



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 & Production", "Media Studies", "Media Technologies", "Storytelling"

Implementing unit: Faculty of Creative Industries, HSE - Moscow

APPROVED
06.06.2023
Vice Rector
ROSHCHIN S.Y.
Signed with EDS

Years of Study: 2023/2024 - 2026/2027

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		165,00	40,00	40,00	43,00	42,00	
	Core Professional Block (Major)		66,00	32,00	14,00	8,00	12,00	
1	Media Basics	C	3,00	3,00				GPC-4, GPC-5, GPC-6, PC-10, PC-17, PC-7, UC-1, UC-5
2	History and Theory of Literature	C	6,00	6,00				GPC-3, PC-14, PC-7, UC-5
3	Principles of Marketing	C	4,00	4,00				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
4	History and Theory of Media	C	4,00		4,00			GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-17, PC-7, PC-9, UC-1, UC-5
5	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
6	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
7	Basics of Dramaturgy	C	4,00		4,00			GPC-1, GPC-3, GPC-4, PC-12, PC-14, UC-5
8	Media Economics	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-1, UC-4, UC-5
9	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
10	Media Management	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

11	Media Marketing	C	6,00				6,00	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
12	History and Theory of Culture	C	4,00	4,00				GPC-3, PC-7, UC-5
13	Theory and Practice of Russian Literary Language	C	6,00	6,00				GPC-3, PC-7, UC-5
14	Legal Literacy	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, UC-10, UC-8
15	Sociology	C	3,00	3,00				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
16	Economics	C	3,00	3,00				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
	Elective Professional Block (Major)		99,00	8,00	26,00	35,00	30,00	
	Specializations		27,00		9,00	12,00	6,00	
	Media Studies		27,00		9,00	12,00	6,00	
1	Scientific Culture	C	27,00		9,00	12,00	6,00	GPC-2, GPC-3, PC-1, PC-11, PC-15, PC-17, PC-7, PC-9, UC-1
	Специализация "Технологии медиа"		27,00		9,00	12,00	6,00	
1	Fundamentals of Statistics and Mathematical Analysis	C	27,00		9,00	12,00	6,00	GPC-2, GPC-6, PC-11, UC-1
	Специализация "Сторителлинг"		27,00		9,00	12,00	6,00	
1	Culture Categories in Literature and Visual Arts	C	27,00		9,00	12,00	6,00	GPC-1, GPC-3, PC-1, PC-14, PC-15, PC-17, PC-2, PC-5, UC-1, UC-5
	Специализация "Управление медиа и продюсирование"		27,00		9,00	12,00	6,00	
1	Psychology for a Media Manager	C	27,00		9,00	12,00	6,00	GPC-4, PC-4, UC-3, UC-6
	Вариативные дисциплины		27,00		3,00	9,00	15,00	
	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
	Дисциплины по выбору 3 курс		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
2	Infographic Basics	E	3,00			3,00		GPC-1, GPC-4, GPC-6, PC-2, PC-5, UC-1
	3rd Year Elective Courses		3,00			3,00		
1	Comic Analysis in the Context of Transmedia Storytelling	E	3,00			3,00		GPC-3, PC-2, PC-7, UC-1
2	Directing of Author's Documentary Film	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
	3rd Year Elective Courses		3,00			3,00		

