**Federal State Autonomous Educational Institution of Higher Education**
**PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA NAMED AFTER PATRICE LUMUMBA**
**RUDN University**
**Faculty of Philology**

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

Approved at the meeting of the Academic Council of RUDN University
Protocol No. 32
October 26, 2020
(date, month, year)

Opened by order of the Rector of RUDN University No. 571

November 03, 2020
(date, month, year)

# OFESSIONAL EDUCATION PROGRAMME OF HIGHER EDUCATION

Field of Studies/Speciality:

**42.04.02 Journalism**
(field of studies/speciality code and title)

Profile/Specialisation:

**Global and digital media**
(higher education programme title)

The Educational Programme is developed in compliance with:
**Educational Standard of RUDN University**, approved by Order of the Rector No. 371 dated May 21, 2021

Level of education:

master's
(bachelor's/specialist's/master's – to fill in the required)

Graduate's Qualification:

Master
(graduate's qualification in compliance with the order of the Ministry of Education and Science of Russian Federation dated September 12, 2013, No. 1061)

Length of Educational Programme:

| **2 years** | - | - |
|---|---|---|
| (full-time education) | (part-time education) | (correspondence education) |

AGREED by:

| Head of Educational Programme **N.V. Poplavskaya** | Chairperson of Didactic Council **V.V. Barabash** | Head of Educational Department **V.V. Barabash** |
|---|---|---|
| (signature) | (signature) | (signature) |
| (day, month, year) | (day, month, year) | (day, month, year) |

2025

# 1. EDUCATIONAL PROGRAMME GOAL (MISSION)

This programme is intended for graduates of Russian and foreign universities with bachelor's or specialist's degrees who have previously studied journalism or other humanities specialties.

The master's programme is aimed at developing professional competencies that not only meet the requirements, but also take into account the trends of modern media development. Depending on the focus of the master's program, graduates develop both general rhetorical skills important to journalism and knowledge in media forecasting, modeling and construction, and skills in the profession of international journalism. Having extensive international connections, the level of training and qualifications of the teaching staff of the department offers only the latest techniques and technologies of the profession to master's students.

# 2. EDUCATIONAL PROGRAMME RELEVANCE, SPECIFICITY, AND UNIQUENESS

The "Global and Digital Media" programme is a master's degree program of higher education.

The programme is offered at the Faculty of Philology, RUDN University, on a full-time basis with a master's degree.

The types of professional tasks for which graduates of the "Global and Digital Media" master's programme are prepared:

- project and analytical
- organizational and managerial.

The period of education in the master's program 42.04.02 "Journalism", "Global and Digital Media" programme, including the vacations provided after the final state examination, regardless of the applied educational technologies, is 2 years.

The volume of the master's program is 120 credits.

The main educational program for master's degree program 42.04.02 "Journalism", "Global and Digital Media" regulates the goals, expected results, content, conditions and technologies of the educational process, quality assessment of graduate training in this field of study and includes: curriculum, course syllabus and other materials that ensure the quality of students, as well as internship programs, academic calendar and methodological materials.

Professional skills and universal, general professional and professional competencies are acquired by students while studying theoretical and practical disciplines. In addition to faculty lecturers, some of the disciplines are taught by guest practitioners: representatives of leading media outlets, advertising and PR agencies, heads of structural divisions of companies.

## 3. LABOUR MARKET NEEDS FOR PERSONNEL TRAINING IN EDUCATIONAL PROGRAMME PROFILE

Potential employers are representatives of the mass media as well as representatives of the related communication sphere: newspapers, magazines, news agencies, Internet media, organizations and companies that produce, distribute, archive and study information in general and photo, video and film production in particular; publishing houses, press services, advertising and PR agencies, TV, radio and Internet broadcasting authorities, telecommunications companies, research and educational organizations and institutions.

## 5. SPECIAL REQUIREMENTS FOR POTENTIAL APPLICANTS

To be admitted to the programme it is necessary to have a high education document of state standard with the corresponding application to it, confirming the qualification of a bachelor, specialist or master in the "Journalism" field or other humanities specialties. The admission test is an interdisciplinary exam in the test format.

The applicant for a master's degree in journalism must:

- to possess a system of knowledge about the basic concepts and problems of modern journalism;

- to know the main contemporary socio-political problems of Russia and the world;

- to demonstrate knowledge of the history of Russian and foreign journalism.

For each admission test there is an assessment scale and a minimum number of points, confirming the successful completion of the admission test.

