



# **MODERN INTERNATIONAL JOURNALISM**

**MASTER'S PROGRAMME DEGREE**



## PROGRAM ADVANTAGES

- ✓ Preparation of highly qualified specialists in the field of international journalism with fundamental knowledge in the theory and practice of modern media, regional studies, media economics, interstate relations, international copyright, sociology of mass communication and media processes ready for independent research and teaching activities.
- ✓ Certain attention of the Master's program is given to the study and scientific analysis of foreign policy information activities as an integral part of international journalism, the directions of the foreign policy of the Russian Federation facing modern information challenges, as well as the current geopolitical situation in different regions of the world.
- ✓ The number of courses has no analogues or they differ significantly in content from the programs of other universities, where international journalists are taught. In particular, authoring courses such as "Government Relations in the State and Business Sectors", "The Work of a Journalist in the Framework of Diplomatic Protocol Rules", and "Applied Conflict Studies for Journalists" were developed and implemented.
- ✓ The staff of the Department of Theory and History of Journalism includes Doctors and Candidates of philological, historical, political and psychological sciences, including those with PhD degrees from foreign universities.
- ✓ Students of the Modern International Journalism program have a unique opportunity for professional practice in Russian and foreign mass media. Such practices make it possible to gain experience in covering and analyzing international events, establish contacts with experts, learn how to work with sources of international information, and establish professional relations with various media. During the training, students have the opportunity to participate in the implementation of the project "Students' Discussion Club at IIA"Russia Today".



# STUDYING PROCCCESS

**120** credits.

Lectures and seminars, individual work, three types of practices, student research work.



## THEORY AND PRACTICE OF FOREIGN POLICY INFORMATION ACTIVITIES

- Features of the development of the world order at the end of the XX century and the beginning of the XXI centuries.
- Russia's foreign policy information position on arms reduction and limitation.
- The role and place of Russia in the modern world.
- Foreign information activities of Russia in the post-Soviet space and in CEECs.
- Foreign Information Activities of Russia in Western Europe and relations with the USA.
- The problem of relations between Russia and NATO.



## INTERNATIONAL COPYRIGHT LAW

- The rise of copyright.
- Development issues and issues of improving copyright law.
- Protection of copyright and related rights.
- Types of copyright.
- Works made for hire in the media.
- Legal issues on the Internet.
- Copyright protection in Russia and Western countries.





## MODERN MEDIA SYSTEMS

- The modern structure and dynamics of the media system.
- Television as a segment of the media system.
- Print media as a segment of the media system.
- Radio as a segment of the media system.
- Online media as a segment of the media system.
- News agencies as a segment of the media system.
- Advertising and public relations as a segment of the media system.
- The film industry as a segment of the media system.
- Book publishing as a segment of the media system.



## MEDIA ECONOMICS

- The modern economic model and the media.
- Modern media economic concepts.
- Theoretical approaches to the study of the media.
- Forms of media business organization.
- Economic features of print media.
- Economic features of the television, radio and cable industries.
- The economic structure of online media.
- Models of financial and economic journalism.
- The financial policy of the editorial board.



## COPYWRITING

- Goals and objectives of the advertising text.
- Pragmatic features of advertising texts.
- The style of creative texts.
- The content of the advertising text.
- Expressive means of advertising speech.
- Advertising genres.
- Title.
- Graphic design of the advertising text.
- Spatial design of the advertising text.
- Text on different surfaces.
- Text on the web.



## **CRISIS JOURNALISM**

- Responsibilities of journalists in times of crisis.
- Preparing a journalist to perform tasks in a crisis situation.
- Differences in Russian and foreign laws governing the activities of the media in a terrorist attack.
- Extreme situations associated with terrorist acts and especially their coverage in the media.
- Psychology of a crisis.
- Interaction with authorities in times of crisis.
- Legal and ethical aspects of the activities of a journalist in an emergency.



## **GOVERNMENT RELATIONS IN PUBLIC AND BUSINESS SECTORS**

- Modern economic models in developed countries.
- Government Relations: nature, structure, goals and objectives.
- Private-public partnership (PPP) as a form of organization Government Relations.
- Relations of business and government as a basic principle of Government Relations.
- Government Relations and PPP in Russia: problems and prospects.
- Government Relations and lobbyism: features and differences.
- The role of Government Relations in the process of political decision making.
- GR technology.
- The communicative factor.
- Comparative analysis of GR-management on the example of the USA and the EU.



