



# SCHOOL OF JOURNALISM & MASS COMMUNICATIONS



## PROGRAM MISSION

- To provide **advanced-level higher education** in the area of Russian media and communication within the context of the world media studies
- To share **unique first-hand knowledge** of the Russian media, PR and advertising markets, Russian social landscapes, traditions and current shapes of the Russian media&social practices
- To give **'double competency'** based on academic studies and practical training
- **To find common ground** and bridge Russian and international media environment

## FOR WHOM IS RUSSIAN MEDIA STUDIES?

- Future and current journalists, media managers, media researchers
- Those who want to speak the same language with Russian and international media communities
- Bachelor alumni of social sciences and humanities' faculties outside and within Russia

## CORE COMPETENCIES:

- Knowledge of the Russian media&communications markets and their peculiarities
- Journalistic skills (writing, narration, multimedia production, editing), PR skills (copywriting)
- Media analysis, media research and other academic competencies
- Basic knowledge on media production
- Understanding international contexts for Russian media&social landscapes

## MODULE STRUCTURE

Introduction to Journalism & Media Production  
 Media & Communication Training  
 Media & Communication Research  
 Russian Media Landscape in History and Today's Context  
 Social Landscapes in Russia  
 Languages & Intercultural Communication  
 Practices & Internships

## CORE COURSES INCLUDE:

Comparative Media Systems  
 Journalism in Global Context  
 History of Russia and Russian journalism  
 Media & Communication Theories  
 Methods of Media Research  
 Media Production  
 Russian Media Landscape  
 Convergent Media: Russian & Foreign Experience  
 Copywriting  
 Narrative Techniques  
 Intercultural Communication

## OPTIONAL COURSES INCLUDE:

Audience Studies  
 Media Management  
 Russian Regional Media  
 Russian Web 2.0 Media  
 New Media & Political Mobilization  
 Social & Societal Issues in Russia  
 News Writing  
 Feature Writing **and more...**

## HOW TO APPLY

Application for Master programs in St.Petersburg State University is conducted **online** via a centralized system called **Personal Account ('Lichny Cabinet')**.

**A Russian resident** applying for the Program should create a personal account and submit documents at:

<http://abiturient.spbu.ru/index.php/priem/lichnyj-kabinet>

**A non-Russian resident** should consult advanced information at:  
<http://abiturient.spbu.ru/index.php/russkij/admissions-of-foreign-citizens/admissions-of-foreign-citizens>

**Dates of admissions exam sessions** will fall within the following time slots:

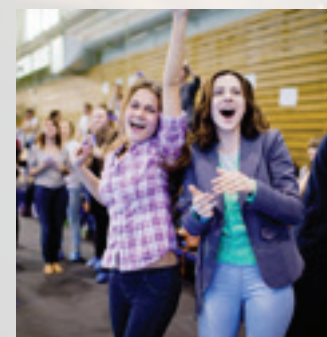
May 6 – 28, 2013; June 17 – 28, 2013

**List of necessary documents** demanded for application includes:

1. List of documents according to the Clause 10.9 in the Rules of Admissions of SPbSU (please see [http://abiturient.spbu.ru/images/dataBank/AllDoc/pravila/rule\\_of\\_case\\_2013.pdf](http://abiturient.spbu.ru/images/dataBank/AllDoc/pravila/rule_of_case_2013.pdf)) including a photograph, statement letter, previous education certificates (Bachelor-level diplomas or academic record documents), and personal credentials;
2. Academic&Professional Portfolio (for further information, please see the Program web page at [eng.jf.spbu.ru/russian\\_media\\_studies](http://eng.jf.spbu.ru/russian_media_studies)),
3. *For Russian citizens and citizens of the countries with title languages other than English only:* English language certificates (TOEFL, IELTS or equivalent documents - further information, please see the Program web page at [eng.jf.spbu.ru/russian\\_media\\_studies](http://eng.jf.spbu.ru/russian_media_studies)).

**Please note:**

**application procedures open March 1, 2013 already!**



Founded in 1946, the **School of Journalism and Mass Communication** is considered to be one of Russia's leading institutions for the education of journalists and specialists in PR and advertising. It includes two faculties (The Faculty of Journalism and The Faculty of Applied Communication), as well as preliminary and further journalist education institutions.

We teach journalism (print, TV, radio, multimedia), media design, photography, media technologies, PR in business and government, and advertising. Our approach is to provide academic excellence along with high-level practical training. Our facilities include TV and radio studios and channels, a monthly newspaper, a student news agency and a student PR-agency.



Our research focus is broad, as we have 12 specialized departments. Among the priority research areas we have mass media and democracy, media convergence, modern media technologies, building a country brand, media of the modern metropolis, and others.

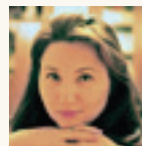
As internships in the industry are integral for any part of education at the School, we, thanks to long-established connections within the country media and to our Alumni Club, have a variety of best places for in-house and agency training for journalists, PR persons, and ad creators.

Our School offers plenty of opportunities for our students to socialize alongside their studies. To name just a few, this includes Comedy Club, Football Team, Volleyball Team, Chess Club, English and Italian Clubs. Our alumni play in the Highest League of the Russian version of Comedy Club; the School teams regularly win city and university championships.

## FOR ALL QUERIES, PLEASE CONTACT:

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### **SAINT PETERSBURG STATE UNIVERSITY,**

founded in 1724, is the oldest Russian university and one of the leading educational and research centers in the country. It is a full-spectrum university with a broad range of academic programs offered at 22 specialized faculties.

The University has established itself within the most trusted world university rankings and has over 200 partnerships with other universities in the world.



**Saint Petersburg State University  
School of Journalism and Mass Communications**

## RUSSIAN MEDIA STUDIES

*Both Russia- and world-oriented  
Master Program*



**First commercial English-language  
academic program in journalism  
in Russia**