

Division: *Institute of Media, Social Sciences and Humanities*

Academic programme: *42.03.02 Journalism, major in Multipurpose Journalism*

Mode of study: *full-time, part-time*

Programme length: *4 years (full-time), 5 years (part-time)*

Programme level: *Bachelor's degree*

Language of instruction: *Russian*

Programme description:

This programme was developed within the frameworks of project-based learning and is based on the University Airing in Transmedia, a cross-disciplinary television and radio project. Students obtain the knowledge required for working in digital mass media and information agencies.

Graduates have competences in the fields of modern digital media production, development and implementation of projects on social media, creation of multipurpose media products for various types of mass media, blogging and social media, television-, radio- and Internet journalism.

Upon the completion of their training, specialists can work as multipurpose journalists, analytics journalists, video bloggers, reporters, content managers, specialists on working on social media, or copy-writers.

We provide an opportunity to study under a Double Degree system, obtain an additional qualification and second major, such as Translator in the Field of Professional Communication, or study abroad under the academic mobility program. You can go into further studies to obtain a Master's degree (Master's degree programme 42.04.02 Journalism).

Main programme-specific classes:

- *New Media, Advertising, PR and Artificial Intelligence*
- *Theory and Practice of Multipurpose Journalism*
- *Practicum on Social Media*
- *Photo-, video- and audio blogging*
- *Digital Editing*
- *Desktop Publishing and Graphics in Mass Media*

Programme manager: *Liudmila P. Shesterkina, Doctor of Sciences (Philology), Associate Professor, Head of the Department of Journalism, Advertising and Public Relations, Deputy Director of the SUSU Institute of Media, Social Sciences and*

Humanities, member of the Board of the National Association of Mass Media Researchers, Vice-President of the Eurasian Academy of Television and Radio.