



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 42.04.05 Media Communications  
 Educational Programme "Media Production and Media Analysis"  
 Trajectories: "Media Analytics", "Media Production"

Implementing unit: St. Petersburg School of Arts and Humanities, HSE, HSE - Saint Petersburg

Years of Study: 2022/2023 - 2023/2024

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED  
 02.06.2022  
 Vice Rector  
 ROSHCHIN S.Y.  
 Signed with EDS

Block Code	Course	Subject type	Credits	Credits by Years		Planned Educational Programme Development Results
				1	2	
	Degree Programme		240,00	120,00	120,00	
	Media Production (Applied track)		120,00	60,00	60,00	
	Key Seminars		18,00	9,00	9,00	
1	Mentor's Seminar	C	6,00	3,00	3,00	GPC-1, GPC-7, PC-19, PC-3, PC-8, UC-4
2	Project Seminar "Production of Media Projects"	C	12,00	6,00	6,00	GPC-1, GPC-6, GPC-7, PC-18, PC-19, PC-22, PC-23, PC-24, PC-4, UC-2, UC-6
	Internship		24,00	3,00	21,00	
	Project Internship		24,00	3,00	21,00	
1	Projects	C	9,00	3,00	6,00	GPC-1, GPC-6, GPC-7, PC-18, PC-19, PC-22, PC-23, PC-25, PC-4, UC-2, UC-6
2	Graduation Thesis	C	15,00		15,00	GPC-2, PC-10, PC-12, PC-7, PC-8, PC-9, UC-1, UC-3
	Major		66,00	39,00	27,00	
	Compulsory disciplines for the specialization "Mediaproductioin"		21,00	12,00	9,00	
1	Basics of promoting media projects in social networks	C	3,00	3,00		GPC-4, GPC-6, PC-13, PC-14, PC-17, PC-18, PC-26, PC-9, UC-6
2	Project Management	C	6,00	6,00		GPC-5, PC-11, PC-15, PC-19, PC-21, PC-5, UC-3, UC-5, UC-6
3	Media Marketing and Media Management	C	3,00	3,00		GPC-1, GPC-4, PC-13, PC-16, PC-17, PC-18, PC-20, PC-21, PC-3, PC-5, PC-8, UC-3, UC-5

4	Basics of Video Shooting and Editing	C	3,00		3,00	GPC-1, GPC-6, GPC-7, PC-17, PC-22, PC-25, PC-4, UC-2, UC-6
5	Psychosemantics and Psycholinguistics: Psychology of Media Effects	C	3,00		3,00	GPC-1, GPC-3, PC-16, PC-17, PC-18, PC-3, PC-4, PC-8, UC-2, UC-6
6	Digital Storytelling	C	3,00		3,00	GPC-1, GPC-4, GPC-6, PC-22, PC-24, PC-25, PC-7, PC-8, PC-9, UC-2
	Elective Disciplines for the Specialization "Mediaproduction" Year 1		27,00	27,00		
1	Audio podcast technologies	E	3,00	3,00		GPC-1, GPC-6, PC-17, PC-22, PC-25, PC-4, UC-2, UC-6
2	Data Visualization	E	3,00	3,00		GPC-1, GPC-4, GPC-6, PC-22, PC-24, PC-25, PC-7, PC-8, PC-9, UC-2
3	Data Usage for Media Creation and Production	E	3,00	3,00		GPC-1, GPC-3, GPC-4, PC-10, PC-12, PC-6, UC-1, UC-6
4	Web analytics in media	E	3,00	3,00		GPC-4, GPC-6, PC-13, PC-17, PC-18, PC-26, PC-9, UC-3
5	Text and audience	E	3,00	3,00		GPC-1, GPC-3, GPC-4, PC-10, PC-6, UC-1, UC-6
6	Historical trauma in film, literature and comics	E	3,00	3,00		GPC-3, PC-22, PC-23, PC-3, PC-7, UC-4, UC-6
7	Mediaidentity: professional and ethical standards	E	3,00	3,00		GPC-2, GPC-5, GPC-7, PC-1, PC-2, PC-5, UC-4, UC-6
8	Media scandals and crisis communication in the era of "cancel culture" and #metoo	E	3,00	3,00		GPC-2, GPC-5, GPC-7, PC-1, PC-2, PC-5, UC-1, UC-6
9	The Analysis of Media Texts	E	6,00	6,00		GPC-1, GPC-3, GPC-4, PC-10, PC-12, PC-6, UC-1, UC-3, UC-6
10	Media Economics	E	3,00	3,00		GPC-4, GPC-5, PC-11, PC-8, UC-5, UC-6
11	Legal Aspects of Media	E	3,00	3,00		GPC-5, GPC-7, PC-10, PC-5, UC-5
12	Language variation (offered in a foreign language)	E	6,00	6,00		GPC-6, PC-2, UC-6
	Elective Disciplines for the Specialization "Mediaproduction" Year 2		18,00		18,00	
1	PR-Analytics	E	3,00		3,00	GPC-4, GPC-6, PC-13, PC-17, PC-18, PC-26, PC-9, UC-3
2	Methodology of Research	E	6,00		6,00	GPC-1, GPC-3, GPC-4, PC-10, PC-12, PC-6, UC-1, UC-6
3	Creation of Special Projects in Media	E	3,00		3,00	GPC-6, PC-7, UC-6
4	History and Memory in the Digital Age	E	3,00		3,00	GPC-3, PC-22, PC-23, PC-3, PC-7, UC-4, UC-6
5	Humanitarian expertise and social audit	E	6,00		6,00	GPC-2, GPC-5, GPC-7, PC-1, PC-2, PC-5, UC-4, UC-6
6	Game development in media	E	3,00		3,00	GPC-1, GPC-4, PC-22, PC-24, PC-25, PC-8, PC-9, UC-2

