

Russian Writing for Media

Course #: MDIA 2075

Course Description

The course is designed to develop the students' abilities to create journalistic materials in Russian for the Russian-language media in Central Asia and Russian Federation. The course will introduce students to the features of the media discourse of the Russian media: genres, formats, types of publications, language features and style. During the course, students will study the history of the formation of the Russian media and publicist style, learn to write news and journalistic texts, create a script for radio or television broadcasts in Russian, and prepare a multimedia story for Russian-language online publication. Particular attention is paid to working with the language, style and composition of texts. Themes of the assignments have been selected in such a way that students get an idea of current social issues discussed in the Russian-language media and expand their knowledge in the fields of history, culture and politics. All of the above is designed to help students learn how to write professionally for modern Russian-language media.

Course Learning Outcomes

Upon the completion of this course, students will be able to:

- Explain how the tasks and language of mass media changed in the Soviet era and after perestroika in Russia and Central Asia;
- Identify ideological discourse, manipulation and other modern tendencies in Russian rhetoric;
- Analyze the style, norms and features of the language of mass media;
- Determine and correctly use official and informal, expressive and neutral speech depending on the topic, audience, text genre and publication format;
- Assess and express one's opinion in written public speech as well as select and integrate quotations, direct and indirect speech in the text of the publication;
- Create journalistic materials in different genres and formats: information message (hard and soft news), commentary, news radio or television broadcast (info message, reportage), multimedia article, and printed material based on a transcript;
- Edit one's own and others' texts using one's skills in grammar, style and pronunciation.

Course Assessment and Grading

Item	Weight
Write an informative message (hard news) based on the extended text on a particular event (150-200 words).	10 %

Write an informative message (soft news) taking as a basis and expanding a previously written piece on hard news (400-500 words).	10 %
Write a commentary (a column) for any selected news item (400-500 words).	20%
Write a small radio script devoted to one of the recent events in the city or country, and create a podcast based on it (in the reportage genre).	20%
Write an essay based on the critical analysis of a printed material considering its topic, structure, expressiveness, language use, etc.	20%
Complete six tasks with questions on the topic every two weeks (Weeks # 2, 4, 6, 11, 13, and 15) to demonstrate how well the reading material has been comprehended.	20%