

42.04.02 Journalism

"Modern Mass Media Practices"

The head of the educational program is a professor of the Mass Communications Department, Ph.D. Shirina Elena Vladimirovna 89282266575 (kafedra.smk@yandex.ru)

Advantages of the program:

- training of highly professional specialists who are able to work effectively in modern conditions of media convergence and in a wide area of mass communication;
- formation of knowledge, skills and abilities in the field of the theory and practice of media communications, media economics, media management, advertising and PR technologies, creative technologies for creating media content and IT projects, media psychology, legal foundations of mass media practice;
- the program structure includes practical training conducted on the basis of the editorial offices of the city of Rostov-on-Don and the Rostov Region, Internet portals, press services and other media.

Basic courses:

Theory and problems of mass media, Media communication trends of mass communication, Legal bases of mass media practice, Speech practice of mass media, Foreign language

Special disciplines: Empirical studies of journalism, Creative technologies in the communicative sphere, Media criticism in modern mass media, Psychology in journalistic practice, Media economics and network media management, Social media in the mass media system, Flexible methods and technologies for creating IT projects, Internet project design and development, Technologies of work of a modern television journalist, Modern humanitarian practices in the media and others.

Future career:

print and electronic media, Internet portals, press services, convergent editions

Language of study: Russian

Form of education: full-time

Duration of study: 2 years