7	Fundamentals of creative technologies	E	3,00		3,00	GPC-3, PC-22, PC-23, PC-3, PC-7, UC-4
8	Academic English in Applied Projects (offered in a foreign language)	E	3,00		3,00	GPC-6, PC-7, UC-5
9	Cultural projects in the era of new media	E	3,00		3,00	GPC-2, GPC-5, GPC-7, PC-1, PC-2, PC-5, UC-1
	<b>Magolego</b>		<b>9,00</b>	<b>9,00</b>		
1	Discipline From the University-Wide Pool	E	9,00	9,00		GPC-3, PC-4, UC-1, UC-2, UC-3, UC-4
	<b>Final State Certification (FSC)</b>		<b>3,00</b>		<b>3,00</b>	
1	Final Qualification Paper	C	3,00		3,00	GPC-1, PC-8, UC-1, UC-2, UC-6
	<b>Media Analytics (Research track)</b>		<b>120,00</b>	<b>60,00</b>	<b>60,00</b>	
	<b>Key Seminars</b>		<b>18,00</b>	<b>9,00</b>	<b>9,00</b>	
1	Mentor's Seminar	C	6,00	3,00	3,00	GPC-1, GPC-7, PC-19, PC-3, PC-8, UC-4
2	Research Seminar "Process Research and Media Analysis"	C	12,00	6,00	6,00	PC-10, PC-12, PC-7, PC-8, PC-9, UC-1, UC-3
	<b>Internship</b>		<b>15,00</b>		<b>15,00</b>	
	<b>Research Internship</b>		<b>15,00</b>		<b>15,00</b>	
1	Graduation Thesis	C	15,00		15,00	GPC-5, PC-10, PC-12, PC-7, PC-8, PC-9, UC-1, UC-3
	<b>Major</b>		<b>75,00</b>	<b>42,00</b>	<b>33,00</b>	
	<b>Compulsory Disciplines for the Specialization "Mediaanalytics"</b>		<b>27,00</b>	<b>18,00</b>	<b>9,00</b>	
1	PR-Analytics	C	3,00		3,00	GPC-4, GPC-6, PC-13, PC-17, PC-18, PC-26, PC-9, UC-3
2	Methodology of Research	C	6,00		6,00	GPC-1, GPC-3, GPC-4, PC-10, PC-12, PC-6, UC-1, UC-6
3	Fundamentals of mathematics for solving applied problems of data description	C	6,00	6,00		GPC-3, GPC-6, PC-1, PC-8, UC-3
4	The Analysis of Media Texts	C	6,00	6,00		GPC-1, GPC-3, GPC-4, PC-10, PC-12, PC-6, UC-1, UC-3, UC-6
5	Web analytics in media	C	3,00	3,00		GPC-4, GPC-6, PC-13, PC-17, PC-18, PC-26, PC-9, UC-3
6	Data Visualization	C	3,00	3,00		GPC-1, GPC-4, GPC-6, PC-22, PC-24, PC-25, PC-7, PC-8, PC-9, UC-2
	<b>Elective Disciplines for the Specialization "Mediaanalytics" Year 1</b>		<b>24,00</b>	<b>24,00</b>		
1	Basics of promoting media projects in social networks	E	3,00	3,00		GPC-4, GPC-6, PC-13, PC-14, PC-17, PC-18, PC-26, PC-9, UC-6
2	Project Management	E	6,00	6,00		GPC-5, PC-11, PC-15, PC-19, PC-21, PC-5, UC-3, UC-5, UC-6

