



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 42.03.05 Media Communications
Educational Programme "Media Communications"

Specializations: "Media Management and Production", "Media Studies", "Media Technology", "Storytelling"

Implementing unit: Faculty of Creative Industries, HSE - Moscow

APPROVED
31.05.2022
Vice Rector
ROSHCHIN S.Y.
Signed with EDS

Years of Study: 2022/2023 - 2025/2026

Length of Programme: 4 years

Mode of Study: Full Time

Degree: Bachelor's degree

Block Code	Course	Subject type	Credits	Credits by Years				Planned Educational Programme Development Results
				1	2	3	4	
	Degree Programme		240,00	60,00	60,00	60,00	60,00	
	Major		156,00	37,00	40,00	40,00	39,00	
	Core Professional Block (Major)		62,00	29,00	14,00	9,00	10,00	
1	History and Theory of Media	C	5,00		5,00			GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-17, PC-7, PC-9, UC-1, UC-5
2	Legal Regulation of Media	C	3,00		3,00			GPC-2, GPC-4, GPC-5, PC-1, PC-10, PC-16, PC-3, PC-4, PC-6, PC-7, UC-1
3	Media Economics	C	6,00			6,00		GPC-2, GPC-4, GPC-5, GPC-7, PC-16, PC-2, PC-3, PC-4, PC-6, PC-7, PC-8, UC-2, UC-4, UC-5
4	Ethical Regulation of Media	C	3,00		3,00			GPC-2, GPC-3, GPC-4, GPC-5, GPC-7, PC-1, PC-10, PC-17, PC-6, UC-2, UC-3, UC-4, UC-5
5	Global Regional Media Markets and Trends	C	3,00			3,00		GPC-1, GPC-3, PC-1, PC-15, PC-16, PC-17, PC-2, PC-7, UC-1, UC-4, UC-5
6	Principles of Marketing	C	4,00	4,00				GPC-2, GPC-4, GPC-5, PC-13, PC-16, PC-2, PC-3, PC-4, PC-6, PC-7, PC-8, UC-2, UC-4, UC-5
7	Basics of Dramaturgy	C	3,00		3,00			GPC-1, GPC-3, GPC-4, PC-12, PC-14, PC-7, UC-5
8	Media Management	C	5,00				5,00	GPC-2, GPC-4, GPC-5, GPC-7, PC-16, PC-2, PC-3, PC-4, PC-6, PC-7, PC-8, UC-2, UC-4, UC-5
9	Media Marketing	C	5,00				5,00	GPC-2, GPC-4, GPC-5, GPC-7, PC-13, PC-16, PC-2, PC-3, PC-4, PC-6, PC-7, PC-8, UC-2, UC-4, UC-5
10	Theory and Practice of Russian Literary Language	C	4,00	4,00				GPC-3, PC-7, UC-5