# STUDENTS FEEDBACK



**OLGA MATYS**



The Master's program "Modern International Journalism" gives me a great opportunity to study exactly those aspects and specific manifestations of the world media process that are interesting to me and seem very important. Here I improve my research skills for a detailed analysis of various events. I have the opportunity to learn the latest and most relevant approaches to the study of media, while maintaining the most important foundations of the academic. The Department of Theory and History of Journalism gave me an opportunity to find a lot of friends and like-minded people on both sides of the educational process, while allowing me to expand my horizons thanks to constant communication with my group mates and lectures. This is an important experience for me, which in many ways, I think, will shape me as a professional. ”



**ALEXANDRA MASLENNIKOVA**



After graduating from the Bachelor's program, I have changed my specialty and moved to the field of journalism, I could not even imagine what a right choice I made. The Master's program "Modern International Journalism" is a perfect combination of specialized disciplines and practices, where everyone can find own niche and develop in it. The multidirectional disciplines taken together help to cover all aspects of journalism – both theoretical and practical. It is difficult to single out any favorite discipline, because all the lectures are masters of their craft! The modern analytical information process, copyright, crisis journalism, international economic journalism, amazing practices at MIA Russia Today. Master's program at the RUDN University at the Department of Theory and History of Journalism is one of the surest ways to get education that will be in demand both in Russia and abroad, and also opens up good prospects for its graduates. ”



# STUDENTS FEEDBACK

## **DMITRY SIDOROV**

“ The Master’s program in modern international journalism, first of all, impresses with the variety and quality of the teaching staff. To educate students and expand our scientific horizons journalistic teachers from other countries are invited. The program masterfully combines scientific and practical components. On the one hand, students have all the doors open for a scientific career in journalism and philology, on the other hand, there is the opportunity to acquire skills that are so necessary from a practical point of view. According to my experience, the leadership of the department is always ready to meet the student’s requirements, explain everything incomprehensible and consult. Small international groups are gathered. In such environment, the student also easily begins to understand various cultures, which is very important for the future of an international journalist. I also cannot fail to note that training in the vein of international journalism is very useful. For example, the analysis and consideration of various countries from the media point of view will certainly play a role in our future, I am sure, successful career. ”

## **EGOR ANTIPIN**

“ A theory without practice is dead. RUDN University is a unique university, in lectures and seminars you can immediately find confirmation of these words. Various techniques allow you to combine work and study, apply the skills acquired in the walls of the university, “in the fields.” During my first year of undergraduate studies at RUDN University, I decided to continue my education in the framework of the Master’s program. The choice fell on modern international journalism, because a detailed study of foreign policy information activities in the context of modern realities was and will be relevant if there is a desire to go beyond existing boundaries and the framework of universal knowledge. Our lectures and seminars are definitely unique, the program is clearly different for the better. I would like to note the emphasis on foreign languages. A journalist who can fluently speak two or more languages will automatically fall into the priority short list of any employer. English, Spanish or Chinese can easily be learned through communication with foreign group mates. During MA program you can quite often meet well-known experts in a particular field, real professionals who are ready to share their knowledge, teach and give advice. Such communication always promotes further cooperation with the speaker or even an internship in the organization. The Department of Theory and History of Journalism opened the door for professional journalism for me, taught me to work honestly and productively in a team. ”





# HEAD OF THE PROGRAMME



## ELENA V. MARTYENKO



Vice-rector, Head of the Department of Theory and History of Journalism, PhD in Philological sciences, Doctor of Political sciences, professor.

She is the author of more than 130 scientific works, including 8 monographs, 3 teaching aids with the stamp of the Ministry of Education and Science of the Russian Federation, 2 teaching aids with the stamp of EMA RANS, as well as about 20 publications that are part of the international citation database Web of Science and Scopus.

Elena V. Martynenko is the Head of the Department of Theory and History of Journalism for more than 10 years. She is a member of the editorial board of the almanac of the Department of Theory and History of Journalism of the Philological Faculty of Journalism and Society, a member of the dissertation councils of the RUDN University on Sociology and Philological sciences.

Scientific research of Elena V. Martynenko is devoted to topical issues of the essence and content of the civil world in society, analysis of problems of the state and trends of the world in the field of international relations, modern trends in the field of mass media processes in Russia and foreign countries.