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

Faculty of Philology

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

COURSE SYLLABUS

Media production

course title

Recommended by the Didactic Council for the Education Field of:

42.03.02 Journalism

field of studies / speciality code and title

**The course instruction is implemented within the professional education programme
of higher education:**

Multimedia Journalism

higher education programme profile/specialisation title

1. OBJECTIVE OF THE DISCIPLINE

The course Media Production aims to provide students with foundational knowledge and hands-on experience in planning, creating, and delivering multimedia content across various platforms. It emphasizes the integration of creative, technical, and editorial skills essential for modern media professionals.

The main objectives are:

1. To introduce students to the key stages of media production, including pre-production, production, and post-production.
2. To develop practical skills in operating audio, video, and digital editing tools for content creation.
3. To encourage critical thinking and teamwork in the process of producing original media projects.

2. REQUIREMENTS FOR 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)
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-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

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

The discipline “Media production” 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
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.	Radio Broadcasting / Основы радиовещания Professional workshop / Профессиональная мастерская Writing and Essential Editing / Литературное редактирование Межкультурная коммуникация / Intercultural communication	DATA Journalism / Журналистика данных International Journalism / Международная журналистика Art & culture journalism / Журналистика культуры и искусства
GPC-6	Able to use modern technical tools and information and communication technologies in professional activity.	Computer and digital literacy / Компьютерная и цифровая грамотность Media technologies / Техника и технология СМИ TV Journalism / Тележурналистика	Media Visualizaton / Медиавизуализация Professional-introductory practice / Профессионально-ознакомительная практика Pre-thesis practice / Преддипломная практика

4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

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

Types of activities		Semesters
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	Total hours	1	2	3	4
Classroom activities (total)					
<i>Lectures</i>					17
<i>Practical lessons/Seminars</i>					34
<i>Laboratory activities</i>					
<i>Control</i>					18
Independent work (total)					39
Overall workload 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
Introduction to Media Production Workflows Overview of production stages (pre-production, production, post-production); roles and responsibilities in a media team.	Understanding the Three Phases of Media Production	Lecture
	Roles and Collaboration in a Production Team	Seminar
	Case Study: Behind-the-Scenes of a Media Project	Seminar
Scriptwriting and Storyboarding Basics of writing scripts for video/audio; visual storytelling techniques; creating storyboards to plan scenes.	Elements of a Strong Script: Structure, Dialogue, and Visual Cues	Lecture
	Developing a Short Script from Concept to Draft	Seminar
	Creating and Presenting a Storyboard for a Media Scene	Seminar
Audio and Video Production Techniques Camera operation, lighting, sound recording, and directing basics; working on set or in the field.	Fundamentals of Camera, Lighting, and Sound in Media Production	Lecture
	Practicing Camera Shots and Lighting Setups	Seminar
	Recording Clean Audio in Different Production Environments	Seminar
Editing and Post-Production Introduction to editing software (e.g., Adobe Premiere Pro,	Principles of Video and Audio Editing: Rhythm, Continuity, and Transitions	Lecture
	Hands-on Editing: Cutting a Short Scene	Seminar
	Sound Design and Mixing for Impact	Seminar

Name of the Unit	Content of the Units (topics)	Type of activity
Audition); principles of cutting, pacing, audio mixing, and visual effects.		
Multipatform Content Delivery and Audience Engagement Adapting media content for different platforms (TV, social media, streaming); audience analysis and feedback integration.	Adapting Media Content for Digital and Social Platforms	Lecture
	Designing a Content Plan for Different Audiences	Seminar
	Analyzing Engagement Metrics: What Works and Why	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 (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 METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main readings

1. Millerson, G., Owens, J., & Follows, S. (2021). *Television Production* (17th Edition).
2. Boyd, A., Stewart, P., & Alexander, R. (2020). *Broadcast Journalism: Techniques of Radio and Television News* (7th Edition).

3. Thurlow, C., & Aiello, G. (2021). *The Language of Digital Media*.

Other recommended readings

1. Owens, J., & Dancyger, K. (2020). *The Technique of Film and Video Editing* (6th Edition).
2. Zettl, H. (2020). *Sight, Sound, Motion: Applied Media Aesthetics* (8th Edition).
3. Ulin, J. C. (2022). *The Business of Media Distribution: Monetizing Film, TV and Video Content* (4th Edition).
4. Baker, M. J. (2021). *Storytelling for the Screen: Deconstructing and Crafting Effective Visual Narratives*.
5. Anderson, C., & Rainie, L. (2023). *Creating for the Internet: Multimedia Production in the Age of Algorithms*.

Web-sites and online resources

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:

- <http://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.theeuropeanlibrary.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
- Google scholar.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.