## 6. FEATURES OF EDUCATIONAL PROGRAMME IMPLEMENTATION

6.1. The EP is implemented with elements of distance learning technologies, which include: RUDN Telecommunication Learning and Information System ("TUIS"), RUDN Electronic Library System ("Electronic Library System of the RUDN Educational and Research Information and Library Center"), MS Teams and other technical tools of indirect interaction between students and teaching staff (including using RUDN corporate e-mail, Zoom, Google Hangouts, etc.) for educational purposes.

6.2. The language of the EP is *English*.

6.3. The programme is adapted for the education of persons with disabilities.

6.4. The EP is implemented by the Federal State Educational Institution of Higher Education "Peoples' Friendship University of Russia".

6.5. The information on the planned introductory/advanced field internships and (or) research & development internships.

| Internship* | Internship location <br> *(organisation name and location)* |
|---|---|
| Orientation internship (introductory, intramural) | Mass Communications Department, Faculty of Philology, RUDN University, Moscow |
| Technological (advanced field internship, industrial, extramural) | TV studio "Continents" RUDN University, Moscow; PR-Department of the Faculty of Philology, RUDN University, Moscow |
| Pre-diploma (industrial, intramural) | Mass Communications Department, Faculty of Philology, RUDN University, Moscow |

\* The section should indicate the type (introductory/advanced field internship), the kind (orientation, technological, research, pre-graduate, etc.), and the mode (intramural/ extramural) of internship.

## 7. CHARACTERISTICS OF EDUCATIONAL PROGRAMME GRADUATE'S PROFESSIONAL ACTIVITIES

7.1. The field(s) and/or sphere(s) of professional activity of a graduate who has mastered the EP in which he/she can carry out his/her professional activity:

06 Communication, information and communication technologies (in the field of promotion of media products, including printed media, television and radio programs, online resources);

11 Mass media, publishing and printing (in the field of multimedia, press, television and radio broadcasting media).

Graduates can carry out professional activities in other areas of professional activity and (or) spheres of professional activity, if the level of their education and received competencies meet the requirements for the qualification of the employee.

7.2. The type(s) of professional tasks that a graduate is prepared to solve within the framework of the EP:

A graduate of the "Global and Digital Media" program must solve the following professional problems:

*in project and analytical activity:*

- to perform professional and creative duties in the creation of media content in formats and genres of increased complexity;

- to collect, analyze, and summarize information necessary to prepare media content in formats and genres of increased complexity;

*in organizational and managerial activity:*

- to perform organizational and managerial functions in accordance with the development strategy of the media, media projects;

- to develop analytical justification in the process of media design and media modeling;

- to develop the concepts of various kinds of media projects, forward planning.

7.3. The list of generalised labour functions and labour functions which are related to the professional activities of the Educational Programme graduate and are taken into account in the course of its development*.

| Code and title of occupational standard | Generalised labour functions | | | Labour functions | | |
|---|---|---|---|---|---|---|
| | Code | Title | Qualification level | Type | Code | Qualification level (sublevel) |
| 11.005 | A | Creative and organizational activities to create new media products | 6 | Determining the format, topics, and evaluation of material for a new broadcast media product | A/01.6 | 6 |
| | | | | Preparing for the creation of scripted material for a new product | A/02.6 | 6 |
| | | | | Planning the creation of a new broadcast media product | A/03.6 | 6 |
| | | | | Organizing funding for the creation of a new broadcasting media product | A/04.6 | 6 |
| | | | | Organizing the production process of creating a new broadcasting media product with the necessary resources | A/05.6 | 6 |
| | | | | Organizing the activities of the working group for the creation of a new broadcasting media product | A/06.6 | 6 |
| | | | | Organizing the promotion of finished products and products at the creation stage | A/07.6 | 6 |

## 8. REQUIREMENTS FOR EDUCATIONAL PROGRAMME OUTCOMES

8.1. Upon completion of the Educational Programme, the graduate is expected to acquire the following Generic Competences (GCs):

| Code and descriptor of generic competence | Code and competence level indicator |
|---|---|
| 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 |

| Code and descriptor of generic competence | Code and competence level indicator |
|---|---|
| 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 |
| 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. | GC-4.1 Knows the basic principles and rules of business, academic and professional ethics; basic tools of information and communication technology<br>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<br>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 |
| GC-5. Able to analyze and take into consideration the diversity of cultures in the process of intercultural interaction. | GC-5.1 Knows the basic concepts, interpretations and components of the concepts of "culture" and "intercultural communication"<br>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<br>GC-5.3 Has skills and techniques for effective intercultural communication based on knowledge of cultural diversity |
| GC-6. Able to determine and implement the priorities of his/her own activities and ways of their improvement based on self-assessment. | 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<br>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 |

| Code and descriptor of generic competence | Code and competence level indicator |
|---|---|
| | 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 |
| 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 |

