурналистика Mobile journalism / Мобильная журналистика Introductory practice / Учебно-ознакомительная практика	Research practice / Научно-исследовательская практика
GPC-2	Able to analyze the main development trends of public and state institutions for their diverse coverage in the created media texts and (or) media products, and (or) communication products.	Image of a country / Имидж государства Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ Mass media sociology / Социология СМИ Introductory practice / Учебно-ознакомительная практика	Research practice / Научно-исследовательская практика
GPC-3	Able to analyze the variety of achievements of domestic and world culture in the process of creating media texts and (or) media products, and (or) communication products.	Mass media sociology / Социология СМИ Photojournalism / Фотожурналистика Intercultural communication / Межкультурная коммуникация Art and culture journalism / Журналистика культуры и искусства Introductory practice / Учебно-ознакомительная практика	Research practice / Научно-исследовательская практика
GPC-4	Able to analyze the needs of society and the interests of the audience to predict and	Mass media sociology / Социология СМИ PR and media relations / PR и медиарилейшенз	Research practice / Научно-исследовательская практика

Competence code	Competence descriptor	Previous courses/modules, internships*	Subsequent courses/modules, internships*
	meet the demand for media texts and (or) media products, and (or) communication products.	Media economics / Медиаэкономика Journalism as socio-cultural phenomenon / Журналистика как социокультурный феномен Mobile journalism / Мобильная журналистика Infographics / Инфографика Introductory practice / Учебно-ознакомительная практика	
GPC-5	Able to analyze current trends in the development of media communication systems on regional, national, or international level, based on the political and economic mechanisms of their functioning, legal and ethical regulation for making professional decisions.	Mobile journalism / Мобильная журналистика Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ Modern media systems / Современные медиасистемы Modern mass communication theories / Современные теории массовой коммуникации Учебно-ознакомительная практика Научно-исследовательская работа	Research practice / Научно-исследовательская практика
GPC-6	Able to select and implement modern technical tools and information and communication technologies in the process of media production.	Infographics / Инфографика Introductory practice / Учебно-ознакомительная практика Academic and research work / Научно-исследовательская работа	Research practice / Научно-исследовательская практика

Competence code	Competence descriptor	Previous courses/modules, internships*	Subsequent courses/modules, internships*
GPC-7	Able to assess and predict the possible effects in the media sphere, following the principles of social responsibility.	Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ Modern media systems / Современные медиасистемы PR and media relations / PR и медиарелейшенз Mass media sociology / Социология СМИ Psychology of management / Психология управления Introductory practice / Учебно-ознакомительная практика Academic and research work / Научно-исследовательская работа	Research practice / Научно-исследовательская практика
GPC-8	Able to use digital technologies and methods in professional activities for studying and modeling objects of professional activity, data analysis, information presentation, etc.	Mass media sociology / Социология СМИ Introductory practice / Учебно-ознакомительная практика Academic and research work / Научно-исследовательская работа	Research practice / Научно-исследовательская практика
PC-2	Able to carry out organizational, coordinating, supervising duties, current planning in accordance with the strategy of development of the media, media projects (organizational and managerial type of activity).	Introductory practice / Учебно-ознакомительная практика	Research practice / Научно-исследовательская практика
PC-3	Able to create journalistic authoring materials based on an in-depth understanding	Academic and research work / Научно-исследовательская работа	Research practice / Научно-исследовательская практика

Competence code	Competence descriptor	Previous courses/modules, internships*	Subsequent courses/modules, internships*
	of its specifics, functions, content, optimal models, knowledge of the technology of its creation and existing professional standards.		

\* To be filled in according with the competence matrix of the higher education programme.

#### 4. INTERNSHIP WORKLOAD

The total workload of the internship is 6 credits (216 academic hours).

#### 5. INTERNSHIP CONTENTS

*Table 5.1. Internship contents\**

Modules	Contents (topics, types of practical activities)	Workload, academic hours
Part 1. The preparatory part, which includes organizational activities: the introductory lecture, safety briefing, planning of practical work.	Topic 1: Presentation of the plan of practical work.	9
	Topic 2: Discussion of the individual task.	9
Part 2. Practical part, which includes a step-by-step work on writing materials. The amount and volume of materials determined by the head of practice.	Topic 1: Internship as a media specialist.	144
	Topic 2. Submission of individual assignments, diaries and reports of interns, certified by the signature of supervisor / supervisor of individual internship). The scientific supervisor / supervisor of individual internship provides a review (characteristic) about the intern, assessing the quality and regularity of the work performed.	36
Writing an internship report		9
Preparing for defence and defending the internship report		9
<b>TOTAL:</b>		<b>216</b>

\* The contents of internship through modules and types of practical activities shall be FULLY reflected in the student's internship report.

#### 6. INTERNSHIP EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

A classroom or an individual room with multimedia facilities, equipped with a PC with Internet access.

