



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		120,00	60,00	60,00	
	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		27,00	3,00	24,00	
	Project Internship		27,00	3,00	24,00	
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	18,00		18,00	GPC-2, PC-10, PC-12, PC-7, PC-8, PC-9, UC-1, UC-3
	Major		63,00	39,00	24,00	
	Compulsory disciplines for the specialization "Mediaproducton"		18,00	12,00	6,00	
1	Media psychology	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
2	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
3	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

4	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
5	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
	Elective Disciplines for the Specialization "Mediaproducton" 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
	Disciplines the Specialization "Mediaproducton" Year 2		18,00		18,00	
1	History and Memory in the Digital Age	C	3,00		3,00	GPC-3, PC-22, PC-23, PC-3, PC-7, UC-4, UC-6
2	International Media Sphere	C	3,00		3,00	GPC-2, GPC-5, GPC-7, PC-1, PC-2, PC-5, UC-4, UC-6
3	Cultural projects in the era of new media	C	6,00		6,00	GPC-2, GPC-5, GPC-7, PC-1, PC-2, PC-5, UC-1
4	Funding Strategies for Cultural Projects in the Digital Environment	C	6,00		6,00	GPC-5, PC-11, PC-15, PC-19, PC-5, UC-3, UC-5, UC-6
	Magolego		9,00	9,00		
1	All-university Pool MAGOLEGO Courses	E	9,00	9,00		GPC-3, PC-4, UC-1, UC-2, UC-3, UC-4
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-1, PC-8, UC-1, UC-2, UC-6
	Media Analytics (Research track)		120,00	60,00	60,00	

	Key Seminars		24,00	9,00	15,00	
1	Mentor's Seminar	C	9,00	3,00	6,00	GPC-1, GPC-7, PC-19, PC-3, PC-8, UC-4
2	Research Seminar "Process Research and Media Analysis"	C	15,00	6,00	9,00	PC-10, PC-12, PC-7, PC-8, PC-9, UC-1, UC-3
	Internship		18,00		18,00	
	Research Internship		18,00		18,00	
1	Graduation Thesis	C	18,00		18,00	GPC-5, PC-10, PC-12, PC-7, PC-8, PC-9, UC-1, UC-3
	Major		66,00	42,00	24,00	
	Compulsory Disciplines for the Specialization "Mediaanalytics"		18,00	18,00		
1	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
2	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
3	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
4	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
	Elective Disciplines for the Specialization "Mediaanalytics" Year 1		24,00	24,00		
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
	Disciplines for the Specialization "Mediaanalytics" Year 2		24,00		24,00	
1	Media psychology	C	3,00		3,00	GPC-1, GPC-3, PC-16, PC-17, PC-18, PC-3, PC-4, PC-8, UC-6
2	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
3	History and Memory in the Digital Age	C	3,00		3,00	GPC-3, PC-22, PC-23, PC-3, PC-7, UC-4, UC-6
4	Cultural projects in the era of new media	C	6,00		6,00	GPC-2, GPC-5, GPC-7, PC-1, PC-2, PC-5, UC-1
5	International Media Sphere	C	3,00		3,00	GPC-2, GPC-5, GPC-7, PC-1, PC-2, PC-5, UC-4, UC-6
6	Funding Strategies for Cultural Projects in the Digital Environment	C	6,00		6,00	GPC-5, PC-11, PC-15, PC-19, PC-5, UC-3, UC-5, UC-6
	Magolego		9,00	9,00		
1	All-university Pool MAGOLEGO Courses	E	9,00	9,00		GPC-3, PC-4, UC-1, UC-2, UC-3, UC-4
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-1, PC-8, UC-1, UC-2, UC-6

Curriculum agreed:

Academic Supervisor	Шамрай А.Г.	01.06.2022
Dean	SELIN A.A.	01.06.2022
Deputy Director	KUZMIN P.V.	01.06.2022
Head of Centre for Educational Model Design	LEPESHKIN I.A.	01.06.2022

* Subject type:

Compulsory course	C
Elective course	E