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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**

(Name of the Discipline / Module)

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

**42.03.02 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):**

**Multimedia Journalism**

(Name of the educational program)

**2024 г.**

## 1. OBJECTIVE OF THE DISCIPLINE

The goal of the "Professional Workshop" course is to provide students with practical, hands-on experience in a simulated professional environment. This course aims to bridge the gap between theoretical knowledge and real-world application, fostering the development of essential skills required in the media industry. By working on actual projects and collaborating with industry professionals, students will gain invaluable insights and prepare for successful careers in multimedia journalism.

The main objectives are:

- Equip students with the technical skills necessary for producing high-quality multimedia content, including video, audio, and digital media.
- Improve students' abilities in professional communication, both written and oral, tailored to various media formats and audiences.
- Foster a collaborative work environment where students can learn to work effectively in diverse teams, sharing responsibilities and contributing to group projects.
- Introduce students to industry standards, best practices, and ethical considerations in multimedia journalism.
- Guide students in creating a professional portfolio that showcases their skills, projects, and achievements, enhancing their employability in the media industry.

## 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 communicate in interpersonal and intercultural interaction in Russian as a foreign language and foreign language(s) on the basis of knowledge of interrelated and interdependent types of reproductive and productive foreign language speech activities, such as listening, speaking, reading, writing and translation in everyday life, socio-cultural, academic-professional, official-business and scientific spheres of communication	UC-4.1 - Selects a style of communication in Russian depending on the purpose and conditions of the partnership; adapts speech, communication style and body language to the situations of interaction
		UC-4.2 - Conducts business correspondence in Russian, taking into account the stylistics of formal and informal letters
		UC-4.3 - Conducts business correspondence in a foreign language, considering the specific style of official letters and socio-cultural differences
		UC-4.4 - Translates official and professional texts for personal use from foreign language into Russian, from Russian into foreign language

Code	Competence	Indicators of competence achievement (within the discipline)
		UC-4.5 - Makes public speeches in Russian, takes into account the audience and the purpose of communication
		UC-4.6 - Orally presents the results of their activities in a foreign language, can support the conversation during their discussion
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

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

The discipline “Professional Workshop” 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 communicate in interpersonal and intercultural interaction in Russian as a foreign language and foreign language(s) on the basis of knowledge of interrelated and interdependent types of reproductive and productive foreign language speech activities, such as listening, speaking, reading, writing and translation in everyday life, socio-cultural, academic-professional, official-business and scientific spheres of communication	-	PR and media relations /Связи с общественностью и медиарелейшенс Межкультурная коммуникация / Intercultural communication Storytelling / Сторителлинг Public speaking / Ораторское искусство
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.	-	Journalist job in a newspaper / Работа журналиста в газете Radio Broadcasting / Основы радиовещания

Code	Name of competence	Previous discipline	Subsequent disciplines
			Writing and Essential Editing / Литературное редактирование Professional workshop / Профессиональная мастерская PR and media relations /Связи с общественностью и медиарилейшенс Academic writing / Академическое письмо Storytelling / Сторителлинг

#### 4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is **19** 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	5	6
<i>Classroom activities, ac. hours</i>			17	17	17	17	17	17
Lectures		187	17	34	34	34	34	34
Laboratory activities								
<i>Practical lessons/Seminars</i>								
<i>Independent work, ac. hours</i>		497	55	74	110	74	110	74
<i>Control, ac. hours</i>								
<b>Overall workload</b>	<b>ac. hours</b>	<b>684</b>	<b>72</b>	<b>108</b>	<b>144</b>	<b>108</b>	<b>144</b>	<b>108</b>
	<b>credits</b>	<b>19</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>

#### 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
Topic 1: Multimedia Content Production	<b>Video Production Techniques:</b> What are the key steps in planning, shooting, and editing a professional video? <b>Audio Production and Podcasting:</b> How can high-quality audio content be produced for various platforms, including podcasts? <b>Digital Content Creation:</b> What tools and methods are used to create engaging digital content for social media and online platforms?	L, IW