8.2. Upon completion of the Educational Programme, the graduate is expected to acquire the following general professional competences (GPCs):

| Code and descriptor of general professional competence | Code and competence level indicator |
|---|---|
| GPC-1. Able to plan, organize and coordinate the process of creating media texts and (or) media products and (or) communication products that are demanded by society and industry, monitor, and consider changes in the norms of Russian and foreign languages, features of other sign systems. | GPC-1.1 Knows all stages and principles of media text production and/or media products and/or communication products<br>GPC-1.2 Manages the process of producing journalistic texts and/or products that are in demand by society and industry, taking into account changes in Russian (foreign) language norms and the specifics of other sign systems |
| GPC-2. Able to analyze the main development trends of public and state institutions for their diverse coverage in the created media texts and (or) media products, and (or) communication products. | GPC-2.1 Identifies causal relationships in problems of interaction between public and state institutions<br>GPC-2.2 Observes the principle of impartiality and balance of interests in journalistic texts and/or products when covering public and state institutions |
| GPC-3. Able to analyze the variety 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 national and global cultural process<br>GPC-3.2 Demonstrates a diverse erudition of domestic and global culture in journalistic texts and/or products |

| Code and descriptor of general professional competence | Code and competence level indicator |
|---|---|
| GPC-4. Able to analyze the needs of society and the interests of the audience to predict and meet the demand for media texts and (or) media products, and (or) communication products. | GPC-4.1. Interprets sociological research data on the needs of society and the interests of specific audience groups<br>GPC-4.2 Predicts potential reactions of target audiences to journalistic texts and/or products |
| GPC-5. Able to analyze current trends in the development of media communication systems on regional, national, or international level, based on the political and economic mechanisms of their functioning, legal and ethical regulation for making professional decisions. | GPC-5.1 Identifies the specifics of political, regional, national and global media and communication systems development based on political and economic mechanisms of their functioning, legal and ethical norms regulating the development of different media and communication systems at global, national and regional levels<br>GPC-5.2 Models individual and collective professional journalistic actions in relation to the context of a particular media communications system |
| GPC-6. Able to select and implement modern technical tools and information and communication technologies in the process of media production. | GPC-6.1 Tracks global trends in upgrading technical equipment, software, and supplies necessary to perform professional activities<br>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 patterns of social responsibility of forming the effects and consequences of professional activity, the concepts of its social responsibility<br>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 |
| GPC-8. Able to use digital technologies and methods in professional activities for studying and modeling objects of professional activity, data analysis, information presentation, etc. | GPC-8.1 Can analyze big data and incorporate it into the production stages of a journalistic text and/or product<br>GPC-8.2. Evaluates new editorial technologies |

8.3. Upon completion of the Educational Programme, the graduate is expected to acquire the following professional competences (PCs)* :

| Code and descriptor of professional competence | Code and competence level indicator | Code and title of occupational standard for relevant PC |
|---|---|---|
| PC-2. Able to carry out organizational, coordinating, supervising duties, current planning in accordance with the strategy of development of the media, media projects (organizational and managerial type of activity). | PC-2.1 Plans the activities of the company (subdivision) for the time perspective<br>PC-2.2 Monitors the results of company (subdivision) activities and evaluates its effectiveness by professional indicators | 11.005 |

| Code and descriptor of professional competence | Code and competence level indicator | Code and title of occupational standard for relevant PC |
|---|---|---|
| PC-3. Able to create journalistic authoring materials based on an in-depth understanding of its specifics, functions, content, optimal models, knowledge of the technology of its creation and existing professional standards. | PC-3.1 Develops all components of the concept and prioritizes creative solutions PC-3.2 Draws up an action plan to implement the project | 11.005 |

*The Educational Programme's developer formulates the PC, taking into account the requirements of occupational standards and the Educational Programme field of study.

**9. MATRIX OF COMPETENCES that students acquire** when mastering the Educational Programme "Global and Digital Media", implemented under the RUDN University Academic Council decision dated "26" October 2020 (Protocol No. 3) in the field of studies / speciality 42.04.02 Journalism