11	Philosophy	C	4,00	4,00				GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-16, PC-17, PC-7, PC-9, UC-1, UC-5
12	History and Theory of Culture	C	3,00	3,00				GPC-3, PC-7, UC-5
13	Sociology	C	4,00	4,00				GPC-4, GPC-5, GPC-6, PC-1, PC-10, PC-11, PC-16, PC-17, PC-5, PC-7, PC-9, UC-1, UC-5
14	History	C	4,00	4,00				GPC-2, GPC-3, PC-1, PC-10, PC-15, PC-9, UC-2, UC-5
15	History and Theory of Literature	C	6,00	6,00				GPC-3, PC-14, PC-7, UC-5
Elective Professional Block (Major)			94,00	8,00	26,00	31,00	29,00	
Онлайн дисциплина из рекомендованного списка			3,00		3,00			
1	Introduction to Neuroeconomics (offered in a foreign language)	E	3,00		3,00			GPC-2, GPC-3, GPC-4, PC-1, PC-3, PC-7, UC-3, UC-5
2	Cultural and Creative Industries (offered in a foreign language)	E	3,00		3,00			GPC-2, GPC-3, GPC-4, PC-2, PC-3, PC-7, PC-9, UC-5
Дисциплины специализаций			27,00		9,00	12,00	6,00	
Media Studies			27,00		9,00	12,00	6,00	
1	Scientific Culture	E	3,00		3,00			GPC-2, GPC-3, PC-1, PC-11, PC-15, PC-17, PC-7, PC-9, UC-1
2	Media Practices, Media Effects and Audience Research	E	3,00		3,00			GPC-2, GPC-3, PC-1, PC-11, PC-15, PC-17, PC-7, PC-9, UC-1
3	Media Discourse Research	E	3,00		3,00			GPC-4, GPC-5, PC-10, PC-11, PC-15, PC-17, PC-7, PC-9, UC-1, UC-5
4	Critical Media Theory	E	18,00			12,00	6,00	GPC-4, GPC-5, PC-10, PC-11, PC-15, PC-17, PC-7, PC-9, UC-1, UC-5
Специализация "Технологии медиа"			27,00		9,00	12,00	6,00	
1	Fundamentals of Statistics and Mathematical Analysis	E	3,00		3,00			GPC-2, GPC-6, PC-11, UC-1
2	Introduction to Open Data	E	3,00		3,00			GPC-2, GPC-4, GPC-6, GPC-7, PC-11, PC-5, PC-8, UC-1
3	Data Storytelling	E	3,00		3,00			GPC-1, GPC-3, GPC-4, GPC-6, PC-12, PC-5, UC-1, UC-5
4	Media Automation	E	18,00			12,00	6,00	GPC-6, UC-1
Специализация "Сторителлинг"			27,00		9,00	12,00	6,00	
1	Culture Categories in Literature and Visual Arts	E	6,00		6,00			GPC-1, GPC-3, PC-1, PC-14, PC-15, PC-17, PC-2, PC-5, UC-1, UC-5
2	Narrative Theory and Practice	E	3,00		3,00			GPC-3, GPC-4, GPC-7, PC-10, PC-12, PC-14, PC-15, PC-17, PC-2, UC-2, UC-5
3	City and Eransmedia Storytelling	E	18,00			12,00	6,00	GPC-1, GPC-3, GPC-4, GPC-6, PC-12, PC-2, UC-5
Специализация «Управление медиа и продюсирование»			27,00		9,00	12,00	6,00	
1	Psychology for a Media Manager	E	3,00		3,00			GPC-4, PC-4, UC-3, UC-6
2	Promotion Tools in the Digital Environment	E	3,00		3,00			GPC-4, GPC-5, GPC-6, PC-11, PC-16, PC-17, PC-3, PC-6, PC-7, PC-8, UC-1

