



WORLD HISTORY AND MASS COMMUNICATION

MASTER'S DEGREE PROGRAMME



PROGRAM ADVANTAGES

- ✔ Historical competences in the area of collecting and analysing of information are combined with journalist competences in new media technologies. It forms universal specialists to work in different mass-media, producing historical, social and political content.
- ✔ Knowledge of informational process and national media systems allows graduates to work in different regions of the world.
- ✔ Learning of foreign languages (English, French, Spanish, German, Arabic, Persian, Chinese) increases your level of language in professional sphere.
- ✔ International groups of students help you to make professional links overseas.
- ✔ A lot of individual and group creative projects through the period of education.
- ✔ Lectures and master-classes of visiting journalists and scholars.
- ✔ Academic mobility and opportunity to participate in exchange programmes with the partner universities.



STUDYING PROCCCESS

120 credits.

lectures, seminars and independent work different forms of practical training including internship in mass-media institutions.



PSYCHOLOGY OF MASS COMMUNICATION. COMPREHENSIVE INFORMATION ANALYSIS

- Effects of mass communication.
- Mass communication channels.
- Psychological analysis of mass media messages.
- Stereotype and attitude in mass communication.
- Features of the “psychology of television”.
- Methods of psychological influence of mass communication media.
- Interactivity and mass media.
- Journalism of the moment.
- Crowdsourcing, prosumerism.



INTERACTION WITH THE MEDIA (MEDIA RELATIONS)

- Characteristics of the main types of media.
- Tools in media relations.
- Formats of interaction with the audience.
- Types and features of communication technologies in media relations.
- Goals, tasks, types and formats of scientific communication.
- Models of situational analysis in media relations.
- Features of forming a strategy of interaction with the media in the field of politics, Economics and science.
- Prospects for the development of various forms of media relations as a PR tool.



MEDIA AS POLITICAL SUBJECTS

- Current state of the media industry and media product markets.
- The role and place of media relations policy.
- Strategies of authorities and political actors in interaction with the media.
- Media and interests of political forces.
- Political analysis in the media (on the example of Russian and foreign professionals).
- Social networks, new media, and democracy.
- The problem of ensuring information security.
- “Clean” and “dirty” technologies of election campaigns: analysis of historical examples.



SEARCH SYSTEMS AND DATABASES ON THE INTERNET, ONLINE ADVERTISING

- Main search systems.
- Information and news portals.
- The blogosphere of the Internet.
- Social networks.
- Video hosting services.
- The role of social networks, the Internet, and “throw-in” technologies in coups and protest movements.

Online advertising as a new media sphere.



INTERDISCIPLINARY APPROACHES TO MODERN HISTORICAL SCIENCE

- The concept of interdisciplinary in science.
- Interdisciplinary approaches in history.
- New historical science and changes in the structure of the historical field.
- Historical psychology.
- Concepts and methods of social history.
- The oral history.



- Microhistory and its versions.
- The history of mentalities, its achievements and criticism.
- The postmodern challenge and the “linguistic turn” in historical knowledge.
- Statistical and quantitative methods in historical research.



CURRENT PROBLEMS OF HISTORICAL RESEARCH

- The main problems of historical science and the tasks of the historian at the beginning of the XXI century.
- The main problems of studying the history of the West (topical issues of studying antiquity, the middle ages, Modern times, Modern times).
- The main problems of studying the history of the East (the Arab East, India, China, Africa).
- Global history and local history.
- Modernization theory.
- Imagology in modern historical research. Gender history.



SECURITY CONCEPTS IN HISTORICAL AND CULTURAL PROCESSES

- Concepts of security.
- The history of development in the XX and XXI centuries.
- Economic, environmental, feedstock security.
- Demographic security.
- Infectious diseases.
- Information security.
- Nuclear security.
- Prevention of wars and international conflicts.



ETHNIC AND RELIGIOUS CONFLICTS

- Theories of modern conflicts, the role of ethnic and religious factors.
- The Arab-Israeli conflict. The civil war in Lebanon (1975-1990).
- Ethnic and religious problems of Iraq.
- The Kurdish problem in Turkey.
- Ethno-religious issues in Central, South and South-East Asia.
- Ethno-religious issues in modern China.



STUDENTS FEEDBACK

 **EVANS JASON FRANK PAUL (ST. VINCENT AND GRENADES)**

“ I think that this is a very successful program that harmoniously combines theoretical training with practice. Here you can get skills in critical analysis of information, scientific and journalistic methods of presenting information. This program allowed me-a historian by training – to go beyond the purely historical specialization, to look at the essence of what “message” is and the role of media in modern life in a different way. In undergraduate school, we were taught to write texts of various scientific genres, and I thought that I knew everything about this «kitchen». However, modern multimedia technologies have become a discovery for me. Practice in the language editorial offices of the Russia Today channel allowed you to apply your knowledge and learn a lot, really evaluate your opportunities and prospects in your professional career, as well as personally communicate with media personalities. Teachers are professionals in their field. We have a very friendly multinational group. I advise graduates of various specialties to enroll in this program. ”

 **PACEKO BERENICE (MEXICO)**

“ I’m thankful to the program «World history and mass communications». I graduated with a bachelor’s degree in art from the University of Mexico. Entering this program was a radical change in my activities. Here I met another pedagogical and scientific school. I like that here I learned to “learn” on my own. Teaching in all professional subjects and practices is structured in such a way that you are taught to analyze the problem and apply different methods of solving it. In addition, I got good skills in writing various texts, analytical reports, audio and video materials. I think that all the knowledge and skills I have acquired will play a crucial role in my future professional career. In addition, people’s friendship University has a modern campus. Academic buildings are a 5-minute walk from the hostel. Students have all the conditions for studying: classrooms for independent work, including computer classes, free Internet, a good library with electronic resources. ”



HEAD OF THE PROGRAMME

SERGEY A. VORONIN



PhD. in History, Doctor of Sciences in World History, head of the Department of World History in RUDN University of Russia, public figure, political scientist, publicist.

Doctor's thesis topic: «The Evolution of political leadership in the Islamic world from the 40s of the XX century till the beginning of the XXI century in the context of the concept of the “third way” (Indonesia, Libya, Iran)».

One of the leading experts of RT TV channel and the host of the author's program «V teme» on the channel «Moscow 24». Expert of the Public Chamber of the Russian Federation, expert of the Federal Agency for supervision of science and education of the Ministry of education of the Russian Federation (Rosobrnadzor). Editor-in-chief of the RUDN Journal of World History.

Author of more than 100 scientific papers, including articles in peer-reviewed Russian and foreign scientific journals (RSCI, SCOPUS, Web of Science) and monographs («The Main misconceptions of our time: from the Reformation to neoliberalism»; «Russia: Asia or Europe. Civilizational model in search of meaning»; «Political culture, mass consciousness and leadership problems in the East»). Speaker at international and Russian conferences on history and international relations, leader of research activities and recipient of academic grants from Russian scientific foundations.