| Code | Courses/modules that form students' competences | GENERIC COMPETENCES | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | GC-1. Able to search, critically analyze problem situations based on a systematic approach, to develop a strategy of actions. | GC-2. Able to manage issues in every project life cycle phase. | GC-3. Able to organize and manage the work of the team, developing a team strategy to achieve the goal. | 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. | GC-5. Able to analyze and take into consideration the diversity of cultures in the process of intercultural interaction. | GC-6. Able to determine and implement the priorities of his/her own activities and ways of their improvement based on self-assessment. | 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.поступающих информации и данных поступающих информации и данных |
| Part 1 | Mandatory part | | | | | | | |
| | **Core component** | | | | | | | |
| | *Journalism as socio-cultural phenotenon / Журналистика как социокультурный феномен* | | | | | | + | |
| | *Media economics / Медиаэкономика* | | + | + | | | | |
| | *Modern media systems / Современные медиасистемы* | + | | | | | | |
| | *Modern media text / Современный медиатекст* | | | | + | + | | |

|  | Foreign language (Russian as a foreign language) / Иностранный язык (русский язык как иностранный) |  |  |  | + |  |  |  |
|---|---|---|---|---|---|---|---|---|
|  | **Variable component** |  |  |  |  |  |  |  |
|  | Intercultural comminication / Межкультурная коммуникация |  |  |  |  | + |  |  |
|  | PR and media relations / PR и медиарилейшенз |  |  |  | + |  |  |  |
|  | Modern mass communication theories / Современные теории массовой коммуникации | + |  |  | + |  |  |  |
|  | Photojournalism / Фотожурналистика |  |  |  |  |  | + |  |
|  | Art and culture journalism / Журналистика культуры и искусства |  |  |  |  | + |  |  |
|  | Methodology and methods of media research / Методология и методика медиаисследований | + | + |  |  |  |  |  |
|  | Image of a country / Имидж государства |  | + |  |  |  |  |  |
|  | Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ | + |  |  |  | + |  |  |
|  | Storytelling and creative thinking / Сторителлинг и креативное мышление |  | + |  |  |  |  |  |
|  | Media production / Производство СМИ |  |  | + |  |  |  |  |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | *Professional workshop / Профессиональная мастерская* | + | | | | | | |
| | **Part formed by participants of educational relations** | | | | | | | |
| | Mobile journalism / Мобильная журналистика | | | | + | | + | |
| | Sports reporting / Спортивная журналистика | | | | + | | + | |
| | Social marketing and journalism / Социальный маркетинг и журналистика | | | | + | | | + |
| | Data journalism / Журналистика данных | | | | + | | | + |
| | Stereotypes in international journalism / Стереотипы в международной журналистике | + | | | + | | | |
| | Infographics / Инфографика | + | | | + | | | |
| | Propaganda in mass media / Пропаганда в СМИ | + | | | + | | | |
| | Investigative journalism / Расследовательская журналистика | + | | | + | | | |
| Part 2 | Mandatory part | | | | | | | |
| | **Variable component** | | | | | | | |
| | *Introductory practice / Учебно-ознакомительная  практика* | + | + | + | + | + | + | + |
| | *Academic and research work / Научно- исследовательская* | + | | | + | + | + | |
| | *Professional-creative practice / Профессионально-творческая* | + | + | + | + | + | + | + |

| | *Research practice / Научно-исследовательская практика* | + | + | + | + | + | + | + |
|---|---|---|---|---|---|---|---|---|

