

Rector

Andrei D. Karol

« 11 » 2023 г.

Registration number 2023-5.14-95/г.



CURRICULUM

Speciality: 7-06-0321-02 Communications
Profiling: Media Communications
(for foreign citizens)

Degree: Master
Period of study: 1 year
Form of education: full-time

I. Schedule of the educational process

II. Summary (in weeks)

YEARS	September				October				November				December				January				February				March				April				May				June				July				August				Academic Studies	Exams	Internship	Research	Master's Thesis	Vacation	Total																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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Legend: ☐ — Academic Studies ☒ — Internship ☐ — Master's Thesis
☐ — Exams ☐ — Research ☐ — Vacation

III. Curriculum

n/n	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, 9 weeks			
										Total	Total in class	Credits	Total	Total in class	Credits	
1	State Component			468	178	34		126	18	378	158	12	90	20	3	
1.1	Communication in Foreign Languages in Media Space	1		108	56			56		108	56	3				UC-2, DPC-5
1.2	Module «Theory and Methodology of Communication Studies»	1	1	180	72	34		20	18	180	72	6				
1.2.1	Theory of Contemporary Communication	1		90	36	18			18	90	36	3				UC-4, DPC-3
1.2.2	Research Methodology of Contemporary Communication Studies		1	90	36	16		20		90	36	3				UC-3, DPC-1, 4
1.3	Module «Academic Research»		1,2	180	50			50		90	30	3	90	20	3	UC-1, DPC-1,2
1.3.1	Research Seminar		1,2	180	50			50		90	30	3	90	20	3	
2	Higher Education Institution Component			972	400	146		198	56	468	200	15	504	200	15	
2.1	Module «Basics of Media Communications»	1	1	198	92	28		44	20	198	92	6				
2.1.1	Creative Industries and Media	1		108	56	12		44		108	56	3				SC-1
2.1.2	History of Social Communication		1	90	36	16			20	90	36	3				SC-2
2.2	Module «Methods in Media Research	1	2	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-3
2.2.2	Integrative Methods of Discourse Analysis in Media		2	90	36	14		22					90	36	3	SC-4
2.3	Module «Media Argumentation»	2	1	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-5
2.3.2	Impact Strategies of Screen Communication	2		90	36	18			18				90	36	3	SC-6
2.4	Module «Creative Technologies of Media Communications»	1	2, 2	270	108	36		72		90	36	3	180	72	6	
2.4.1	Modern Mediatext	1		90	36	12		24		90	36	3				SC-7
2.4.2	Media Design		2	90	36	12		24					90	36	3	SC-8
2.4.3	Advertising and Marketing Technologies		2	90	36	12		24					90	36	3	SC-9
2.5	Module «Professional Competency of Communications Manager»	2		144	56	20		36					144	56	4	SC-10
2.5.1	Business Communication	2		144	56	20		36					144	56	4	
2.6	Optional Subjects *			/216	/140			/140		/108	/70	/3	/108	/70	/3	
2.6.1	Russian as a foreign Language	/ 2	/1	/216	/140			/140		/108	/70	/3	/108	/70	/3	UC-7
2.7	Series of Disciplines for Candidate Exams and Additional Training ¹	/2,2	/1	/338	/218	/66	/24	/96	/32	/206	/138	/2	/132	/80	/7	
2.7.1	Philosophy and Methodology of Science	/2		/124	/72	/40			/32	/62	/40		/62	/32	/3	UC-3
2.7.2	Foreign Language	/2		/142	/96			/96		/72	/48		/70	/48	/4	UC-2
2.7.3	Information Technologies: Basics		/1	/72	/50	/26	/24			/72	/50	/2				UC-5
Number of Hours				1440	578	180		324	74	846	358	27	594	220	18	
Number of Hours per Week										24			24			
Number of Exams				7						5			2			
Number of End-of-term tests				8						4			4			

IV. Internship				V. Research			VI. Final Certification	
Internship Title	Semester	Weeks	Credits	Semester	Weeks	Credits	Master's Thesis	
Research Internship	1	3	4	2	8	11		

VII. Competence Matrix

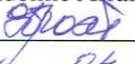
Competence Code	Competence Name	Module Code, Discipline Code
UC-1	To be able to apply scientific cognition (analysis, comparison, systematization, abstraction, modelling, data authenticity checking, decision-making etc.) in independent research activity, to generate and realize innovative ideas	1.3
UC-2	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
UC-7	Communicate effectively verbally and in writing in Russian	2.6.1
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 media and cultural theories, history, cultural policy, gender, and social movements	2.1.1
SC-2	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-3	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-4	To master skills in analysis of convergent media, reconstruction of their intra- and extralinguistic features and building discourse models	2.2.2
SC-5	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-6	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-7	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-8	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-9	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	2.4.3
SC-10	To possess the principles and methods of forming effective business and professional communication	2.5

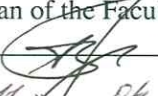
Developed on the basis of the Model Curriculum for the specialty « Communications », approved on 13.02.2023, registration No. 7-06-03-013/np.

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.

* The Council of the faculty has the right to review the list of elective disciplines.

APPROVED

Vice-Rector
for Academic Affairs and Education Innovations

Alesia G. Prakharenka
« 11 » 04 2023

Dean of the Faculty of Journalism

Aleksei V. Beliaev
« 11 » 04 2023


Head of the Department of International journalism

Tatiana V. Solodovnikova
« 11 » 04 2023

APPROVED

Head of the Academic Affairs Department,

Natalia I. Marozava
« 11 » 04 2023

Expert-Normcontroller

Anzhelika V. Kostenevich
« 11 » 04 2023

Recommended for approval by the Scientific and Methodological Council of Belarusian State University
Record dated 15.02.2023 № 5.