



МИНОБРНАУКИ РОССИИ
федеральное государственное бюджетное образовательное учреждение
высшего образования
«ИРКУТСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ»
ФГБОУ ВО «ИГУ»

Кафедра европейских языков

УТВЕРЖДАЮ:

Директор МИЭЛ О. В. Архипкин

« 22 » апреля 2026 г.



Рабочая программа дисциплины

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|---------------------------|--|
| Наименование дисциплины | Б1.В.ДВ.01.01 Медиапроизводство / Media Production |
| Направление подготовки | 45.04.02 Лингвистика |
| Направленность подготовки | Проектирование цифрового лингвистического образовательного контента / Digital Linguistic Educational Content Design» |
| Квалификация выпускника – | магистр |
| Форма обучения | очная с применением электронного обучения, дистанционных образовательных технологий |

Согласовано с УМК МИЭЛ ИГУ:

Протокол № 3 от « 23 » марта 2026 г.

Председатель

Е. В. Крайнова

Рекомендовано кафедрой:

Протокол № 7 от «10» марта 2026 г.

Зав. кафедрой

И. С. Шильникова

Иркутск 2026 г.

Б1.В.ДВ.01.01 Медиапроизводство / Media Production

Discipline goal is to prepare learners for understanding and active participation in media production processes, as well as the formation of students' critical thinking skills and communication skills.

Discipline objectives:

- Teaching the fundamentals of media theory and media production processes.
- Developing skills to analyze mediators and identify facts and manipulation.
- Create media projects (from idea to implementation).
- Familiarize yourself with legal and ethical aspects of media activities

REQUIREMENTS FOR DISCIPLINE ACHIEVEMENT

The process of mastery of the discipline is aimed at forming competencies in accordance with Federal State Standard in this area of training 45.03.02 Linguistics

List of planned learning outcomes by discipline correlated with indicators of achievement

| Competence | Indicators of achievement | Discipline outcomes |
|---|--|--|
| ПК-2 Is able to develop educational and methodological support of the learning process, including programs for the development of the educational organization in order to create a safe and comfortable educational environment | ИДК_{ПК2.1} Proficient in forms and methods of teaching, including those that go beyond training sessions: project activities, out-of-class events | ИДК_{ПК2.1} Know: the main modern forms and methods of teaching. Be able to: choose the necessary forms and methods of training according to the level of learning. Master: the basic forms and methods necessary for project activities in a professional and academic environment. |
| | ИДК_{ПК2.2} Develops and applies modern psychological-pedagogical technologies based on knowledge of the laws of personality development and behavior in real and virtual environments | ИДК_{ПК2.1} Know: basic psychological and pedagogical technologies, taking into account the age characteristics of students. Be able to: apply in the professional sphere the laws of identity and conduct in a virtual environment. Master: the skills of developing modern psychological and pedagogical technologies. |

| | | |
|--|--|--|
| <p>ПК-3 Demonstrates a strong command of ICT competencies</p> | <p>ИДК_{ПК3.1} Uses ICT to organize the educational process, communication and documentation</p> <p>ИДК_{ПК3.2} Possesses specialized software and digital resources according to the subject being taught</p> | <p>ИДК_{ПК3.1}. Know: ICT to organize the calling process. Be able to: use ICT to structure communication and documentation. Master: ICT technologies in education.</p> <p>ИДК_{ПК3.2} Know: Specialized Software and Digital Resources. Be able to: Apply in practice IT software and digital resources for the subject being taught. Master: specialized software and digital resources.</p> |
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CONTENT AND STRUCTURE OF THE DISCIPLINE

This discipline consists of 4 credit unit, or 144 hours.

Of these, 16 hours are taught using e-learning and distance learning technologies.

Of these, 22 hours are practical training.

Midterm assessment form: credit the 3rd term

Discipline content, structured by topic, indicating the types of classes and the number of academic hours allocated to them

| № | Section of the discipline / topic | term | Total number of academic hours | Practical training (in hours) | Types of studies, Including student's independent work, classroom hours and studies intensity (in academic hours) | | | Student's independent work | Forms of ongoing progress monitoring; midterm assessment form (by semester) |
|----------|--|----------|--------------------------------|----------------------------------|---|----------------------|---------------|-------------------------------|--|
| | | | | | Contact work between the lecturer and the student | | | | |
| | | | | | Lectures | Classroom studies | Consultations | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | Fundamentals of Media | 3 | 24 | 3 | | 4 | | 20 | oral questioning |
| 2 | Digital platforms and media technologies | 3 | 24 | 3 | | 4 | | 20 | oral questioning |
| 3. | Audience and its significance for media. | 3 | 24 | 3 | | 4 | | 20 | oral questioning |

| | | | | | | | | | |
|----|--|---|------------|-----------|--|-----------|--|------------|------------------|
| 4. | Artificial intelligence (AI) in media. | 3 | 24 | 3 | | 4 | | 20 | oral questioning |
| 5. | Technological processes of media production. | 3 | 24 | 3 | | 4 | | 20 | oral questioning |
| 6. | Safety and ethics in digital media production. | 3 | 16 | 3 | | 2 | | 14 | oral questioning |
| | Total number of academic hours: 144 | | 136 | 18 | | 22 | | 114 | |