| Code | Courses/modules that form students' competences | GENERAL PROFESSIONAL COMPETENCES | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | GPC-1. Able to plan, organize and coordinate the process of creating media texts and (or) media products and (or) communication products that are demanded by society and industry, monitor, and consider changes in the norms of Russian and foreign languages, features of other sign systems. | GPC-2. Able to analyze the main development trends of public and state institutions for their diverse coverage in the created media texts and (or) media products, and (or) communication products. | GPC-3. Able to analyze the variety of achievements of domestic and world culture in the process of creating media texts and (or) media products, and (or) communication products. | GPC-4. Able to analyze the needs of society and the interests of the audience to predict and meet the demand for media texts and (or) media products, and (or) communication products. | GPC-5. Able to analyze current trends in the development of media communication systems on regional, national, or international level, based on the political and economic mechanisms of their functioning, legal and ethical regulation for making professional decisions. | GPC-6. Able to select and implement modern technical tools and information and communication technologies in the process of media production. | GPC-7. Able to assess and predict the possible effects in the media sphere, following the principles of social responsibility. | GPC-8. Able to use digital technologies and methods in professional activities for studying and modeling objects of professional activity, data analysis, information presentation, etc. |
| Part 1 | Mandatory part | | | | | | | | |
| | **Core component** | | | | | | | | |
| | *Journalism as socio-cultural phenomenon / Журналистика* | | | + | + | | | | |
| | *Media economics / Медиаэкономика* | | + | | | | | | |
| | *Modern media systems / Современные медиасистемы* | + | + | | | + | | | |
| | *Modern media text / Современный медиатекст* | | + | + | | | + | + | |
| | *Foreign language (Russian as a foreign language) / Иностранный язык (русский* | + | | | | | | | |
| | **Variable component** | | | | | | | | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | *Intercultural communication / Межкультурная коммуникация* | | | + | | | | | |
| | *PR and media relations / PR и медиарилейшенз* | | | | + | | | | |
| | *Modern mass communication theories / Современные* | | | | | + | | | |
| | *Photojournalism / Фотожурналистика* | + | | + | | | + | | |
| | *Art and culture journalism / Журналистика культуры и* | | | + | | | | | |
| | *Methodology and methods of media research / Методология и методика* | | | | | | | | |
| | *Image of a country / Имидж государства* | + | + | | | | | | |
| | *Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ* | | + | | | + | | + | |
| | *Storytelling and creative thinking / Сторителлинг и креативное мышление* | + | | | | | | | |
| | *Media production / Производство СМИ* | | | | | | | | + |
| | *Professional workshop / Профессиональная мастерская* | + | | | | | | | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | **Part formed by participants of educational relations** | | | | | | | | |
| | Mobile journalism / Мобильная журналистика | | | | | | | | |
| | Sports reporting / Спортивная журналистика | | | | | | | | |
| | Social marketing and journalism / Социальный маркетинг и журналистика | | | | | | | | |
| | Data journalism / Журналистика данных | | | | | | | | |
| | Stereotypes in international journalism / Стереотипы в | | | | | | | | |
| | Infographics / Инфографика | | | | | | | | |
| | Propaganda in mass media / Пропаганда в СМИ | | | | | | | | |
| | Investigative journalism / Расследовательская журналистика | | | | | | | | |
| Part 2 | Mandatory part | | | | | | | | |
| | **Variable component** | | | | | | | | |
| | *Introductory practice / Учебно- ознакомительная практика* | | | | | | | | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | *Academic and research work / Научно- исследовательская работа* | | + | + | | | | | |
| | *Professional-creative practice / Профессионально-творческая практика* | + | + | + | + | + | + | + | + |
| | *Research practice / Научно-исследовательская практика* | + | + | + | + | + | + | + | + |

| Code | Courses/modules that form students' competences | PROFESSIONAL COMPETENCES | |
|---|---|---|---|
| | | PC-2. Able to carry out organizational, coordinating, supervising duties, current planning in accordance with the strategy of development of the media, media projects (organizational and managerial type of activity). | PC-3. Able to create journalistic authoring materials based on an in-depth understanding of its specifics, functions, content, optimal models, knowledge of the technology of its creation and existing professional standards. |
| Part 1 | Mandatory part | | |
| | **Core component** | | |
| | *Journalism as socio-cultural phenomenon /* | | |
| | *Media economics / Медиаэкономика* | | |
| | *Modern media systems / Современные медиасистемы* | | |
| | *Modern media text / Современный медиатекст* | | |
| | *Foreign language (Russian as a foreign language) / Иностранный язык (русский язык как иностранный)* | | |

| | | | |
|---|---|---|---|
| | **Variable component** | | |
| | *Intercultural communication / Межкультурная коммуникация* | | |
| | *PR and media relations / PR и медиарилейшенз* | | + |
| | *Modern mass communication theories / Современные теории массовой коммуникации* | | |
| | *Photojournalism / Фотожурналистика* | | |
| | *Art and culture journalism / Журналистика культуры и искусства* | | |
| | *Methodology and methods of media research / Методология и методика медиаисследований* | + | |
| | *Image of a country / Имидж государства* | | + |
| | *Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ* | | |
| | *Storytelling and creative thinking / Сторителлинг и креативное мышление* | | |
| | *Media production / Производство СМИ* | | |
| | *Professional workshop / Профессиональная мастерская* | | |
| | **Part formed by participants of educational relations** | | |
| | Mobile journalism / Мобильная журналистика | | |
| | Sports reporting / Спортивная журналистика | | |
| | Social marketing and journalism / Социальный маркетинг и журналистика | | |

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|---|---|---|---|
| | Data journalism / Журналистика данных | | |
| | Stereotypes in international journalism / Стереотипы в | | |
| | Infographics / Инфографика | | |
| | Propaganda in mass media / Пропаганда в СМИ | | |
| | Investigative journalism / Расследовательская | | |
| Part 2 | Mandatory part | | |
| | **Variable component** | | |
| | *Introductory practice / Учебно- ознакомительная практика* | | |
| | *Academic and research work / Научно- исследовательская работа* | + | |
| | *Professional-creative practice / Профессионально- творческая практика* | + | + |
| | *Research practice / Научно- исследовательская практика* | + | + |