

Документ подписан простой электронной подписью
Информация о владельце:
ФИО: Ястребов Олег Александрович
Должность: Ректор
Дата подписания: 31.08.2026 15:04:44
Уникальный программный ключ:
ca953a0120d891083f939673078ef1a989dae18a

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

Faculty of Philology

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

COURSE SYLLABUS

Modern media text

course title

Recommended by the Didactic Council for the Education Field of:

42.04.02 Journalism

field of studies / speciality code and title

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

Global and Digital Media

higher education programme profile/specialisation title

2026

1. OBJECTIVE OF THE DISCIPLINE

The main goal of this course is to provide and equip students with theoretical and practical knowledge of analysis of modern media texts.

The main objectives are:

- providing theoretical knowledge and mastery of basic concepts of media text;
- development of ability and skills to analyze media texts;
- awareness of the importance of learning genre theory in the context of analysis of media texts;
- development of critical thinking;
- developing an awareness of complexity of modern world and its reflection in mass media.

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-4	Able to use modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	UC-4.1 Knows the basic principles and rules of business, academic and professional ethics; the basic means of information and communication technology
		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
		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
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	UC-5.1 Knows the basic concepts, interpretations and components of the concepts of "culture" and "intercultural communication"
		UC-5.2 Can communicate and create official business, scientific and professional texts, taking into account civilizational, national,

Code	Competence	Indicators of competence achievement (within the discipline)
		ethnocultural and confessional features of the audience / interlocutor / opponent
		UC-5.3 Has skills and techniques for effective intercultural communication based on knowledge of the diversity of cultures
GPC-2	Able to analyze the main trends in the development of public and state institutions for their diverse coverage in created media texts and/or media products, and/or communication products	GPC-2.1 Identifies cause-and-effect relationships in the problems of interaction between public and state institutions
		GPC-2.2 Observes the principle of impartiality and balance of interests in the journalistic texts and (or) products created when covering the activities of public and state institutions
GPC-3	Able to analyze the diversity 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 domestic and global cultural process
		GPC-3.2 Demonstrates diverse erudition in the field of national and world culture in the created journalistic texts and (or) products
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
		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 laws 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

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

The discipline “Modern Media Text” belongs to the Compulsory 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-4	Able to use modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction		PR and media relations / PR и медиарелейшенз Modern mass communication theories /

Code	Name of competence	Previous discipline	Subsequent disciplines
			Современные теории массовой коммуникации Stereotypes in international journalism / Стереотипы в международной журналистике
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction		Intercultural communication / Межкультурная коммуникация Art and culture journalism / Журналистика культуры и искусства Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ Stereotypes in international journalism / Стереотипы в международной журналистике Propaganda in mass media / Пропаганда в СМИ
GPC-2	Able to analyze the main trends in the development of public and state institutions for their diverse coverage in created media texts and/or media products, and/or communication products	Modern media systems / Современные медиасистемы	Media economics / Медиаэкономика, Image of a country / Имидж государства, Mass media legal regulations / Правовое регулирование СМИ
GPC-3	Able to analyze the diversity of achievements of domestic and world culture in the process of creating media texts and/or media products and/or communication products	Journalism as socio-cultural phenomenon / Журналистика как социокультурный феномен	Photojournalism / Фотожурналистика Intercultural communication / Межкультурная коммуникация Art and culture journalism /

Code	Name of competence	Previous discipline	Subsequent disciplines
			Журналистика культуры и искусства
GPC-6	Able to select and implement modern technical means and information and communication technologies in the process of media production	-	Media production / Производство СМИ Mobile journalism / Мобильная журналистика
GPC-7	Able to assess and predict the possible effects in the media sphere, following the principles of social responsibility	-	PR and media relations / PR и медиарелейшенз Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ Social marketing and journalism / Социальный маркетинг и журналистика

4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is 2 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>		34		34		
Including:						
Lectures		17		17		
Laboratory activities						
<i>Practical lessons/Seminars</i>		17		17		
<i>Independent work, ac. hours</i>		29		29		
<i>Control, ac. hours</i>		9		9		
Overall workload	ac. hours	72		72		
	credits	2		2		

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
The concept of media text	Introduction to the course. Culture factor and media text. Traditional definition of a text. Paradigms of media texts in national media of different countries. News Values in media texts. Fake news. Concept and paradigms.	Lectures, Seminars, Individual work

Name of the Unit	Content of the Units (topics)	Type of activity
Media genres	The concept of media genre in the context of mass media. The main types of media texts: news, comment and analysis, features and advertising. Diffusion of media genres.	Lectures, Seminars, Individual work
Theory in Practice: Linguistics and Modern Mass Communication Theories in modern media texts	The analysis of media texts by Linguistics and Modern Mass Communication Theories.	Lectures, Seminars, Individual work
Approaches to analysis and research of media texts	The concepts of text and discourse. Discourse analysis and media texts. Conclusion and discussion.	Lectures, 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)
Class	Computer, desks, chairs	Computer and projector

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

7. EDUCATIONAL AND METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main readings

1. *Approaches to media texts* <http://users.auth.gr/tsokalid/files/wodak.pdf>
2. Dobrosklonskaya T. G. Media linguistics: theory and methods of studying language in the media // *Media Linguistics*, 2014, No. 2 (5), pp. 7–15. Available at: <https://medialing.ru/media-linguistics-theory-and-methods-of-studying-language-in-the-media/> (accessed: 28.05.2022).

Other recommended readings

1. Jürgen Habermas. (Discourse) <https://plato.stanford.edu/entries/habermas/>

Web-sites and online resources

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
 - www.rad.pfu.edu.ru/

- www.libfl.ru
 - www.portalus.ru
 - www.project.phil.pu.ru
 - www.lib.fl.ru
 - www.gutenberg.net
 - www.jpl.org
 - www.theeuropeanlibrary.org
 - www.epoch-net.org
2. Databases and search systems:
- Jürgen Habermas. (Discourse) <https://www.britannica.com/topic/continental-philosophy/Habermas-discourse-and-democracy>

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.