

Journalism

National Research Lobachevsky State University of Nizhni Novgorod (Lobachevsky University)

Degree or qualification is awarded: **Master's degree in Journalism**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **yes**

Price: **147 000 RUB per year**

Programme webpage at the university website: <http://www.fil.unn.ru/courses/zhurnalistika-magistratura/>

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Journalism is the profession that combines the art of the word, the art of communicating with people and creativity. Mass media of Nizhny Novgorod have rich history and traditions, they play an important role in the socio-political life of the city and the region. Graduates of the program hold key positions in the Nizhny Novgorod print and e-media, and also work as public relations specialists (press-secretaries, heads and employees of press services in the structures of state and municipal management, political parties and commercial organizations).

Students studying under the program in Journalism can choose a specialization according to their interest: TV journalism, radio journalism, periodicals.

Leading specialists of mass media are involved in the teaching process of specialized subjects of the program.

The key scientific interests of the academic department refer to the study of media as a civil society institution. Following the Master's degree program it is possible to study under a postgraduate program.

On the annual basis the Journalism Department holds scientific and practical seminars and conferences with participation of journalists, as well as competitions of regional mass media on current interconfessional and international problems, social mission of press in modern society, mass media language and other topics.

Specializations within this programme

International Journalism

The master's degree programme includes the study of the following disciplines: "Modern Mass Communication Theory", "Computer Technology in Journalism and Scientific Research", "Theory and Practice of International Relations", "Convergent Journalism and New Media", "Information Programming of Ethno-Confessional Processes", "Media Coverage of International Issues", "Image of Russia in Modern Information Space", "Cross-Cultural Communication", "Media Review", "Political Conflict", "Modern Foreign Mass Media".

An important part of this Master's degree programme is the study of foreign languages. In addition to the major language, master's degree students study the second foreign language (on the optional basis).

Graduating from the Master's degree program in "International Journalism" graduate students have knowledge necessary for professional activity in the sphere of international cooperation, information policy, intercultural communication.

Public Relations

The Master's degree programme includes the study of the following disciplines: "Methodology and Technology of Mass Media Studies", "Modern Mass Communication Theory", "Computer Technology in Journalism and Scientific Research", "PR in Internet", "Language and Style of Advertising", "Image of a Journalist", "Informational Programming of Ethno-Confessional Processes", "Political Advertising in the Communication Mass Media System", "Modern Media Text", "PR in the System of Mass Communications", "Consulting in PR", "PR Campaigns", "Communication Management", "Specifics of the Work of a Press Secretary", "Modern Media Systems", "PR in the System of Confessional Relations", "Mediaeconomics".

Graduating from the Master's degree programme in "Public Relations" students have knowledge necessary for professional activity in the sphere of integrated communications, PR and advertising.

Graduates can be employed in print and e- media, and work as public relations specialists (press-secretaries, heads and employees of press services in the structures of state and municipal management, political parties and commercial organizations) and advertising communications specialists.

Theory of Journalism

The Master's degree programme includes the study of the following disciplines: "Modern Mass Communication Theories", "Modern Mass Media Typology", "Methodology and Technology of Media Studies", "Computer Technology in Journalism", "Information Planning in the Ethno-Confessional Sphere", "Media Review", "Journalist and Politics", "Acute Problems of Modern Journalism", "Convergent Journalism", "Journalism as a Socio-Cultural Phenomenon", "Problems of Contemporaneity and Agenda in Mass Media", "Language and Style of Mass Media", "Ethics of Journalism".

Also the programme presupposes the participation of graduate students in the implementation of a number of major Russian and regional information projects and participation in creative competitions.

Popular Science Journalism

The aim of the program is to train highly qualified specialists in the sphere of popular science journalism. This sphere has been of interest recently, thus, modern mass media require personnel.

During the course students study the history of popular science journalism in Russia, gain knowledge about the forms and strategies of scientific topics coverage in contemporary periodicals, television, online media and analyze the role of public relations in the popularization of science. In addition, there are discussed specific subcategories of popular science journalism, the system of genres, peculiarities of literary editing of a popular science text. A special place in the development of this type of mass media is occupied by new media, thus during the course students search for new ways of effective scientific popularization through the Internet.

Global Environmental Challenges in Mass Media

The program combines traditional journalistic disciplines with applied courses in environmental issues, such as Ecoethics and Journalism, Public Relations in Ecology, Ecological Security in Mass Media. Students will study digital communications, learn how to promote ecological issues on TV, radio, and in social media. Graduates will be in high demand by Russian and international environmental protection agencies, environmental NGOs, public and private news outlets. Lobachevsky University is the only school in Russia that provides training in Ecological Journalism.