

Academic discipline:
“Fundamentals of creating content for the media”

Code and name of specialty	6-05-0321-01 Journalism
Training course	1
Semester of training	2
Number of class hours:	34
Lecture	-
Seminar classes	-
Practical classes	-
Laboratory classes	34
Form of current assessment (<i>credit/differential credit/exam</i>)	<i>credit</i>
Number of credits	3
Competencies to be formed	To apply methods and techniques of journalistic creativity, genre varieties of journalistic text and features of working on materials of different genres for different types of media. Apply technologies for the creation and release of print and audiovisual media, the development, content and updating of websites of online publications.

Summary of the content of the academic discipline:

The discipline “Fundamentals of creating content for the media” gives the basic view on the content analysis and its application in various humanitarian fields. Content analysis is considered as one of the methods of determining the effectiveness of PR activities. The discipline introduces the procedure of content analysis and its types. The modern press is considered as a material for content analysis. The features of printed and electronic publications are noted. Text blogs, Instagram texts and responses are also considered as material for content analysis. Emoticons and reviews act as an object of content analysis. The study of the discipline is aimed at forming an idea of the methodology of content analysis as a research method in PR activities and the study of society.