## 7. INTERNSHIP LOCATION AND TIMELINE

Students' work in print, audiovisual and digital media, participate in press conferences, and write articles. Work in archives, leading libraries, cultural centers, communication with representatives of embassies of various countries, work with archives, obtaining information from various websites, planning communication (ability to interview) with representatives of Russian political parties, etc.

The timing of the internship corresponds to the period specified in the academic calendar of the EP of Higher Education. The dates of the internship can be corrected in agreement with the Department of Educational Policy and the Department of Internships and Student Employment of the RUDN University.

## 8. RESOURCES RECOMMENDED FOR INTERNSHIP

### *Main readings:*

1. A Handbook of Qualitative Methodologies for Mass Communication Research. <http://bookre.org/reader?file=1121488>;
2. Approaches to media texts. <http://users.auth.gr/tsokalid/files/wodak.pdf>;
3. Dobrosklonskaya, T. G. (Moscow, Russia) Media linguistics: theory and methods of studying language in the media. // Медиалингвистика 2014 Международный научный журнал № 2(5). <https://medialing.ru/media-linguistics-theory-and-methods-of-studying-language-in-the-media/>;
4. Dron, Jon; Anderson, Terry. Understanding Media and Culture: An Introduction to Mass Communication <https://open.umn.edu/opentextbooks/textbooks/understanding-media-and-culture-an-introduction-to-mass-communication>;
5. Duncan, Mike; Vanguri, Star M., The Centrality of Style. <https://open.umn.edu/opentextbooks/textbooks/the-centrality-of-style>;
6. Ferrier, Michelle; Mays, Elizabeth. Media Innovation and Entrepreneurship. <https://open.umn.edu/opentextbooks/textbooks/media-innovation-and-entrepreneurship>;
7. Hansen, Kathleen; Paul, Nora. Information Strategies for Communicators. <https://open.umn.edu/opentextbooks/textbooks/information-strategies-for-communicators>;
8. Singer, J. Transmission Creep: Media Effects Theories and Journalism Studies in a Digital Era. <http://openaccess.city.ac.uk/14728/1/TransmissionCreep.pdf>;
9. Steele, Robert; Black, Jay. Understanding Media and Culture: An Introduction to Mass Communication. <https://open.lib.umn.edu/mediaandculture/>;
10. Van Dijk, T. A. News as discourse. Hillsdale, New York, 1998. <http://bookre.org/reader?file=1192498>

### *Additional readings:*

1. Austin, Erica Weintraub. Strategic public relations management: planning and managing effective communication programs / Erica Weintraub Austin, Bruce E. Pinkleton.—2nd ed. <https://www.pdfdrive.com/strategic-public-relations-management-e8021803.html>;
2. Bazerman, Charles. Genre in a Changing World. <https://open.umn.edu/opentextbooks/textbooks/genre-in-a-changing-world>;
3. BBC Academy -- <https://www.bbc.co.uk/academy/en/>;
4. Covey, S. The Seven Habits of Highly Effective. People Waveland Press, Inc.; 1st edition (2007). <http://bookre.org/reader?file=776306>;

