



National Research University Higher School of Economics (HSE)

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
 1 st, 2022/2023 academic year

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

Length of Programme: 2 years
 Years of Study: 2022/2023 - 2023/2024
 Mode of Study: Full Time
 Degree: Master's degree / MBA

Block Code	Course	Subject type	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
							1	2	3	4	
Degree Programme				120,00	4 560	1 228	466	406	312	382	
Media Analytics (Research track)				60,00	2 280	640	228	198	174	208	
Major				42,00	1 596	536	204	174	146	180	
Elective Disciplines for the Specialization "Mediaanalytics" Year 1				24,00	912	312	120	158		34	
1	Historical trauma in film, literature and comics	E	Department of Foreign Languages	3,00	114	34			34A		
2	Mediaidentity: professional and ethical standards	E	Department of Foreign Languages	3,00	114	34				34A	
3	Media Marketing and Media Management	E	Department of Foreign Languages	3,00	114	34				34A	
4	Media scandals and crisis communication in the era of "cancel culture" and #metoo	E	Department of Foreign Languages	3,00	114	34				34A	
5	Basics of promoting media projects in social networks	E	Department of Foreign Languages	3,00	114	34		34A			
6	Legal Aspects of Media	E	Department of Media	3,00	114	40	40A				
7	Data Usage for Media Creation and Production	E	Department of Foreign Languages	3,00	114	34			34A		
8	Text and audience	E	Department of Foreign Languages	3,00	114	34	34A				
9	Audio podcast technologies	E	Department of Foreign Languages	3,00	114	34		34A			
10	Project Management	E	Department of Foreign Languages	6,00	228	68	32	36A			Online Course
11	Media Economics	E	Department of Media	3,00	114	44		44A			
12	Language variation	E	Department of Foreign Languages	6,00	228	72	36	36A			Foreign language

	Compulsory Disciplines for the Specialization "Mediaanalytics"			18,00	684	224	34		112	78	
1	The Analysis of Media Texts	C	Department of Foreign Languages	6,00	228	68			34	34A	
2	Web analytics in media	C	Department of Foreign Languages	3,00	114	34			34A		
3	Data Visualization	C	Department of Foreign Languages	3,00	114	34			34A		
4	Fundamentals of mathematics for solving applied problems of data description	C	Department of Foreign Languages	6,00	228	88			44	44A	
	Key Seminars			9,00	342	104	24	24	28	28	
1	Research Seminar "Process Research and Media Analysis"	C	Department of Foreign Languages	6,00	228	68	16	16	18	18A	
2	Mentor's Seminar	C	Department of Foreign Languages	3,00	114	36	8	8	10	10A	
	Magolego			9,00	342						
1	Discipline From the University-Wide Pool	E		9,00	342						
	Media Production (Applied track)			60,00	2 280	588	238	208	138	174	
	Major			39,00	1 482	446	204	174	102	136	
	Elective Disciplines for the Specialization "Mediaproductio" Year 1			27,00	1 026	310	104	70	68	68	
1	The Analysis of Media Texts	E	Department of Foreign Languages	6,00	228	68			34	34A	
2	Web analytics in media	E	Department of Foreign Languages	3,00	114	34			34A		
3	Data Visualization	E	Department of Foreign Languages	3,00	114	34			34A		
4	Historical trauma in film, literature and comics	E	Department of Foreign Languages	3,00	114	34			34A		
5	Mediaidentity: professional and ethical standards	E	Department of Foreign Languages	3,00	114	34				34A	
6	Media scandals and crisis communication in the era of "cancel culture" and #metoo	E	Department of Foreign Languages	3,00	114	34				34A	
7	Legal Aspects of Media	E	Department of Media	3,00	114	40	40A				
8	Data Usage for Media Creation and Production	E	Department of Foreign Languages	3,00	114	34			34A		
9	Text and audience	E	Department of Foreign Languages	3,00	114	34	34A				
10	Audio podcast technologies	E	Department of Foreign Languages	3,00	114	34		34A			
11	Media Economics	E	Department of Media	3,00	114	44		44A			
12	Language variation	E	Department of Foreign Languages	6,00	228	72	36	36A			Foreign language
	Compulsory disciplines for the specialization "Mediaproductio"			12,00	456	136	32	70		34	
1	Media Marketing and Media Management	C	Department of Foreign Languages	3,00	114	34				34A	
2	Basics of promoting media projects in social networks	C	Department of Foreign Languages	3,00	114	34		34A			

3	Project Management	C	Department of Foreign Languages	6,00	228	68	32	36A			Online Course
Key Seminars				9,00	342	140	34	34	36	36	
1	Project Seminar "Production of Media Projects"	C	Department of Foreign Languages	6,00	228	104	26	26	26	26A	
2	Mentor's Seminar	C	Department of Foreign Languages	3,00	114	36	8	8	10	10A	
Magolego				9,00	342						
1	Discipline From the University-Wide Pool	E		9,00	342						
Internship				3,00	114	2				2	
Project Internship				3,00	114	2				2	
1	Projects	C		3,00	114	2				2A	

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