1	Movie Scripting	E	3,00			3,00		GPC-1, GPC-3, GPC-4, PC-12, PC-2, PC-7, UC-1
2	Creative Production of a TV Channel	E	3,00			3,00		GPC-1, GPC-3, GPC-4, PC-1, PC-2, PC-7, UC-1, UC-5
4th Year Elective Courses			3,00				3,00	
1	Legal Support of a Digital Product	E	3,00				3,00	GPC-2, GPC-5, PC-1, PC-16, PC-17, PC-6
2	Film Analysis	E	3,00				3,00	GPC-2, GPC-3, GPC-4, PC-7, UC-3, UC-5
4th Year Elective Courses			3,00				3,00	
1	Modern Literary Process	E	3,00				3,00	GPC-3, PC-14, PC-7, UC-5
2	Media Inclusion: Participatory Community Design	E	3,00				3,00	GPC-7, PC-1, PC-2, PC-3
4th Year Elective Courses			3,00				3,00	
1	Digital Memory: What Happens to Memory in the Digital Age?	E	3,00				3,00	GPC-4, GPC-5, PC-17, PC-2, PC-7, UC-5
2	Mobile App Marketing	E	3,00				3,00	GPC-2, GPC-3, GPC-4, PC-1, PC-3, PC-7, UC-3, UC-5
4th Year Elective Courses			3,00				3,00	
1	Theater and Media: Opportunities, Technologies, Projects	E	3,00				3,00	GPC-3, GPC-4, PC-10, PC-3, UC-5
2	Contemporary Visual Culture, Art and Communication	E	3,00				3,00	GPC-3, PC-17, PC-2, PC-7, UC-5
4th Year Elective Courses			3,00				3,00	
1	Mediatization of Memory	E	3,00				3,00	GPC-4, GPC-5, PC-17, PC-7, UC-5
2	Emotional Experience Design	E	3,00				3,00	GPC-4, GPC-7, PC-1, PC-11, PC-17, PC-2, PC-7, UC-1, UC-5
Обязательные дисциплины модуля			36,00	8,00	11,00	11,00	6,00	
Проектный семинар			20,00	4,00	8,00	8,00		
1	Project Seminar	C	16,00		8,00	8,00		GPC-1, GPC-3, GPC-4, GPC-6, GPC-7, PC-1, PC-12, PC-14, PC-15, PC-5, UC-2, UC-3, UC-4, UC-5, UC-6
2	Project Seminar "The Basic Principles of Media Project Management"	C	2,00	2,00				GPC-1, GPC-3, GPC-4, GPC-6, PC-10, PC-2, PC-6, UC-2, UC-5
3	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
Проектный семинар по выбору			6,00				6,00	
1	Project Seminar "Music Video Production"	E	6,00				6,00	GPC-1, GPC-2, GPC-3, GPC-4, GPC-5, PC-1, PC-12, PC-2, PC-7, UC-1, UC-5
2	Project Seminar "Online Educational Projects Production"	E	6,00				6,00	GPC-1, GPC-3, GPC-4, GPC-5, GPC-6, PC-1, PC-2, PC-3, PC-4, PC-7, PC-8, PC-9, UC-1, UC-2, UC-4, UC-6
Research seminar			3,00		3,00			
1	Research Seminar	C	3,00		3,00			GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-16, PC-17, PC-7, PC-9, UC-1, UC-5

