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

Artificial Intelligence Tools in Journalism

(Name of the Discipline / Module)

Recommended for the direction of training/speciality:

42.03.02 Journalism

(Code and Name of the field of study, the direction of training/speciality)

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)

2025 г.

1. OBJECTIVE OF THE DISCIPLINE

The course Artificial Intelligence Tools in Journalism aims to familiarize students with the opportunities and challenges that AI technologies bring to modern journalism. It focuses on developing practical skills in using AI tools for content creation, data analysis, and audience engagement while fostering critical awareness of ethical implications.

The main objectives are

1. To introduce the main types of AI tools used in journalistic practice, including text generation, data mining, and automated fact-checking.
2. To develop students' ability to evaluate and apply AI-driven technologies in news production workflows.
3. To encourage critical reflection on the ethical, legal, and societal impacts of AI in journalism.

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)
GC-12.	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-12.1 - Knows basic technology, software, and hardware for digital communication (including SMAAC=Social, Mobile, Apps, Analytics, and Cloud technologies) and considers information security, confidentiality, and ethical and legal requirements
		GC-12.2 - Uses a variety of digital tools to enable interactions with others to achieve goals
		GC-12.3 - Master modern technologies, software and hardware for digital communications; communicates in the digital environment (including using SMAAC=Social, Mobile, Apps, Analytics, Cloud technologies) with consideration of information security, confidentiality, ethical and legal requirements
GPC-8.	Able to understand the principles of modern information technologies and use them to meet the challenges of professional activity.	GPC-8.1 - Knows digital technologies, methods and techniques of technical processing and placement of information resources and materials in classical and digital resources and media
		GPC-8.2 - Knows how to insert and process textual data, scan and process graphic information; use digital technologies, methods and techniques of technical processing and

Code	Competence	Indicators of competence achievement (within the discipline)
		placement of information resources and materials in classical and digital resources and media
		GPC-8.3 - Knows how to use digital technologies, methods and techniques of technical processing and placement of information resources and materials in classical and digital resources and media; knows how to create and maintain information databases; knows how to place information in the digital space

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

The discipline "Artificial Intelligence Tools in Journalism" belongs to the Compulsory Module of Block 1 of the curriculum. Table 1 shows 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**
GC-12	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	Computer and digital literacy / Компьютерная и цифровая грамотность Photojournalism / Фотожурналистика DATA Journalism / Журналистика данных Media Marketing / Медиамаркетинг Convergent Journalism / Конвергентная журналистика	-

Code	Competence	Previous discipline	Subsequent disciplines
GPC-8	Able to understand the principles of modern information technologies and use them to meet the challenges of professional activity.	TV Journalism / Тележурналистика DATA Journalism / Журналистика данных Media Visualizaton / Медиавизуализация	-

4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is **2** credits.

Types of activities	Total hours	Semesters							
		1	2	3	4	5	6	7	8
Classroom activities (total)									
Lectures								15	
Practical lessons/Seminars								15	
Laboratory activities/									
Control								15	
Independent work (total)								27	
Overall workload hours	**72**							**72**	
Credits	**2**							**2**	

5. CONTENT OF THE DISCIPLINE

Table 5.1 Content of the discipline (module) by type of activity

Name of the Unit	Content of the Units (topics)	Type of activity
Lecture 1: Introduction to AI in Journalism	What is AI? Basic concepts and history in the media context Overview of AI applications in newsrooms Current trends and case studies from international media	Lecture
Seminar 1: Analyzing Real-World Examples of AI in News Production	Group discussion on case studies (e.g. Reuters, The Washington Post, BBC) Identifying the role of AI in editorial and technical processes Short presentations on selected examples	Seminar

Name of the Unit	Content of the Units (topics)	Type of activity
Lecture 2: AI Tools for Content Creation and Verification	Natural Language Generation (e.g. automated news writing) AI in fact-checking and detecting misinformation Tools for audio/video transcription and editing	Lecture
Seminar 2: Testing AI Tools for Journalistic Tasks	Hands-on work with AI platforms (e.g. ChatGPT, DALL·E, Synthesia, Descript) Comparing AI output with human-created content Ethical reflection: When is AI assistance appropriate?	Seminar
Lecture 3: Ethical, Legal, and Professional Challenges of AI in Journalism	Bias and accountability in AI-generated content Transparency and disclosure in using AI Legal issues: copyright, data protection, authorship	Lecture
Seminar 3: Debating the Future of Journalism in the Age of AI	Structured debate: "Should AI ever replace human journalists?" Role-play: editor, developer, ethicist, reporter Drafting ethical guidelines for AI use in a media outlet	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 METHODICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main readings

1. Diakopoulos, N. (2019). Automating the News: How Algorithms Are Rewriting the Media. Harvard University Press.
2. Marconi, F. (2020). Newsmakers: Artificial Intelligence and the Future of Journalism. Columbia University Press.

Other recommended readings

1. Bradshaw, P. (2021). *The Data Journalism Handbook 2: Towards a Critical Data Practice*. Amsterdam University Press.
2. Thurman, N., & Schapals, A. (2023). *AI and the Future of Journalism*. Routledge.
3. Broussard, M. (2021). *Artificial Unintelligence: How Computers Misunderstand the World*. MIT Press.
4. European Broadcasting Union (EBU) (2022). *AI in Public Service Media: From Principles to Practice*.

Web-sites and online resources

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:

- htpp://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. the European library.org; www.epoch-net.org
- http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z0 0358/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.