



Andrei D. Karol

2021 г.

Registration number

ber £ 3.00 - 152 / yr

Контрольный экземпляр

2d. 5. 1 yr.

Speciality: 1-23 80 11 Communications
Profiling: Media Communications
(for foreign citizens)

Degree: Master
Period of study: 1 year

II. Summary (in weeks)

Legend: ☐ — Academic Studies ☒ — Internship ☐ — Master's Thesis
☐ — Exams ☐ — Research ☐ — Vacation

п/п	The name of the module, academic discipline, course project (course work)	Exams	End-of-term test	Academic hours						Semesters						Competence Code
				Total	Total in class	As follows:				I year						
						Lectures	Laboratory work	Workshops	Seminar classes	1 semester, 15 weeks			2 semester, 11 weeks			
										Total	Total in class	Credits	Total	Total in class	Credits	
1	State Component			514	188	34		136	18	316	122	9	198	66	6	
1.1	Module «Foreign Language Professional Practices»			108	56			56		108	56	3				UC-2, DPC-5
1.1.1	Communication in Foreign Languages in Media Space	1		108	56			56		108	56	3				
1.2	Module «Theory and Methodology of Communication Studies»			190	72	34		20	18	100	36	3	90	36	3	
1.2.1	Theory of Contemporary Communication Studies	1		100	36	18			18	100	36	3				UC-4, DPC-3
1.2.2	Research Methodology of Contemporary Communication Studies		2	90	36	16		20					90	36	3	UC-3, DPC-1, 4
1.3	Module «Academic Research»			216	60			60		108	30	3	108	30	3	UC-1, DPC-1, 2
1.3.1	Research Seminar		1, 2	216	60			60		108	30	3	108	30	3	
2	Higher Education Institution Component			922	364	134		174	56	418	164	13	504	200	16	
2.1	Модуль «Basics of Media Communications»			238	92	28		44	20	238	92	7				
2.1.1	Theories of Media and Mass Communication / Creative Industries and Media	1		148	56	12		44		148	56	4				SC-1/2
2.1.2	Information and Analytical Work / History of Social Communication		1	90	36	16			20	90	36	3				SC-3/4
2.2	Module «Methods in Media Research»			180	72	32		22	18	90	36	3	90	36	3	
2.2.1	Discourse Analysis	1		90	36	18			18	90	36	3				SC-5
2.2.2	Integrative Methods of Discourse Analysis in Media		2	90	36	14		22					90	36	3	SC-6
2.3	Module «Media Argumentation»			180	72	30		24	18	90	36	3	90	36	3	
2.3.1	Contemporary Argumentation Practices		1	90	36	12		24		90	36	3				SC-7
2.3.2	Impact Strategies of Screen Communication	2		90	36	18			18				90	36	3	SC-8/9
2.4	Module «Creative Technologies of Media Communications»			180	72	24		48					180	72	6	
2.4.1	Modern Mediatext	2		90	36	12		24					90	36	3	SC-10
2.4.2	Media Design		2	90	36	12		24					90	36	3	SC-11
2.5	Module «Professional Competency of Communications Manager»	2		144	56	20		36					144	56	4	SC-12
2.5.1	Business Communication/ Project Management in Media Sphere	2		144	56	20		36					144	56	4	
3	Optional Subjects			/108	/56	/ 30		/ 26		/108	/56	/ 3				UC-6
3.1	Creative Teaching Techniques in Higher School / Pedagogics and Psychology of Higher Education		/ 1	/108	/56	/ 30		/ 26		/108	/56	/ 3				
4	Series of Disciplines for Candidate Exams and Additional Training ¹			/ 568	/ 316	/60		/ 212	/44	/ 358	/ 202	/ 6	/ 210	/ 114	/ 9	
4.1	Philosophy and Methodology of Science	/2	/1	/240	/104	/60			/44	/140	/60		/100	/44	/ 6	UC-3
4.2	Foreign Language	/2	/1	/ 220	/ 140			/ 140		/ 110	/ 70	/ 3	/ 110	/ 70	/ 3	UC-2
4.3	Information Technologies: Basics		/1	/108	/72	/36	/36			/108	/72	/3				UC-5
Number of Hours				1436	552	168		310	74	734	286	22	702	266	22	
Number of Hours per Week										19			24			
Number of Exams				7						4						