	Научно-исследовательский семинар из общефакультетского списка		3,00			3,00		
	Project Seminar 3		2,00	2,00				
1	Project Seminar "Video Shooting and Editing"	E	2,00	2,00				GPC-1, GPC-3, GPC-4, GPC-6, PC-10, PC-2, UC-2, UC-5
2	Project Seminar "Photography and Editing"	E	2,00	2,00				GPC-1, GPC-3, GPC-4, GPC-6, PC-10, PC-2, UC-2, UC-5
	Project Seminar 4		2,00	2,00				
1	Project Seminar "Video Shooting and Editing"	E	2,00	2,00				GPC-1, GPC-3, GPC-4, GPC-6, PC-10, PC-2, UC-2, UC-5
2	Project Seminar "Photography and Editing"	E	2,00	2,00				GPC-1, GPC-3, GPC-4, GPC-6, PC-10, PC-2, UC-2, UC-5
	Онлайн дисциплина по выбору из рекомендованного списка		9,00		3,00	3,00	3,00	
	Elective mooc (2 year)		3,00		3,00			
1	Introduction to Neuroeconomics	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-10, PC-2, PC-3, PC-7, UC-5
	Elective mooc (3 year)		3,00			3,00		
1	Understanding Russians: Contexts of Intercultural Communication (offered in a foreign language)	E	3,00			3,00		UC-5
2	Communication Theory: Bridging Academia and Practice (offered in a foreign language)	E	3,00			3,00		GPC-4, PC-17, PC-7, UC-1, UC-5
	Elective mooc (4 year)		3,00				3,00	
1	Religions and Society in China (offered in a foreign language)	E	3,00				3,00	GPC-3, UC-5
2	Introduction to Multilingual and Multicultural Education (offered in a foreign language)	E	3,00				3,00	GPC-3, UC-5
	Internship		30,00	4,00	5,00	7,00	14,00	
	Professional Internship		11,00			2,00	9,00	
1	Work Experience Internship	C	4,00			2,00	2,00	GPC-1, 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	7,00				7,00	GPC-1, GPC-3, GPC-4, GPC-6, GPC-7, PC-12, PC-14, PC-15, PC-2, PC-5, UC-3, UC-4, UC-5, UC-6
	Project Internship		17,00			5,00	12,00	
1	Preparation of Graduation Thesis	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, UC-6
2	Project	E	7,00				7,00	GPC-1, GPC-3, GPC-4, GPC-6, GPC-7, PC-1, PC-12, PC-14, PC-15, PC-5, UC-2, UC-3, 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, UC-6
	Research Internship		26,00	4,00	5,00	5,00	12,00	
1	Preparation of Graduation Thesis	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, UC-6
2	Interdisciplinary Term Paper	E	10,00		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
3	Обязательный проект	C	4,00	4,00				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
4	Project	E	7,00				7,00	GPC-1, GPC-3, GPC-4, GPC-6, GPC-7, PC-1, PC-12, PC-14, PC-15, PC-5, UC-2, UC-3, UC-4, UC-5, UC-6
	General Courses		14,00	13,00	1,00			
	Core General Courses		2,00	1,00	1,00			
1	Physical Training	C	1,00		1,00			UC-7
2	Safe Living Basics	C	1,00	1,00				UC-11, UC-8
	Optional General Courses		12,00	12,00				
1	Psychology	C	3,00	3,00				GPC-2, GPC-3, PC-1, PC-10, PC-15, PC-9, UC-2, UC-5
2	Foundations of Russian Statehood	C	2,00	2,00				GPC-2, GPC-3, UC-1, UC-2, UC-5
3	Philosophy	C	3,00	3,00				GPC-4, GPC-5, GPC-6, PC-10, PC-11, PC-16, PC-17, PC-7, PC-9, UC-1, UC-5, UC-9
4	Russian History	C	4,00	4,00				GPC-2, GPC-3, UC-1, UC-2, UC-5
	Minor		20,00		10,00	10,00		
1	Minor	E	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 (offered in a foreign language)	C						GPC-3, PC-7, UC-4
2	Project Proposal (offered in a foreign language)	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	English Language (offered in a foreign language)	O	14,00	8,00	6,00			GPC-3, PC-16, PC-4, PC-7, UC-4
2	Academic Writing in English (offered in a foreign language)	O	2,00				2,00	GPC-3, PC-7, UC-4
	Data Culture		7,00	3,00	4,00			
1	Programming in Python	C	3,00	3,00				PC-11, PC-2, PC-5, PC-6, PC-8, UC-1

2	Independent Digital Literacy Test	C					GPC-6
3	Independent Programming Test. Elementary	C					GPC-6, PC-11, PC-5, PC-8
4	Independent Data Science Test. Elementary	C	1,00		1,00		GPC-5, GPC-6, PC-11, PC-5, PC-7, PC-8
5	Data Analysis	C	3,00		3,00		GPC-5, GPC-6, PC-11, PC-5, PC-7, PC-8, UC-1
	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.	01.06.2023
Dean	BYSTRITSKIY A.G.	01.06.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	02.06.2023

* Subject type:

Compulsory course	C
Elective course	E
Optional course	O