

Документ подписан простой электронной подписью
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**The Federal state autonomous educational institution of higher
the education «Peoples' Friendship University of Russia»**

Faculty of Philology

(наименование основного учебного подразделения (ОУП)-разработчика ОП ВО)

PROGRAM OF DISCIPLINE

Social Media Content

(Name of the Discipline / Module)

Recommended for the direction of training/specialty:

42.03.02 Journalism

(Code and Name of the field of study, the 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

Course Aim

This course equips students with an understanding of Social media and skill on effective planning and creating content. Students will monitor and analyze issues and trends on different social media platforms and will equip students on managing social media through professional, accessible, and ethical practices expected in our global society.

The main objectives are

1. Students will be equipped with skills to develop and implement strategic content planning, monitoring and evaluation of social media brands.
2. Students will understand how to use various social media channels to publish and disseminate relevant content for audience engagement and to increase social impact, influence, and value.
3. Students will be exposed to the knowledge of multiple social media platforms, what they do, and how and why to use them

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)
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-4.	Able to respond to the needs, requests, and interests of society and the audience in professional activity.	GPC-4.1 - Relates sociological data to the needs and demands of society and specific audience groups
		GPC-4.2 - Considers the key characteristics of the target audience in the creation of journalistic texts and (or) products
PC-1.	Able to participate in the development and implementation of an individual and (or) collective project in the field of journalism	PC-1.1 - Proposes creative solutions to an individual and (or) collective media project
		PC-1.2 - Solves assigned problems while working on an individual and (or) collective journalistic project
		PC-1.3 - Implement a journalistic project within their authority and are responsible for the result

Code	Competence	Indicators of competence achievement (within the discipline)
PC-2.	Able to organize the process of creating a journalistic text and (or) product.	PC-2.1 - Follows a set schedule in the process of creating a journalistic text and/or product
		PC-2.2 - Divides his/her work resources according to the professional tasks to be performed and the circumstances as they arise
		PC-2.3 - Performs their professional duties within the time budget allocated
		PC-3.3 - Selects relevant information from available documentary sources. Verifies the reliability of the information received, distinguishes between facts and opinions

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

The discipline “Social Media Content” belongs to the Compulsory Module of Block 1 of the curriculum. Table 1 shows the 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.		
GPC-4.	Able to respond to the needs, requests, and interests of society and the audience in professional activity.		
PC-1.	Able to participate in the development and implementation of an individual and (or) collective project in the field of journalism		
PC-2.	Able to organize the process of creating a journalistic text and (or) product.		

4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is **4** credits.

Types of activities	Total hours	Semesters						
		1	2	3	4	5	6	7

Classroom activities (total)								
<i>Lectures</i>	17	x	x	x	x	17	x	x
<i>Practical lessons/Seminars</i>	17	x	x	x	x	17	x	x
<i>Laboratory activities/</i>	-	-	-	-	-		-	-
<i>Control</i>	27	-	-	-	-	27	-	-
Independent work (total)	83	-	-	-	-	83	-	-
Overall workload hours	144							
Credits	4							

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	- Concepts, Glossary, Syllabus,	Lecture
Introduction to Social Media	- Meaning and Characteristics, - Principles of Social Media, The logic of Social Media, - The social media landscape	Lecture
Social Media for Marketing	- Introduction to Social media marketing - Social media marketing platforms(Facebook, YouTube, Twitter, Instagram) - Content marketing, Email marketing, Ad blocking, landing, steps to a successful social media campaign	Lecture
Developing a Social Media Content Strategy	- Understanding the basics of content - Content Planning, content strategy, content consideration (content calendar) - Building a consistent brand online	Lecture
Optimization	- Search Engine Optimization, - Social Media Optimization, - Understanding your campaign brand, Finding and engaging key influencers, Community Management	Lecture
Digital Identity & Becoming a Virtual Collaborator	- Ethics & Morals of Social Media - Digital footprint and its importance - Understanding and becoming a digital native instead of a digital immigrant.	Lecture
Assessment	- Monitoring and evaluation, - Social media audit,	Lecture

Name of the Unit	Content of the Units (topics)	Type of activity
	- Social Media Measurement, Reporting(reporting progress and success campaign)	
Unit 1	Social Media vs. Traditional Media: Relationship, advantages and challenges	Seminar
Unit 2	Analysis and write report writing on department's social media platform and its marketing techniques	Seminar
Unit 3	Practical work on setting up Hootsuite for Social Media Management	Workshop
Unit 4	Creation of SMM for the department of mass communication(workshop)	Workshop
Unit 5	Creating &Managing a Blog(personal) for peer review	Workshop
Unit 6	Social media audit	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. Poster, M. (2018). *The second media age*. John Wiley & Sons.
2. Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing*. Sage.

Other recommended readings

1. Adornato, A. (2017). *Mobile and social media journalism: A practical guide*. CQ Press.
2. Champion, J. (2018). *Inbound content: a step-by-step guide to doing content marketing the inbound way*. John Wiley & Sons.
3. Lent, A. R. (2015). Tom Standage: *Writing on the Wall: Social Media—The First 2000 Years*. Bloomsbury USA, New York, NY
4. Stephen, A. T., & Yakov, B. (2017). *Social media marketing: principles and strategies*. Stukent.
5. Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of computer-mediated Communication*, 13(1), 210-230.
6. Buyer, L. (2016). *Social PR Secrets: How to Optimize, Socialize, and Publicize Your Brand*. Jetlaunch.
7. Manovich, L. (2002). The language of new media.
8. Baoill, A. Ó. (2008). Jenkins, H.(2006). *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press.
9. Flew, T. (2007). *New media: An introduction*. Victoria: Oxford University Press.

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
 - Googlescholar.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.