5. Data Journalism Handbook. <http://datajournalismhandbook.org/>;
6. Dinnie, Keith. Nation Branding Concepts, Issues, Practice. [http://www.culturaldiplomacy.org/academy/pdf/research/books/nation\\_branding/Nation\\_Branding\\_-\\_Concepts,\\_Issues,\\_Practice\\_-\\_Keith\\_Dinnie.pdf](http://www.culturaldiplomacy.org/academy/pdf/research/books/nation_branding/Nation_Branding_-_Concepts,_Issues,_Practice_-_Keith_Dinnie.pdf);
7. Dron, Jon; Anderson, Terry. Teaching Crowds: Learning and Social Media. <https://open.umn.edu/opentextbooks/textbooks/teaching-crowds-learning-and-social-media>;
8. Fowler, R. Language in the News: Discourse and Ideology in the Press. Routledge, London, 2001;
9. Gasset, Y. What is Philosophy? [https://www.academia.edu/4009888/Outline\\_of\\_Ortega\\_Y\\_Gasset\\_What\\_is\\_Philosophy](https://www.academia.edu/4009888/Outline_of_Ortega_Y_Gasset_What_is_Philosophy);
10. Gray, Jonathan. Chambers, Lucy; Bounegru, Liliana. The Data Journalism Handbook. <https://open.umn.edu/opentextbooks/textbooks/the-data-journalism-handbook>;
11. Hunter, Mark Lee. The Global investigative journalism casebook. <https://unesdoc.unesco.org/ark:/48223/pf0000217636>;
12. Introductory Statistics <https://open.umn.edu/opentextbooks/textbooks/introductory-statistics-2013>;
13. Korkonosenko, Sergey G. Deontology of Journalism as a Field of Moral Choice for a Professional. [http://elib.sfu-kras.ru/bitstream/handle/2311/3226/02\\_Kerkenesenke.pdf;jsessionid=504D3A15C863C0F2AD7C3262ADA7EB37?sequence=1](http://elib.sfu-kras.ru/bitstream/handle/2311/3226/02_Kerkenesenke.pdf;jsessionid=504D3A15C863C0F2AD7C3262ADA7EB37?sequence=1);
14. Kwintessential. Intercultural communication. <http://www.kwintessential.co.uk/cultural-services/cross-cultural-communication.html>;
15. Little, William, McGivern, Ron. Introduction to Sociology – 2nd Canadian Edition. <https://open.umn.edu/opentextbooks/textbooks/introduction-to-sociology-2nd-canadian-edition>;
16. Management across Cultures: Challenges and Strategies. <http://bookre.org/reader?file=1414239>;
17. Mandiberg, Michael. Digital Foundations: Introduction to Media Design with the Adobe Creative Cloud, Revised Edition. <https://open.umn.edu/opentextbooks/textbooks/digital-foundations-introduction-to-media-design-with-the-adobe-creative-cloud-revised-edition>;
18. McAfee, Preston; Lewis, Tracy. Introduction to Economic Analysis. <https://open.umn.edu/opentextbooks/textbooks/introduction-to-economic-analysis>;
19. Mobile journalism. [http://institute.aljazeera.net/mritems/Documents/2017/1/24/e60d6cf73db74eb7ab55b0f24a8836a8\\_100.pdf](http://institute.aljazeera.net/mritems/Documents/2017/1/24/e60d6cf73db74eb7ab55b0f24a8836a8_100.pdf);
20. Mojo journalism. <https://www.mojo-manual.org>;
21. Multimedia journalist. <http://www.themultimediamjournalist.net/>;
22. New Media dedicated blog. <https://medium.com/the-social-media-reporter>;
23. Ott, Walter. Modern Philosophy <https://open.umn.edu/opentextbooks/textbooks/modern-philosophy>;
24. Plaisance, Patrick Lee. Journalism Ethics. <https://oxfordre.com/communication/view/10.1093/acrefore/9780190228613.001.0001/acrefore-9780190228613-e-89>;
25. Poepsel, Mark. Media, Society, Culture and You. <https://open.umn.edu/opentextbooks/textbooks/media-society-culture-and-you>;
26. Principles of Marketing <https://open.umn.edu/opentextbooks/textbooks/principles-of-marketing>;

27. Romano, Carlin. We Need 'Philosophy of Journalism.  
<http://www.chronicle.com/article/We-Need-Philosophy-of/49119>;
28. Rosenberg, A. Philosophy of science. (2000).  
<http://bookre.org/reader?file=559106>;
29. Steele, Robert; Black, Jay. Media Ethics Codes and Beyond.  
<https://web.archive.org/web/20050427131123/http://usinfo.state.gov/journals/itgic/0401/ijge/gj09.htm>;
30. Stokes, Rob. eMarketing: The Essential Guide to Marketing in a Digital World.  
<https://open.umn.edu/opentextbooks/textbooks/emarketing-the-essential-guide-to-marketing-in-a-digital-world>;
31. Strategic Social Marketing for Nonprofits.  
<http://www.marketingprofs.com/6/weinreich1.asp>;
32. Toffler, A. (1984) The Third. Wave N.Y.: Bantam.  
[https://archive.org/stream/TheThirdWave-Toffler/The-Third-Wave\\_-\\_Toffler\\_djvu.txt](https://archive.org/stream/TheThirdWave-Toffler/The-Third-Wave_-_Toffler_djvu.txt);
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<http://bookre.org/reader?file=758105>;
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*Internet sources:*

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:
  - RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>
  - EL "University Library Online" <http://www.biblioclub.ru>
  - EL "Yurayt" <http://www.biblio-online.ru>
  - EL "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)
  - EL "Lan" <http://e.lanbook.com/>
  - EL "Trinity Bridge"
2. Databases and search engines:
  - electronic foundation of legal and normative-technical documentation  
<http://docs.cntd.ru/>
  - Yandex search engine [https:// www .yandex.ru/](https://www.yandex.ru/)
  - Google search engine <https://www.google.ru/>
  - Scopus abstract database <http://www.elsevierscience.ru/products/scopus/>

*The training toolkit and guidelines for a student to do an internship, keep an internship diary and write an internship report\*:*

1. Safety regulations to do the internship (safety awareness briefing).
2. Guidelines for keeping an internship diary and writing an internship report.

\*The training toolkit and guidelines for the internship are placed on the internship page in the university telecommunication training and information system under the set procedure.

## **8. ASSESSMENT TOOLKIT AND GRADING SYSTEM\* FOR EVALUATION OF STUDENTS' COMPETENCES LEVEL AS INTERNSHIP RESULTS**

The assessment toolkit and the grading system\* to evaluate the level of competences (competences in part) formation as the internship results are specified in the Appendix to the internship syllabus.

\* The assessment toolkit and the grading system are formed on the basis of the requirements of the relevant local normative act of RUDN University (regulations / order).