

Profile of the Academic Discipline: *Communications and Media*

1. Theories of Communications and Media, and Journalism. Paradigms, models, conceptual framework, nature, functions, and roles. Structure and typology of media communication environments. Political, social, and psychological principles in the structuring of media space.
2. History of communications, media and activities related to the production of content: journalism, media, blogging, cultural industries in the context of social development. The historical role of communications and media in terms of influence on public opinion.
3. The role of information and information exchange in economic, political, cultural and other public institutions.
4. Representation of social, economic and political processes and phenomena in media communications. The role of the media in the misrepresentation of social reality. The role of journalism in opposing populism, mythological processes, political manipulations, xenophobia, racism, etc.
5. Media system. The nature and architecture of the media system in the context of digitalization. Dynamics of the media system and its segments. Global and national media systems. Regulation of media systems. Principles of the state policy in the field of communications and media. Limits to freedom of information processes.
6. Regional and local systems of communications and media. Delegation of authority in the media sphere between central and local institutions. The role of communications and media in the formation of regional/local communities and their respective identities.
7. Typology of contemporary media institutions. Formation and functionality of various communications channels. Print media, audiovisual media, digital portals, radio, and interactive media: their formats and role in media systems.
8. Creative processes in journalism and media communications. Professional methods and tools of journalism and media communications. Formation and development of the system of journalistic genres.
9. Media text, and mass media texts: their features, laws of composition, typological and individual modifications, linguistic and extra-linguistic features. Semiotics of journalism and media communications.
10. Expressive and visual means of journalism and media communications. The impact of technological progress and digitalization on the professional tools of media experts and non-professional authors. Media design.
11. Convergent and integration processes in the media space. The role of algorithms, digital platforms and new technologies in the media space.
12. Theory and practice of communications in advertising and public relations. The creative process in advertising and public relations. Audio-visual and verbal advertising formats. Technological innovations in advertising and public relations. Professional standards and values in advertising and public relations. Legal regulation in advertising and public relations. Advertising in the media. Media marketing.
13. Professional standards and values in journalism and media communications. Forms of regulation in journalism and other media professions (codes of conduct in film production, museum work, etc.). Co- and self-regulation in the media communication environment.
14. Professional education in communications and media, journalism and related fields. Professional ethics in media communications. Key motivational factors for communications and media specialists. Economic, ideological, and existential factors in professional motivation. Types of professional ideology: correlation between personal qualities and ideological positions.

15. Fundamentals in media literacy. Media education for a wide audience, and target audience groups. Developing a media culture of society.
16. Audience theory, areas and methods of audience research, patterns of audience behaviour. Features of media consumption among different social groups. Audiences for print media, radio and television, online publications, social media, mobile media, film and video games.
17. Mediatization of society and culture. Changes and transformation in everyday practices under the influence of media technologies. Manifestations and consequences of mediatization of education, science, family, friendship, art, religion, sports, medicine, labour and other social institutions.