



ORGANIZATION OF INFORMATION PRODUCTION

MASTER'S PROGRAMME DEGREE



PROGRAM ADVANTAGES

- ✓ Highly professional complex of competencies and universal skills which are necessary for every contemporary person, production and organization.
- ✓ Graduates – high-level specialists with a strong theoretical base and the ability to apply flexibly their knowledge in specific situations.
- ✓ Education is built on the principles of universality in combination with an individual approach, convergence, the principle from teaching to learning, the balance of theory and practice.
- ✓ Skills of research in a multicultural scientific world: participation in media conferences, research teams of grants of international and Russian research funds; publications in reputable scientific journals; access to international databases and the best libraries in the world.
- ✓ Organization of practices under the guidance of outstanding specialists in the field of information production and help in employment.



STUDYING PROCCCESS

120 credits.

Lectures, practical classes, educational and industrial practice, research work. Main competencies: systemic and critical thinking, project development and implementation, teamwork and leadership, communication and intercultural interaction, self-organization and self-development.



INFORMATION TECHNOLOGY IN JOURNALISM AND RESEARCH (INCLUDING DATA ANALYSIS AND PROCESSING TECHNOLOGIES)

- Information society.
- The problem of information security.
- Virtuality.
- Phonetic and graphic innovations in the language.
- Computer network vocabulary.
- Text editors.
- Media content databases and their management.
- Formal and informal web communication.
- Literary life on the Internet.
- Creation and promotion of the site.
- Correlation analysis and its use for data analysis.
- Calculation of the error of audience indicators.
- Computer analysis of the audience and its use in advertising and PR-activities.
- Programs for working with illustrations. Mediametry.



DEONTOLOGY OF JOURNALISM

- Professional morality.
- The function of social responsibility of journalism as an institution and journalist as a citizen.
- The role of ethics in the modern world.
- Psychological aspects of the functioning of the media.
- The specifics of a journalistic text, its social value.
- The image of society as a reflection of the image of the media.



MODERN MEDIA SYSTEMS

- Russian media: history.
- The role and functions of the journalist and audience.
- Publishing House.
- Promotion of a publishing house, radio station, radio product.
- Podcasts.
- Audio Editors.
- Media regulation.
- Development of media holdings.
- Network evolution.
- Web technology.
- Visualization.
- Eyetracking.
- Cloud technology in journalism.



MEDIA ECONOMICS

- Business planning and media product.
- Growing and mature markets.
- Media marketing.
- Strategies in the media business.
- Journalistic information as a product.
- Segments and positioning in the media business.
- Consumer profiles.
- The method of grouping media resources.
- Media Circulation policy.
- The concept of ROI in the media business.
- Price and pricing in the media industry, demand and amount of production.
- New media.
- Budget marketing.
- Database of advertisers.
- CRM in the media business. Industrial databases.
- KPI in the media business.



LANGUAGE AND MEDIA STYLE

- Typology of existing mistakes in the speech of journalists.
- The relationship of language and culture and its manifestation in the language: the main linguocultural units.
- Types of non-author word in the text and logoepistem, the concept of intertextuality.
- Speech aggression in the media and the types of its speech implementation.
- Stylistic means of journalistic text.
- Problems of language robotization and media style.
- Language and style of online media.
- Speech peculiarities of convergent media.



MEDIA MANAGEMENT

- The main approaches to understanding the profession of manager, functional responsibilities, proactivity.
- Interactive quest “Typology of Leadership”.
- Goal setting, management by goals.
- The main idea, objectives, principles and methods of planning.
- Risk management in media: business cases.
- Functional, divisional and matrix organizational structures.
- Information as a product.
- The specific characteristic of the media business.
- Forms of media business organization in the context of media space.



STUDENTS FEEDBACK

LINA ANDREICHENKO (RUSSIA)

“ I was completely satisfied with my bachelor’s education, so I decided to continue to study at the Department of Mass Communication. It was important for me to have time to study well and at the same time to develop my professional skills, therefore it is very cool that the classes began on the second shift. Unlike the Bachelor’s program, in the Master’s program, subjects are more aimed at those students who would like to work, not “in the fields”, but in leadership positions. During two years there was a lot of useful information, and what is the most important - a very pleasant atmosphere and wonderful teaching staff. ”

LEILA MASALIMOVA,

“ The Master’s program “Organization of Information Production” consolidates students’ fundamental knowledge. This is a great opportunity to expand professional skills of specialists and increase scientific activity. Highly qualified, experienced lectures can easily engage students in the educational process, combining theoretical and practical tasks. During the entire period of education, students receive not only information support, but also the opportunity to participate in scientific conferences and listen to master classes. Education provides extensive opportunities for both continuing scientific activities in the field of scientific interests, and for applying the acquired knowledge in practice, in work in leading media. The choice of MA Program is a contribution to your own future and your future occupation. ”

HAN XIAOXING (CHINA)

“ I am grateful that fate allowed me to get my master’s degree in journalism at the Philological Faculty of the Peoples’ Friendship University of Russia, which was my solid background for journalism in the Russian state media. The teaching staff, academic atmosphere, theory and practice are all valuable treasures of my life. If someone asks me to recommend a university where you can get a high-quality Master’s degree in journalism in Russia, I would immediately recommend my native university, because RUDN University deserves it! ”



HEAD OF THE PROGRAMME



ALEXANDR A. GRABELNIKOV



Doctor of historical sciences, PhD in philological sciences, professor of the Department of Mass Communication of the Philological Faculty of the RUDN University.

RESEARCH INTERESTS:

- Organization of information production.
- Principles of organizing editorial work and managing the editorial team in the era of convergency and multimedia.
- The work of a journalist in the press: planning editorial activities, the process of issuing a newspaper issue, interacting with the audience.
- Typology of the modern press.
- Mass information processes in their historical development.
- History of Russian journalism (18th–19th centuries, 20th century, post-Soviet Russia).
- Journalism education.
- Screen communication in modern society.
- Compilation of biographical and bibliographic dictionaries and reference books.