3	Media Measurements	E	3,00		3,00			GPC-2, GPC-4, GPC-5, GPC-6, PC-11, PC-16, PC-17, PC-3, PC-6, PC-7, PC-8, UC-1
4	Influence Marketing	E	18,00			12,00	6,00	GPC-2, GPC-4, GPC-5, GPC-7, PC-2, PC-3, PC-4, PC-6, PC-7, UC-2, UC-4, UC-5
	Обязательные дисциплины модуля		38,00	8,00	11,00	13,00	6,00	
	Research seminar		8,00		3,00	5,00		
1	Research Seminar "Introduction to media studies"	C	1,00		1,00			GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-16, PC-17, PC-7, PC-9, UC-1, UC-5
2	Research Seminar "Survey and Interview in Media Research"	C	1,00		1,00			GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-16, PC-17, PC-7, PC-9, UC-1, UC-5
3	Research Seminar "Media Content Analysis"	C	1,00		1,00			GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-16, PC-17, PC-7, PC-9, UC-1, UC-5
4	Научно-исследовательский семинар из общефакультетского списка	C	5,00			5,00		GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-16, PC-17, PC-7, PC-9, UC-1, UC-5
	Проектный семинар		30,00	8,00	8,00	8,00	6,00	
1	Project Seminar "Speech Technique and Work on Camera"	C	2,00		2,00			GPC-1, GPC-3, GPC-4, GPC-6, PC-10, PC-12, PC-2, UC-5
2	Project Seminar "Fundamentals of Computer Graphics"	C	2,00		2,00			GPC-1, GPC-3, GPC-4, GPC-6, GPC-7, PC-1, PC-5, PC-7, UC-2, UC-3
3	Project Seminar "Website Development"	C	2,00		2,00			GPC-1, GPC-3, GPC-4, GPC-6, GPC-7, PC-1, PC-5, PC-7, UC-2, UC-3
4	Project Seminar "Music Composition"	C	2,00		2,00			GPC-1, GPC-3, GPC-6, PC-10, PC-2, UC-1, UC-5
5	Project Seminar "The Basic Principles of Media Project Management"	C	2,00	2,00				GPC-1, GPC-3, GPC-4, GPC-6, PC-1, PC-10, PC-6, UC-1, UC-5
6	Project Seminar "Sound Recording and Editing"	C	2,00	2,00				GPC-1, GPC-3, GPC-4, GPC-6, PC-10, PC-2, UC-2, UC-5
7	Project Seminar "Video Shooting and Editing"	C	2,00	2,00				GPC-1, GPC-3, GPC-4, GPC-6, PC-10, PC-2, UC-2, UC-5
8	Project Seminar "Photography and Editing"	C	2,00	2,00				GPC-1, GPC-3, GPC-4, GPC-6, PC-10, PC-2, UC-2, UC-5
9	Project Seminar	C	14,00			8,00	6,00	GPC-1, GPC-3, GPC-4, GPC-6, PC-10, PC-2, UC-2, UC-5
	Вариативные дисциплины		20,00		3,00	3,00	14,00	
	Дисциплины по выбору 2 курс		3,00		3,00			
1	Communication Strategies of the Text	E	3,00		3,00			GPC-1, GPC-4, PC-1, PC-12, PC-13, PC-14, PC-15, PC-2, UC-1, UC-5
2	Basics of Web Analytics	E	3,00		3,00			GPC-2, GPC-4, GPC-6, PC-11, PC-16, PC-17, PC-3, PC-6, PC-7, PC-8, UC-1
3	Photography: The man on both sides of the frame	E	3,00		3,00			GPC-1, GPC-3, GPC-6, PC-1, PC-2, UC-5
4	Filmmaking Fundamentals: Cinema Without Words	E	3,00		3,00			GPC-1, GPC-2, GPC-3, GPC-4, GPC-5, PC-1, PC-12, PC-2, PC-7, UC-2, UC-5

5	Basics of Layout Print Media	E	3,00		3,00			GPC-5, PC-14, PC-5, UC-5
6	Outline of Critical Thinking	E	3,00		3,00			PC-17, UC-1, UC-3
	Electives 3 year		3,00			3,00		
1	Copyright Law in the Media	E	3,00			3,00		GPC-2, GPC-5, PC-1, PC-16, PC-17, PC-6
	Дисциплины по выбору 4 курс		14,00				14,00	
1	Legal Support of a Digital Product	E	7,00				7,00	GPC-2, GPC-5, PC-1, PC-16, PC-17, PC-6
2	Strategies and Practices of World Film Festivals	E	7,00				7,00	GPC-1, GPC-3, GPC-4, PC-3, PC-4, PC-7, UC-1, UC-4
	Онлайн дисциплины из рекомендуемого списка		6,00			3,00	3,00	
1	Introduction to Neuroeconomics: How the Brain Makes Decisions (offered in a foreign language)	E	3,00			3,00		GPC-2, GPC-3, GPC-4, PC-1, PC-3, PC-7, UC-3, UC-5
2	Marketing in Digital World (offered in a foreign language)	E	3,00				3,00	GPC-2, GPC-3, GPC-4, PC-1, PC-3, PC-7, UC-3, UC-5
	Internship		39,00	7,00	5,00	10,00	17,00	
	Professional Internship		21,00	4,00		5,00	12,00	
1	Work Experience Internship	C	10,00			5,00	5,00	GPC-1, GPC-3, GPC-4, GPC-6, GPC-7, PC-12, PC-14, PC-15, PC-2, PC-5, UC-2, UC-3, UC-4, UC-5, UC-6
2	Project	E	11,00	4,00			7,00	GPC-1, GPC-3, GPC-4, GPC-6, GPC-7, PC-12, PC-14, PC-15, PC-2, PC-5, UC-2, UC-3, UC-4, UC-5, UC-6
	Project Internship		26,00	4,00		10,00	12,00	
1	Preparation of Graduation Thesis	C	5,00				5,00	GPC-3, GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-16, PC-17, PC-7, PC-9, UC-1, UC-4, UC-5, UC-6
2	Project	E	11,00	4,00			7,00	GPC-1, GPC-3, GPC-4, GPC-6, GPC-7, PC-12, PC-14, PC-15, PC-2, PC-5, UC-2, UC-3, UC-4, UC-5, UC-6
3	Interdisciplinary Term Paper	E	10,00			10,00		GPC-3, GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-16, PC-17, PC-7, PC-9, UC-1, UC-4, UC-5, UC-6
	Research Internship		29,00	7,00	5,00	5,00	12,00	
1	Междисциплинарная курсовая работа	C	5,00		5,00			GPC-3, GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-16, PC-17, PC-7, PC-9, UC-1, UC-4, UC-5
2	Preparation of Graduation Thesis	C	5,00				5,00	GPC-3, GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-17, PC-7, PC-9, UC-1, UC-4, UC-5, UC-6
3	Interdisciplinary Term Paper	E	5,00			5,00		GPC-3, GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-16, PC-17, PC-7, PC-9, UC-1, UC-4, UC-5
4	Project	E	11,00	4,00			7,00	GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-12, PC-16, PC-17, PC-7, PC-9, UC-1, UC-5, UC-6

