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**The Federal state autonomous educational institution of higher education
«Peoples' Friendship University of Russia named after Patrice Lumumba»**

Faculty of Philology

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

PROGRAM OF DISCIPLINE

Media Economics

(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)

1. OBJECTIVE OF THE DISCIPLINE

Course Aim

The course will explore the role of media in societies and learn theoretical concepts of media economics that help understand the performance and the evolution of the field and its development through innovation and trends in the media industries. Students will learn how to make use of principles and theories in media economics and other constructs to analyze the media markets and industries.

The main objectives are

1. Students will learn the basic concepts, constructs, theories and development of media economics over time.
2. Students will be exposed to the usage of theoretical constructs in media economics to analyze media markets, industries, and the practices of media organizations
3. Students will explore the new media economies in a digital and fast-changing era.

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-6.	Able to manage his time, build and implement a self-development strategy based on the principles of lifelong learning.	GC-6.1 - Uses time management tools and techniques to accomplish specific tasks, projects, and goals
		GC-6.2 - Determines the priorities of own activity, personal development and professional growth
		GC-6.3 - Assesses the requirements of the labor market and offer of educational services to build a trajectory of own professional development
		GC-6.4 - Builds professional career and determines professional development strategy
GC-10.	Able to make rational economic decisions in various spheres of life.	GC-10.1 - Understands the basic principles of economic functioning and economic development, and the goals and forms of government involvement in the economy
		GC-10.2 - Applies personal economic and financial planning techniques to achieve current and long-term financial goals
		GC-10.3 - Uses financial tools to manage personal finances, controls own economic and financial risks

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

The discipline “International Journalism” 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
GC-6.	Able to manage his time, build and implement a self-development strategy based on the principles of lifelong learning.		
GC-10.	Able to make rational economic decisions in various spheres of life..		

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	17	x	x	x	x
<i>Practical lessons/Seminars</i>	34		x	34	x	x	x	x
<i>Laboratory activities/</i>	-		-	-	-	-	-	-
<i>Control</i>	24		-	24	-	-	-	-
Independent work (total)	69			69				
Overall workload hours	144			144				
Credits	4			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 Media Economics	- Theories, Approaches, relevance - Economic Principles	Lecture
The business of the media	- How media make money, - Media economics and media and management, - microeconomic, macroeconomics	Lecture

Name of the Unit	Content of the Units (topics)	Type of activity
Ownership pattern	<ul style="list-style-type: none"> - Independent media, - Private ownership, - Government ownership, Conglomerate, Share of ownership 	Lecture
Economic forces and media regulation	<ul style="list-style-type: none"> - What is media regulation? - Economic rationales for media regulations - Kinds of media regulation, - Political Economy 	Lecture
The profit motives(source of income)	<ul style="list-style-type: none"> - Print media (newspapers, magazines) - Electronic media (radio, television, social media and other online media) - Entertainment Industry (music, movies, cinema) - Advertising/PR as a major source of income for media organizations 	Lecture
Social Media Economics	<ul style="list-style-type: none"> - The social media industry, - Characteristics of the social media industries, - The business models of the social media industries, - Role of news in the social media industries 	Lecture
Unit 1	Positive or negative impacts of technology and globalisation on media industries	Seminar
Unit 2	Finance and labour in the media economy	Seminar
Unit 3	Patterns of labour in media industries and the factors that influence these patterns.	Seminar
Unit 4	Business models of the social media industries	Seminar
Unit 5	The future of the media economy and social media industries	Seminar
Unit 6	The business model of multi-platform media companies	Seminar
Unit 7	Economic Rationale for Media Regulation	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. Albarran, A. B., Mierzejewska, B., & Jung, J. (Eds.). (2018). *Handbook of media management and economics*. New York: Routledge.
2. Doyle, G. (2013). Understanding media economics. *Understanding Media Economics*, 1-232.

Other recommended readings

1. Turow, J. (2010). *Media Today, 2010 Update: An Introduction to Mass Communication*. Routledge.
2. Croteau, D., Hoynes, W., & Hoynes, W. D. (2006). *The business of media: Corporate media and the public interest*. Pine forge press.
3. Socolow, M. J. (2010). A profitable public sphere: the creation of The New York Times Op-ed page. *Journalism & mass communication quarterly*, 87(2), 281-296.
4. Zuboff, S. (2015). Big other: surveillance capitalism and the prospects of an information civilization. *Journal of information technology*, 30(1), 75-89.
5. Straubhaar, J., LaRose, R., & Davenport, L. (2015). *Media now: Understanding media, culture, and technology*. Cengage Learning.
6. Medina, M., Sánchez-Taberner, A., Arrese, A., Lowe, G. F., & Brown, C. (2015). Managing media firms and industries: What's so special about media management. *Managing Media Firms and Industries: What's So Special About Media Management*.
7. Albarran, A. B. (2016). *The media economy*. Routledge.
8. Picard, R. G. (2011). *The economics and financing of media companies*. Fordham Univ Press.

9. Alexander, A., Owers, J. E., Carveth, R., Hollifield, C. A., & Greco, A. N. (Eds.). (2003). *Media economics: Theory and practice*. Routledge.

10.

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.

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