

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

**Academic programme:** *5.9.9 Media Communications and Journalism*

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

**Programme length:** *3 years*

**Programme level:** *postgraduate studies*

**Language of instruction:** *Russian*

**Programme description:** *This postgraduate programme 5.9.9. Media Communications and Journalism on training researchers and academic and teaching staff aims at building the complete educational cycle (Bachelor's degree studies – Master's degree studies – postgraduate studies) in communications majors (Media Communications, Journalism, Advertising and Public Relations) at South Ural State University (National Research University). Graduates of the postgraduate programme in Media Communications and Journalism become experts in the fields of journalism and mass communication, and can build their career in Russian or foreign news agencies or other media. Besides the skills of profession-related journalist activities, the programme graduates obtain the skills of self-directed research work and pedagogical activities in higher school institutions.*

*This academic programme implies the studying of the theoretical fundamentals and specialized issues of media communications and journalism in such fields as the theory of journalism and mass media; media; sociology of management; creative processes in journalism and media communications; transmedia journalism; research on media systems; neuromarketing technologies; digitalization of media communications.*

*Mastering the postgraduate programme 5.9.9 Media Communications and Journalism will help students gain the competences and skills required for conducting research and preparing academic texts based on the methodological and methodical solutions, most in-demand in the modern social science. Solving of up-to-date research problems, and broad and diverse training are an important advantage for the employment opportunities of graduates: both at academic and at various relevant organisations. The academic degree of a Candidate of Sciences is an additional advantage when applying for a top-management job. Research publications in leading peer-reviewed journals (obligatory for a thesis defence) help make a name for oneself in the profession-related and business world.*

***Main programme-specific classes:***

- *Major-specific discipline*
- *History and Philosophy of Science*
- *Foreign Language*
- *Practical training in pedagogy*

**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.*