Content of the course material

1. Fundamentals of Media

Familiarity with fundamental concepts of media communications and consideration of the role of temporary technologies in media production. Analysis of changes in media technology, from digital methods to the latest digital formats. Review of the evolution of media professions, including new specialization arising from technological advances. Understanding and familiarity with modern printing techniques, as opposed to traditional approaches. Mastering the techniques of creating and printing materials, including especially printing. Consider the technical aspects of recording and broadcasting, key technologies and their application in the industry. Analysis of the stages of video content creation, including planning, shooting and post-production. Study of video content creation features for social media, streaming services and messengers. Discussion of different roles within the media channel, including tasks and responsibilities for each stakeholder.

2. Digital platforms and media technologies

Acquaintance with modern digital platforms and new media that will reform the landscape of modern communications. The study of key trends and innovations, which open up new opportunities for audience interaction with content. Consider the evolution of digital platforms, from early web sites to multifunctional platforms and social networks, highlighting their role in pushing media space boundaries. Special attention is paid to the use of messengers as effective tools for media production. Discussion of the integration of print and electronic media into the structures of co-temporal media holdings.

3. Audience and its significance for media

Study of demographic and psychographic characteristics of the audience to better understand their needs and media content preferences. Review of various quantitative and qualitative audience assessment methods, including data analysis and surveys, to measure the effectiveness of media products. Comparing audiences of traditional and digital media lathes to identify unique trends and preferences specific to each plate form. Consider various strategies and techniques for promoting content, including SEO, content marketing and social media, to enhance engagement and audit loyalty.

4. Artificial intelligence (AI) in media.

Exploring the potential of artificial intelligence in media content creation, including A-to-T text writing, image generation and video, and its impact on creative processes in the media industry. Consider the legal aspects of AI use in media production, including copyright issues for and liability for content created with AI. Analysis of the latest media technologies such as digital chips and robotic news generation, their potential impact on credibility and ethical norms in journalism. Discussion of methods of data journalism, which uses data and analytical tools to create deep and detailed reporting, improving audience awareness and engagement. Explore ways to use databases to improve the quality and relevance of media content, including personalization and audience targeting. Work with open data to create media projects, including data analysis, visualization and storytelling based on data.

5. Technological processes of media production

Learning techniques for effective text writing for various media formats, including articles, blogs and scripts, as well as deepening in the mastery of different writing styles and content structuring. Training in the process of recording, editing and mixing audio, as well as using a variety of hardware and software to create audio material such as podcasts and radio broadcasts. Consideration of the stages of video creation, including pre-production preparation, shooting, editing and post-production with an accent on the importance of the idea, script. Study of technical and creative aspects of photography, including camera work, image composition and post-processing, as well as the application of various genres of photography in media. Training in creating animations and integrating animation into multimedia projects. Develop graphic design skills to create visual elements and study the im-


part of the visual element on the perception of content. Development of interactive media formats, including interactive maps and time-lines, using modern tools and methods for creating interactive elements. Analysis of the Longrids and exploration of how to integrate text, images, video, and interactive elements to create deep and engaging stories.

6. Safety and ethics in digital media production

Study how companies collect, store and use personal data, with a focus on developing strategies to protect users' privacy. Review current data protection practices and legal requirements for processing personal information. Overview of legal frameworks that regulate the media industry. Study of copyright, licensing and responsibility for distribution. Analysis of ethical dilemmas and challenges faced by content creators, including bias and information manipulation, highlighting the importance of upholding ethical standards in creating and disseminating media. Explore the technologies and techniques needed to protect digital information from unauthorized access and cyber attacks. Training in cybersecurity, with a special focus on personal data protection.

Preparation and delivery of the final presentation, where participants demonstrate their projects developed from knowledge and skills acquired during the course.

Разработчик:


(подпись)

зав. кафедрой европейских языков
(занимаемая должность)

И. С. Шильникова
(Ф.И.О.)

Программа составлена в соответствии с требованиями ФГОС ВО по направлению и направленности подготовки 45.04.02 Лингвистика «Проектирование цифрового лингвистического образовательного контента / Digital Linguistic Educational Content Design».

Программа рассмотрена на заседании кафедры европейских языков « 10 » марта 2026 г. Протокол № 7.

Зав. кафедрой  И. С. Шильникова

Настоящая программа не может быть воспроизведена ни в какой форме без предварительного письменного разрешения кафедры–разработчика программы.