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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**

**Introductory practice**

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internship title

**Orientation 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 develop the professional position of a journalist, world outlook and style of behavior, to master 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<br>(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<br>GC-1.2 Can apply types, methods and concepts of critical analysis to develop a plan of action in problematic situations<br>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<br>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<br>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<br>GC-3.2 Can manage team members by distributing and delegating authority among them to achieve the fastest and best results<br>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<br>(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<br/>(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<br>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<br>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 |

### 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.*

| <b>Competence code</b> | <b>Competence descriptor</b>                                                                                            | <b>Previous courses/modules, internships*</b>                                                                                                                                                                                                                                                                    | <b>Subsequent courses/modules, internships*</b>                      |
|------------------------|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| GC-1                   | Able to search, critically analyze problem situations based on a systematic approach, to develop a strategy of actions. | Media economics / Медиаэкономика<br>PR and media relations / PR и медиарелейшенз<br>Methodology and methods of media research / Методология и методика медиаисследований<br>Modern media systems / Современные медиасистемы<br>Stereotypes in international journalism / Стереотипы в международной журналистике | Professional-creative practice / Профессионально-творческая практика |

| <b>Competence code</b> | <b>Competence descriptor</b>                                                                                                                                                                                                                                                                | <b>Previous courses/modules, internships*</b>                                                                                        | <b>Subsequent courses/modules, internships*</b>                      |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| GC-2                   | Able to manage issues in every project life cycle phase.                                                                                                                                                                                                                                    | Journalism as socio-cultural phenomenon / Журналистика как социокультурный феномен<br>Media economics / Медиаэкономика               | Professional-creative practice / Профессионально-творческая практика |
| GC-3                   | Able to organize and manage the work of the team, developing a team strategy to achieve the goal.                                                                                                                                                                                           | Media economics / Медиаэкономика                                                                                                     | Professional-creative practice / Профессионально-творческая 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.                                                                                                                          | PR and media relations / PR и медиарелейшенз<br>Stereotypes in international journalism / Стереотипы в международной журналистике    | Professional-creative practice / Профессионально-творческая практика |
| GC-5                   | Able to analyze and take into consideration the diversity of cultures in the process of intercultural interaction.                                                                                                                                                                          | Modern media systems / Современные медиасистемы<br>Stereotypes in international journalism / Стереотипы в международной журналистике | Professional-creative practice / Профессионально-творческая 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                                                   | Professional-creative practice / Профессионально-творческая 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 | Mobile journalism/Мобильная журналистика                                                                                             | Professional-creative practice / Профессионально-творческая практика |

| Competence code | Competence descriptor                                                              | Previous courses/modules, internships* | Subsequent courses/modules, internships* |
|-----------------|------------------------------------------------------------------------------------|----------------------------------------|------------------------------------------|
|                 | reliability, build logical conclusions based on the incoming information and data. |                                        |                                          |

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

#### 4. INTERNSHIP WORKLOAD

The total workload of the internship is 3 credits (108 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. Practical work, including step-by-step work on writing materials.                                                                                                                                                                                                                                                                       | 36                       |
|                                                                                                                                                         | 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>108</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 at the Mass Communications Department. 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/tsokolid/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.themultimediajournalist.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);
33. Tucker, Aaron. Write Here, Right Now: An Interactive Introduction to Academic Writing and Research. <https://open.umn.edu/opentextbooks/textbooks/write-here-right-now-an-interactive-introduction-to-academic-writing-and-research>;
34. United States Copyright Law  
<https://open.umn.edu/opentextbooks/textbooks/united-states-copyright-law>;
35. Van Cleave, Matthew. Introduction to Logic and Critical Thinking.  
<https://open.umn.edu/opentextbooks/textbooks/introduction-to-logic-and-critical-thinking>;
36. Webster, F. Theories of the Information Society. L.: Routledge, 2002.  
<http://bookre.org/reader?file=758105>;
37. What is Social Marketing? <http://www.social-marketing.com/Whatis.html>

*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).