5	Project	C	3,00	3,00				GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-12, PC-16, PC-17, PC-7, PC-9, UC-1, UC-5, UC-6
	General Courses		14,00	13,00	1,00			
	Core General Courses		2,00	1,00	1,00			
1	Safe Living Basics	C	1,00	1,00				UC-11, UC-8
2	Physical Training	C	1,00		1,00			UC-7
	Optional General Courses		12,00	12,00				
1	Legal Literacy	C	4,00	4,00				GPC-2, GPC-4, GPC-5, PC-1, PC-10, PC-16, PC-3, PC-6, PC-7, UC-1, UC-10, UC-8
2	Economics	C	4,00	4,00				GPC-2, GPC-4, GPC-5, GPC-7, PC-2, PC-3, PC-4, PC-6, PC-7, PC-8, UC-2, UC-4, UC-5, UC-9
3	Elective General Courses	E	4,00	4,00				GPC-2, GPC-3, PC-1, PC-10, PC-15, PC-9, UC-2, UC-5
	Minor		20,00		10,00	10,00		
1	Minor	C	20,00		10,00	10,00		UC-1, UC-2, UC-3
	English		1,00				1,00	
	Examinations		1,00				1,00	
1	Independent English Exam	C						GPC-3, PC-7, UC-4
2	Project Proposal	C	1,00				1,00	GPC-3, GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-16, PC-17, PC-7, PC-9, UC-1, UC-4, UC-5
3	English Language Integrative Exam (offered in a foreign language)	C						GPC-3, PC-7, UC-4
	Optional Courses							
1	Academic Writing (English) (offered in a foreign language)	O	2,00				2,00	GPC-3, PC-7, UC-4
2	English (offered in a foreign language)	O	14,00	8,00	6,00			GPC-3, PC-7, UC-4
	Data Culture		7,00	3,00	4,00			
1	Independent Data Science Test. Elementary	C	1,00		1,00			GPC-6, PC-11, PC-5, PC-8
2	Data Analysis	C	3,00		3,00			GPC-5, GPC-6, PC-11, PC-5, PC-7, PC-8, UC-1
3	External Examinations on Digital Skills. Entry-level	C						GPC-6
4	External Examinations on Digital Skills. Intermediate Level	C						GPC-6
5	External Examinations on Digital Skills. Final Level	C						GPC-6
6	Programming in Python	C	3,00	3,00				PC-11, PC-2, PC-5, PC-6, PC-8, UC-1
7	Independent Digital Literacy Test	C						GPC-6
8	Independent Programming Test. Elementary	C						GPC-6, PC-11, PC-5, PC-8
	Final State Certification (FSC)		3,00				3,00	
	Thesis Work		3,00				3,00	
1	Presenting of Graduation Thesis	C	3,00				3,00	GPC-3, GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-16, PC-17, PC-7, PC-9, UC-1, UC-4, UC-5

Curriculum agreed:

Academic Supervisor	KUPRIYANOV A.M.	25.05.2022
Dean	BYSTRITSKIY A.G.	25.05.2022
Head of Centre for Educational Model Design	LEPESHKIN I.A.	27.05.2022

* Subject type:

Compulsory course	C
Elective course	E
Optional course	O