



National Research University Higher School of Economics (HSE)

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

4 th, 2023/2024 academic year

APPROVED

06.04.2023

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Length of Programme: 4 years

Years of Study: 2020/2021 - 2023/2024

Mode of Study: Full Time

Degree: Bachelor's degree

Block Code	Course	Subject type	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
							1	2	3	4	
	<b>Degree Programme</b>			<b>60,00</b>	<b>1 634</b>	<b>430</b>	<b>172</b>	<b>168</b>	<b>120</b>	<b>34</b>	
	<b>Major</b>			<b>42,00</b>	<b>1 482</b>	<b>426</b>	<b>172</b>	<b>168</b>	<b>118</b>	<b>32</b>	
	<b>Core Professional Block (Major)</b>			<b>18,00</b>	<b>684</b>	<b>156</b>	<b>80</b>	<b>76</b>			
	<b>Subject Areas</b>			<b>18,00</b>	<b>684</b>	<b>156</b>	<b>80</b>	<b>76</b>			
	<b>Marketing</b>			<b>5,00</b>	<b>190</b>	<b>40</b>		<b>40</b>			
1	Media Marketing	C	Department of Media	5,00	190	40		40A			
	<b>Management</b>			<b>13,00</b>	<b>494</b>	<b>116</b>	<b>80</b>	<b>36</b>			
1	Media Management	C	Department of Media	5,00	190	40	40A				
2	Product Management	C	Department of Media	3,00	114	36		36A			
3	Project Management	C	Department of Media	5,00	190	40	40A				
	<b>Elective Professional Block (Major)</b>			<b>24,00</b>	<b>798</b>	<b>270</b>	<b>92</b>	<b>92</b>	<b>118</b>	<b>32</b>	
	<b>Вариативные дисциплины</b>			<b>12,00</b>	<b>342</b>	<b>126</b>	<b>40</b>	<b>40</b>	<b>46</b>		
	<b>Дисциплина по выбору</b>			<b>3,00</b>	<b>114</b>	<b>40</b>		<b>40</b>			
1	Digital Memory: What Happens to Memory in the Digital Age?	E	Department of Media	3,00	114	40		40A			
2	Gender Studies	E	Department of Media	3,00	114	40		40A			
3	Mobile App Marketing	E	Department of Media	3,00	114	40		40A			
4	From Modern to Postmodern: Theory and Practice of Visual Art	E	Department of Media	3,00	114	40		40A			
5	Emotional Experience Design	E	Department of Media	3,00	114	40		40A			
6	Production of TV Series	E	Department of Media	3,00	114	40		40A			
7	Contemporary Visual Culture, Art and Communication	E	Department of Media	3,00	114	40		40A			
	<b>Дисциплина по выбору</b>			<b>3,00</b>	<b>114</b>	<b>40</b>			<b>40</b>		