3	Media Marketing and Media Management	E	3,00	3,00		GPC-1, GPC-4, PC-13, PC-16, PC-17, PC-18, PC-20, PC-21, PC-3, PC-5, PC-8, UC-3, UC-5
4	Text and audience	E	3,00	3,00		GPC-1, GPC-3, GPC-4, PC-10, PC-6, UC-1, UC-6
5	Audio podcast technologies	E	3,00	3,00		GPC-1, GPC-6, PC-17, PC-22, PC-25, PC-4, UC-2, UC-6
6	Historical trauma in film, literature and comics	E	3,00	3,00		GPC-3, PC-22, PC-23, PC-3, PC-7, UC-4, UC-6
7	Mediaidentity: professional and ethical standards	E	3,00	3,00		GPC-2, GPC-5, GPC-7, PC-1, PC-2, PC-5, UC-4, UC-6
8	Media scandals and crisis communication in the era of "cancel culture" and #metoo	E	3,00	3,00		GPC-2, GPC-5, GPC-7, PC-1, PC-2, PC-5, UC-1, UC-6
9	Data Usage for Media Creation and Production	E	3,00	3,00		GPC-1, GPC-3, GPC-4, PC-10, PC-12, PC-6, UC-1, UC-6
10	Media Economics	E	3,00	3,00		GPC-4, GPC-5, PC-11, PC-8, UC-5, UC-6
11	Legal Aspects of Media	E	3,00	3,00		GPC-5, GPC-7, PC-10, PC-5, UC-5
12	Language variation (offered in a foreign language)	E	6,00	6,00		GPC-6, PC-1, UC-6
	<b>Elective Disciplines for the Specialization "Mediaanalytics" Year 2</b>		<b>24,00</b>	<b>24,00</b>		
1	Basics of Video Shooting and Editing	E	3,00		3,00	GPC-1, GPC-6, GPC-7, PC-17, PC-22, PC-25, PC-4, UC-2, UC-6
2	Psychosemantics and Psycholinguistics: Psychology of Media Effects	E	3,00		3,00	GPC-1, GPC-3, PC-16, PC-17, PC-18, PC-3, PC-4, PC-8, UC-6
3	Digital Storytelling	E	3,00		3,00	GPC-1, GPC-4, GPC-6, PC-22, PC-24, PC-25, PC-7, PC-8, PC-9, UC-2
4	Creation of Special Projects in Media	E	3,00		3,00	GPC-6, PC-7, UC-6
5	History and Memory in the Digital Age	E	3,00		3,00	GPC-3, PC-22, PC-23, PC-3, PC-7, UC-4, UC-6
6	Humanitarian expertise and social audit	E	6,00		6,00	GPC-2, GPC-5, GPC-7, PC-1, PC-2, PC-5, UC-4, UC-6
7	Game development in media	E	3,00		3,00	GPC-1, GPC-4, PC-22, PC-24, PC-25, PC-8, PC-9, UC-2
8	Fundamentals of creative technologies	E	3,00		3,00	GPC-3, PC-22, PC-23, PC-3, PC-7, UC-4
9	Academic English in Applied Projects (offered in a foreign language)	E	3,00		3,00	GPC-6, PC-7, UC-5
10	Cultural projects in the era of new media	E	3,00		3,00	GPC-2, GPC-5, GPC-7, PC-1, PC-2, PC-5, UC-1
	<b>Magolego</b>		<b>9,00</b>	<b>9,00</b>		
1	Discipline From the University-Wide Pool	E	9,00	9,00		GPC-3, PC-4, UC-1, UC-2, UC-3, UC-4
	<b>Final State Certification (FSC)</b>		<b>3,00</b>	<b>3,00</b>		
1	Final Qualification Paper	C	3,00		3,00	GPC-1, PC-8, UC-1, UC-2, UC-6

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**Curriculum agreed:**

Academic Supervisor	MELNIK A.N.	01.06.2022
Dean	SHCHEMELEVA I.Y.	01.06.2022
Deputy Director	KUZMIN P.V.	01.06.2022
Head of Degree Programmes Development Office	MAMONOVA M.A.	01.06.2022

\* Subject type:

Compulsory course	C
Elective course	E