Name of the Unit	Content of the Units (topics)	Type of activity
Topic 2: Professional Communication Skills	<b>Writing for Media:</b> What are the best practices for writing clear, concise, and engaging content for different media formats? <b>Oral Presentation Techniques:</b> How can effective oral presentation skills be developed for media professionals? <b>Audience Engagement Strategies:</b> What techniques can be used to effectively engage and interact with diverse audiences?	L, IW
Topic 3: Teamwork and Collaboration	<b>Roles and Responsibilities in Media Projects:</b> What are the typical roles in a media project team and how are responsibilities distributed? <b>Collaborative Project Management:</b> How can collaborative project management tools be used to enhance teamwork and productivity? <b>Conflict Resolution in Teams:</b> What strategies can be employed to resolve conflicts and ensure smooth collaboration within a team?	L, IW
Topic 4: Industry Standards and Best Practices	<b>Ethical Considerations in Journalism:</b> What ethical principles should guide media professionals in their work? <b>Legal Issues in Media Production:</b> What are the key legal issues that media professionals need to be aware of in content production? <b>Adapting to Industry Trends:</b> How can media professionals stay updated with the latest industry trends and best practices?	L, IW
Topic 5: Project Development and Execution	<b>Project Planning and Management:</b> What are the essential steps in planning and managing a successful media project? <b>Resource Allocation and Budgeting:</b> How can resources be effectively allocated and budgets managed in media projects? <b>Monitoring and Evaluation:</b> What methods can be used to monitor progress and evaluate the success of media projects?	L, IW
Topic 6: Building a Professional Portfolio	<b>Showcasing Skills and Achievements:</b> How can students effectively showcase their skills and achievements in a professional portfolio? <b>Creating an Online Presence:</b> What are the best practices for creating and maintaining a professional online presence? <b>Networking and Career Development:</b> How can students use their portfolios to network and advance their careers in the media industry?	L, IW

## 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)
Lecture Classroom	Auditorium for seminar-type classes, group and individual consultations, ongoing monitoring, and intermediate certification.	
Self-study room	Room for students' self-study (it can also be used for seminars and consultations), equipped with a set of special furniture / 542 auditorium	

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

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

### *Main readings*

1. Hullfish, S., & Fowler, J. (2019). The Complete Guide to Professional Video Production (2nd ed.). New York, NY: Routledge.
2. Baumann, T. L. (2021). Podcasting: The Complete Guide to Podcasting (3rd ed.). Los Angeles, CA: Sage Publications.
3. Ess, C. (2019). Digital Media Ethics (4th ed.). London, UK: Polity Press.
4. Kovach, B., & Rosenstiel, T. (2020). The Elements of Journalism: What Newspeople Should Know and the Public Should Expect (5th ed.). New York, NY: Three Rivers Press.
5. Bull, A. (2018). Multimedia Journalism: A Practical Guide (2nd ed.). Boston, MA: Focal Press.

### *Other recommended readings*

1. Luckie, M. S. (2019). The Digital Journalist's Handbook (3rd ed.). San Francisco, CA: Jossey-Bass.
2. Garrand, T. (2020). Writing for Multimedia and the Web (2nd ed.). Chicago, IL: University of Chicago Press.
3. Smith, J. R. (2021). Podcasting for Beginners: How to Start a Podcast (4th ed.). London, UK: Pearson Education.
4. McGregor, J., & Pearson, M. (2018). Project Management for Media Professionals (3rd ed.). Hoboken, NJ: Wiley.
5. Katz, H. (2022). The Media Handbook: A Complete Guide to Advertising, Media Selection, Planning, Research, and Buying (7th ed.). New York, NY: McGraw-Hill Education.
6. Smartt, U. (2020). Media Law for Journalists (6th ed.). Oxford, UK: Oxford University Press.
7. Berger, A. A. (2019). Media and Society: Critical Perspectives (2nd ed.). London, UK: Rowman & Littlefield.

8. Dumas, J. L. (2021). The Art of Podcasting: The Complete Guide to Audio and Visual Podcasting (5th ed.). New York, NY: HarperCollins.
9. Yikun, L., & Zhao, D. (2018). Visual Storytelling: Infographic Design in News (3rd ed.). Cambridge, MA: MIT Press.
10. The Associated Press. (2023). The Associated Press Stylebook (56th ed.). New York, NY: Basic Books.

*Web-sites and online resources*

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
  - <http://lib.rudn.ru/MegaPro/Web>
  - <http://www.biblioclub.ru>
  - <http://www.biblio-online.ru>
  - [www.studentlibrary.ru](http://www.studentlibrary.ru)
  - <http://e.lanbook.com/>
  - <http://dict.ruslang.ru/freq.php?>
  - Gramota.ru
2. Databases and search systems:
  - Journalism.org. (<https://www.journalism.org/>)
  - Podcaster's Society. (<https://www.podcasterssociety.com/>)
  - Project Management Institute (PMI). (<https://www.pmi.org/>)

*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.