1	Media Inclusion: Participatory Community Design	E	Department of Media	3,00	114	40			40A		
2	Social Media Research and Monitoring Tools	E	Department of Media	3,00	114	40			40A		
3	Mediatization of Memory	E	Department of Media	3,00	114	40			40A		
4	Big Brother: Understanding Conspiracy Theories	E	Department of Media	3,00	114	40			40A		
5	Modern Literary Process	E	Department of Media	3,00	114	40			40A		
6	Theater and Media: Opportunities, Technologies, Projects	E	Department of Media	3,00	114	40			40A		
7	Transmediafication of Comics Narratives	E	Department of Media	3,00	114	40			40A		
<b>Elective Courses</b>				<b>3,00</b>	<b>114</b>	<b>40</b>	<b>40</b>				
1	Analysis of Animated Films Through the Prism of Critical Theory	E	Department of Media	3,00	114	40	40A				
2	Film Analysis	E	Department of Media	3,00	114	40	40A				
3	Books on Tape, Voice Acting, Dubbing	E	Department of Media	3,00	114	40	40A				
4	Creative Production of a TV Channel	E	Department of Media	3,00	114	40	40A				
5	Representation of Sociocultural Norms in Modern Serial Culture	E	Department of Media	3,00	114	40	40A				
6	Strategies and Practices of World Film Festivals	E	Department of Media	3,00	114	40	40A				
7	Legal Support of a Digital Product	E	Department of Media	3,00	114	40	40A				
<b>Онлайн дисциплина по выбору из рекомендованного списка</b>				<b>3,00</b>		<b>6</b>			<b>6</b>		
1	Introduction to Multilingual and Multicultural Education	E	Department of Media	3,00	114	6			6A		Online Course, Foreign language
2	Religions and Society in China	E	Department of Media	3,00	114	6			6A		Online Course, Foreign language
<b>Дисциплины специализаций</b>				<b>6,00</b>	<b>228</b>	<b>80</b>	<b>20</b>	<b>20</b>	<b>40</b>		
<b>Специализация "Media Studies"</b>				<b>6,00</b>	<b>228</b>	<b>80</b>	<b>20</b>	<b>20</b>	<b>40</b>		
1	Critical Political Economy of the Media	E	Department of Media	3,00	114	40			40A		
2	Critical Media Theory	E	Department of Media	3,00	114	40	20	20A			
<b>Специализация "Сторителлинг"</b>				<b>6,00</b>	<b>228</b>	<b>80</b>	<b>20</b>	<b>20</b>	<b>40</b>		
1	The Axiology of Storytelling	E	Department of Media	3,00	114	40			40A		
2	Means of Expressing Comic in Storytelling	E	Department of Media	3,00	114	40	20	20A			
<b>Специализация "Технологии медиа"</b>				<b>6,00</b>	<b>228</b>	<b>80</b>		<b>40</b>	<b>40</b>		
1	Media Automation	E	Department of Media	3,00	114	40			40A		
2	Основы промпт-инжиниринга так норм	E	Department of Media	3,00	114	40		40A			
<b>Специализация "Управление медиа и продюсирование"</b>				<b>6,00</b>	<b>228</b>	<b>80</b>	<b>20</b>	<b>20</b>	<b>40</b>		
1	Influence Marketing	E	Department of Media	3,00	114	40	20	20A			
2	Editorial Media Management	E	Department of Media	3,00	114	40			40A		

	<b>Обязательные дисциплины модуля</b>			<b>6,00</b>	<b>228</b>	<b>64</b>	<b>32</b>	<b>32</b>	<b>32</b>	<b>32</b>	
	<b>Проектные семинары</b>										
1	Project Seminar	C	Department of Media								
	<b>Проектный семинар</b>			<b>6,00</b>	<b>228</b>	<b>64</b>	<b>32</b>	<b>32</b>	<b>32</b>	<b>32</b>	
1	Project Seminar "Online Educational Projects Production"	E	Department of Media	6,00	228	64	32	32A			
2	Project Seminar "Short Film Production"	E	Department of Media	6,00	228	64	32	32A			
3	Project Seminar "Music Video Production"	E	Department of Media	6,00	228	64	32	32A			
	<b>English</b>			<b>1,00</b>	<b>38</b>	<b>2</b>			<b>2</b>		
	<b>Optional Courses</b>										
1	Academic English Writing	O		2,00	76	48		28	20A		Foreign language, Credits only to the cumulative rating
	<b>Examinations</b>			<b>1,00</b>	<b>38</b>	<b>2</b>			<b>2</b>		
1	Project Proposal	C	School of Foreign Languages	1,00	38	2			2A		Foreign language
	<b>Final State Certification (FSC)</b>			<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>	
	<b>Thesis Work</b>			<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>	
1	Presenting of Graduation Thesis	C		3,00	114	2				2A	
	<b>Internship</b>			<b>14,00</b>							
	<b>Research Internship</b>			<b>5,00</b>	<b>190</b>						
1	Preparation of Graduation Thesis	E		5,00	190						Foreign language
	<b>Project Internship</b>			<b>9,00</b>	<b>342</b>	<b>2</b>			<b>2</b>		
1	Preparation of Graduation Thesis	E		5,00	190						Foreign language
2	Project	E		4,00	152	2			2A		
	<b>Professional Internship</b>			<b>5,00</b>	<b>190</b>	<b>4</b>	<b>2</b>		<b>2</b>		
1	Work Experience Internship	C		5,00	190	4	2A		2A		

**Curriculum agreed:**

Academic Supervisor	KUPRIYANOV A.M.	03.04.2023
Dean	BYSTRITSKIY A.G.	03.04.2023
Head of Centre for Educational Model Design	LEPESHKIN I.A.	06.04.2023

\* Subject type:

Compulsory course

C

Elective course

E

Optional course

O