IV. Internship				V. Research			VI. Final Certification
Internship Title	Semester	Weeks	Credits	Semester	Weeks	Credits	Master's Thesis
Research and Teaching	1	3	4	2	8	12	

VII. Competence Matrix

Competence Code	Competence Name	Module Code, Discipline Code
UC-1	To be able to apply scientific cognition (analysis, comparison, systematization, abstraction, modelling, data authenticity checking, decision-making etc.) in independent research activity, to generate and realize innovative ideas	1.3
UC-2	To use a foreign language for communication in interdisciplinary and scientific environment, in various formats of international cooperation, scientific research and innovative activity	1.1, 4.2
UC-3	To master the methodology of scientific cognition, to be able to analyse and evaluate the content and level of philosophic and methodological issue while solving the tasks related to scientific research and innovative activity	1.2.2, 4.1
UC-4	To be able to use communication theories while solving everyday tasks	1.2.1
UC-5	To have skills of using the contemporary information technologies for solving scientific research and innovative tasks	4.3
UC-6	To be able to perform pedagogical activity in education establishments, master and implement efficient education and information and communication technologies and pedagogical innovations	3
DPC-1	To master the contemporary methods of collection, analysis, presentation and distribution of information with the use of the newest information and communication technologies	1.2.2, 1.3
DPC-2	To be able to plan, execute and evaluate the results of communication projects, campaigns and academic events	1.3
DPC-3	To be able to develop and evaluate the efficiency of communication strategies aimed at positioning, promotion and image formation of goods, services, ideas, persons and organizations	1.2.1
DPC-4	To be able to develop and evaluate the efficiency of an organization's communication policy	1.2.2
DPC-5	To be able to define the concept, aim and objectives of information resources and flows in an organization, plan and control the process of their creation and function considering the cultural peculiarities	1.1
SC-1	To be able to develop a detailed understanding of the theoretical definition and research of mass media through the theories generated by direct study of the media and their role in society	2.1.1
SC-2	To be able to develop a detailed understanding of media and cultural theories, history, cultural policy, gender, and social movements.	2.1.1
SC-3	To possess competencies required for successful performance of the professional duties through modern instruments of information and analytical work	2.1.2
SC-4	To develop an understanding of a variety of communication forms and their evolution during the different historical periods; to develop the skills to apply the acquired knowledge to the analysis of specific communicational cases.	2.1.2
SC-5	To develop skills in discourse analysis of media, application of the techniques of discourse analysis separately and in combination for research purposes and in professional activities	2.2.1
SC-6	To master skills in analysis of convergent media, reconstruction of their intra- and extralinguistic features and building discourse models.	2.2.2
SC-7	To master skills in analysing and developing arguments, to increase reasoning skills in oral and written persuasive communication within the context of mass media	2.3.1
SC-8	To master skills in the field of advertising, basic concepts and analytics tools of marketing; to be able to calculate the effectiveness of an advertising campaign, to create a portrait of the target audience; to know the main stages of promoting products and services via media	2.3.2
SC-9	To master skills needed to engage, inform, and inspire your audience via broadcast media, and improve the ability to communicate as a professional	2.3.2
SC-10	To possess technologies for creating and editing media texts of various types, taking into account the goals and objectives of the communicator, as well as the specifics of the channels and means of communication in the national media context.	2.4.1
SC-11	To develop understanding about media design elements and principles, to master skills to think critically about technology and to understand how media design impacts people.	2.4.2
SC-12	To possess the principles and methods of forming effective business and professional communication	2.5

¹ Series of Disciplines for Candidate Exams and Additional Training «Philosophy and Methodology of Science», «Foreign Language», «Information Technologies: Basics» are studied according to the choice of a student.

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