



**COMMUNICATION
THEORY AND INTERNATIONAL
PUBLIC RELATIONS (PR)**

MASTER'S DEGREE PROGRAMME



ADVANTAGES

- 
Interdisciplinary Curriculum. The combination of theory and practice in cross-cultural communication and languages as well as management, marketing and advertising will stimulate your critical thinking skills, foster your originality, and enable you to become a uniquely skilled problem-solver.
- 
Project Yourself. You will develop the experience required to successfully initiate, drive and manage creative projects and businesses in the area of cross-cultural relations. You will be immersed in knowledge and opportunities that will encourage you to grow and succeed.
- 
Two Foreign Languages. You will benefit from outstanding teaching and learning outcomes. Your knowledge of two foreign languages and understanding of how a language works and how we communicate will give you a solid foundation for many careers.
- 
Research Activities. You will be engaged with the study of language on a conceptual level as well as a detailed level of raw linguistic data. You will grapple with big ideas and be encouraged to think differently by academics whose research is changing the world. Scientific excellence is the guiding principle at the Institute encouraging scientific research projects, scientific conferences and seminars together with the scientific publications.
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International Cooperation. You will get access to expert guest speakers and opportunities to take part in real-world advertising projects, various international conferences, exhibitions, presentations. You will be eligible to take part in student mobility programmes, Summer and Winter Schools.
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Career Opportunities. The programme graduate's creativity, passion, and ability to adapt – along with outstanding presentation, language, and reasoning skills – are what employers look for. Our strong links with companies and governmental bodies all over the world will give you the chance to build your career internationally.

CURRICULUM

120 ECTS Credits

Lectures, seminars, practical training, pre-graduation internship



MANAGEMENT

- Managerial control.
- Goals in managing the organization.
- Types and structures of organizations.
- Financial management.
- HR management.
- Organizational processes.
- Business development strategies.



MARKETING, ADVERTISING, INTERNATIONAL PUBLIC RELATIONS

- International marketing. Marketing plan and its implementation.
- The main types of product promotion. Advertising.
- Advertising impact on consumer consciousness.
- Public relations, PR service.
- PR-campaign development.



BUSINESS LANGUAGE (THE FIRST AND THE SECOND FOREIGN LANGUAGES)

- Public speaking and business negotiations as genres of business communication.
- Norms of speech etiquette.
- Efficient business communication performance markers.
- Types and structure of business letters, e-mails.
- Annotations, CVs.



SPEECH PATTERNS IN SOCIETY (THE FIRST AND SECOND FOREIGN LANGUAGES)

- Translation profession and a PR-manager career.
- The country of the studied language and Russia: geography, political and economic systems.
- Modern business in the country of the studied language and Russia.
- Current issues of society.
- Current world development trends and issues. Language policy.
- Mass media.



GENERAL LINGUISTICS AND HISTORY OF LINGUISTIC STUDIES

- Language and thinking.
- Linguistic universals.
- Language and speech, speech communication.
- Text, hypertext.
- Principles and methods of scientific activity.
- The development of linguistic studies in the world.



SEMIOTICS

- Thesaurus of semiotic systems and its interpretation.
- Natural human language as a specific sign system.
- Social information and semiotics of culture.
- Semiotics and communication theory.
- Computer and applied semiotics.



COMPUTER-BASED TECHNOLOGIES IN LINGUISTIC STUDIES

- Methods of language modelling in computer linguistics.
- Automatic processing of written text.
- Text synthesis.
- Applied lexicology and lexicography.
- Information search.
- Machine translation systems.



CROSS-CULTURAL COMMUNICATION THEORY

- Contexts of intercultural interactions.
- Barriers in intercultural communication.
- Native and foreign culture studies, ethnocentrism, stereotypes and prejudices.

STUDENTS' REVIEWS

 **SONA IVANYAN, ARMENIA**

“ I studied at Yerevan State University at the faculty of foreign languages, the department of Cross-Cultural Communication. After graduating from the university in Armenia and getting my BA degree, I decided to go and study in Moscow. I got a scholarship and applied for several universities, but the Peoples' Friendship University of Russia and especially the Institute of Foreign Languages was the first on the list. And now it is the second year that I have been studying at the Institute of Foreign Languages.

Studying at the University has given me many opportunities. First, I have had many chances to take part in a number of conferences organized by the university and our Institute. Last year I even had a chance to teach English. Besides, I represented our institute in an International Conference in Malaga, Spain. Most importantly, I have had an amazing chance to meet people from different countries and cultures and make friends with them. I have improved my Russian and got to know Russian culture and people. I have had a chance to deepen my knowledge in Linguistics and I am sure that the skills and knowledge gained at the Institute of Foreign Languages will definitely help me in my career. I have had great international experience.

These two years have been filled with great emotions and valuable memories. ”

 **ERKIADA GOREZI, ALBANIA**

“ Two years ago I came from Albania to continue education in Russia. I chose the Master’s degree programme “Communication Theory and International Public Relations (PR)” and I am very glad to say that I have never regretted my choice, of both the University and the Institute.

This Master’s degree programme includes quite a wide range of disciplines necessary both for obtaining theoretical knowledge (basics of linguistics, study of modern trends in advertising, etc.) and for acquiring practical skills such as teamwork on a PR-project. I believe that one of the most important advantages of studying at the Institute of Foreign Languages is very talented and highly qualified professors, who make a huge contribution to our education, motivating us for further personal and professional development.

The Institute of Foreign Languages is also intensively developing many scientific activities, hosting various scientific conferences where I was able to learn more about my future career. Every student of the Institute of Foreign Languages also has the opportunity to continue his or her studies in various postgraduate courses and I am very glad to say that I plan to become one of many post-graduates of our Institute and later become part of the Albanian Elite.

To sum up, I would like to note that all my expectations about studying at the Institute of Foreign Languages have been met, so I advise all undergraduate students to continue their studies if they want to get a quality professional education. ”



HEAD OF THE PROGRAMME

NATALIIA SOKOLOVA



Director of the Institute of Foreign Languages of RUDN University, PhD in Philology, Professor, Head of the Department of Foreign Languages in Theory and Practice, Academician of International Teachers' Training Academy of Science.

Chairman of the Organizing Committees of regular international conferences and Chief Editor of the Proceedings.

HONOURS AND AWARDS

Honourary Worker of Higher Professional Education of the Russian Federation, Peter the Great Medal "For Merit in the Field of Education", Gold Medal "Laureate of the All-Russian Exhibition Center", Honourary Diplomas of the Rectorial Administration and the Academic Council of RUDN University, Veteran of Labour, Veteran of RUDN University, The Certificate of Honour and the Medal "For Education Development" of UK Academy of Education.

AREA OF EXPERTISE

- Theory and Practice of Intercultural Communication, Speech Etiquette, Text Linguistics, Linguistics and Information Technologies, Foreign Language Teaching Methods, Pedagogy, Psychology, Practical PR, Modern Languages, Linguistics, Education, Digital Linguistics, Smart Linguistics.
- Author of more than 190 scientific papers, including monographs, multimedia course books, study guides, training programmes, research articles indexed in Web of Science, Scopus (Q1- Q2) and other international citation bases.
- Recipient of grants from Russian and foreign scientific foundations for conducting research and organizing scientific events.