



# **GLOBAL AND DIGITAL MEDIA**

**MASTER'S PROGRAMME DEGREE**



## PROGRAM ADVANTAGES

- ✓ Understanding the features of informational processes and national media systems allows graduates to work in any region of the world.
- ✓ Classes are in English, therefore, foreign students do not need to undergo training at the preparatory faculty, and Russian students receive professional education, improving their language level.

Thanks to the international classroom, students are building their own network of professional international contacts

- ✓ at the university.
- ✓ Feature of training – a large number of individual and team projects.
- ✓ Lectures and workshops by invited foreign journalists, joint projects and conferences are regularly held.

Opportunity to participate in student exchange programs with partner universities.



# STUDYING PROCCCESS

**120 credits.**

Lectures, practical and individual work, several types of practice.



## MEDIA PRODUCTION

- Visual communication.
- Traditional and new media.
- Convergent and MOJO journalism.
- Storytelling in media projects.
- Interactivity and multimedia.
- TV: camera, editing, sound, TV presenter skills, script writing.
- Radio: formats and genres, Internet broadcasting, podcasting, recording and editing tools, sound effects, music Royalties.



## IMAGE OF THE COUNTRY AND MEDIA RELATIONS

- Image and brand of the country, territory branding and marketing.
- Scales and content analysis, surveys and other tools for analyzing a country's brand.
- Constructing a solid brand of a country (territory) from the idea to its implementation: basic components of a country (territory) brand, PR campaign and media strategies.
- Public diplomacy and international relations in building state image.
- Cases.



## INFOGRAPHICS

- Exploratory drawing.
- Visualization of ideas.
- Composition: form and space.
- The basic principles of layout design.
- Layout styles.
- Topography: font selection, spacing, readability and legibility.



- Color: color choice, contrast and harmony, color associations.
- Color as information.
- Tools and technologies: the basics of photography and the choice of image sources, Photoshop Illustrator.



## **MODERN MEDIA SYSTEMS**

- The development of world media systems in the XIX - XXI centuries.
- US media system.
- European media systems (France, UK, Germany).
- Asian media systems (China, India, Japan).
- Russian media system.
- Media and global challenges of the 21st century: the future of traditional media, social media and citizen journalism, global media, multinational corporations.
- Information warfare.



## **MEDIA ECONOMICS**

- Business planning and media product.
- Analysis of the environmental factors of the media enterprise.
- Analysis of the internal environment of the media company.
- Prices and pricing in the media industry, demand and production volumes.
- Advertising products and media services.



## **JOURNALISM OF ART AND CULTURE**

- Expert knowledge in the field of art and culture.
- Key aspects of art criticism: description, context, interpretation, evaluation.
- Fundamentals of the art and culture of writing.
- The main topics and trends in the field of culture and art in the XX – early XXI centuries (music, visual arts, theater, dance, cinema, poetry, literature).
- Film criticism, music criticism, theater criticism, literary criticism and other types in the context of multimedia narration.





# STUDENTS FEEDBACK

 **YANG XINYUE, CHINA**

“ I was a master’s student at the Philological Faculty of the RUDN University. Studies here gave me a chance to achieve my dream, to meet my foreign friends, to talk with competent professors, to get a golden key that can open my future life. Our journalism classes were widely connected with practical experience, and all the students had a chance to create their own media project, to shoot a film, keep a blog or run an audio podcast, or to undertake an internship on an international media company. A lot of out-of-class activities were organized every week. I hope there will be more and more students who will have a chance to come here and share this wonderful experience. ”

 **UBENALI MOHAMED, MOROCCO**

“ Certainly I have good impressions, I think the programme is very diversified, it includes different subjects, from the Media Economy to Public Relations. I learned new things about journalism, especially the new journalism and digital media, the programme opened my eyes on new areas like PR, deontology and convergence journalism, also studying in a foreign language is a useful challenge.

Advantages: learn how to work in a group; more understanding of journalism, the challenges the difficulties and the technological advantages; master a foreign language. ”



# STUDENTS FEEDBACK

 **ANNA SCHNEIDER, LATVIA**

“ Our group has been the first one who were studying there and every person who has finished it gained a great experience in applied journalism.

During the studying, every subject has been full of practical advices and exercises, so that we could practice our skills. We created powerful videos, gained strong knowledge in PR, Intercultural Communication and other fields. We had an experience to learn something new. I can say that it was totally different approach to studying. It was made in a very creative way, so that no one missed any class.

I recommend students who already have Bachelor's Degree to apply for this course definitely. Be sure that you will receive unforgettable experience of intercultural university, modern approach in nowadays journalism, updated knowledge in science that are mixed and given to you in a simple way. It will make easier for you to understand the profession of journalist, to try yourself and your skills, to make some mistakes, so that in future when you apply for your dream job you could feel confident yourself. ”



# HEAD OF THE PROGRAM



## NATALIA POPLAVSKAYA



PhD in Philological Sciences, Deputy Dean of the Faculty of Philology for International Affairs, Associate Professor of the Department of Mass Communications. Visiting Professor of the Henan University School of Journalism and Communication (China).

### THEME OF THE THESIS:

“News media discourse in the modern online-space”.

Research interests: media discourse, digital media, innovative technologies in studying and teaching journalism, modern educational methods.

The author of scientific articles in peer-reviewed Russian and foreign scientific journals (Higher Attestation Commission, SCOPUS, Web of Science), regularly makes presentations at international conferences on media and communications. Co-author of the tutorials “Working with Information”, “Modern Media Discourse”. Editor of the research papers “Media Education in Moscow, Russia and the World.” The organizer and head of the conference “International Conference on Journalism, PR and Media Trends. Media and communication”.

Repeated recipient of grants from Russian and foreign scientific foundations for conducting research and organizing scientific events.