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|  |  | **Summer School** |  |
|  |  | **Media in the modern world:  traditions and challenges of the digital era** |  |
|  |  | **PROGRAM SYLLABUS** |  |
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|  | ● | Our «Media in the modern world» School offers aspiring journalists a great chance to develop skills needed to advance in the field of media. You can broaden the horizons and gain brand-new knowledge that can be used for solving challenges ahead of you, learn about new communication strategies and increase your level of  media literacy.  The emphasis is placed on the practical aspect of journalistic craft:  extensive research into journalism that helps form according to the students’ proficiency |  |
| **Objectives** |  | level; |  |
| ● | interactive teaching methods games, discussions, thematic projects; |  |
|  | ● | visiting companies that are considered mainstays of the digital content industry; |  |
|  | ● | an exciting cultural program and a creative environment. |  |
|  | This Summer School is ideal for everyone who is looking to enjoy international studies experience in a reputable | |  |
|  | Russian university, learning fundamentals of journalism, and visiting the Heartland of European Russia for a | |  |
|  | short period in summer (July 11 – Aug 1). | |  |
| **Medium of** | Russian (basic/pre-intermediate/intermediate/advanced depending on students’ proficiency level) | |  |
| **Instruction** |  |  |  |
| **Venue of** | Nizhny Novgorod (Russia) Lobachevsky University  Introduction – Main Campus (📌Gagarina Avenue, 23)  Study – Institute of Philology and Journalism (📌Bolshaya Pokrovskaya, 37) | |  |
| **Instruction** |  |  |  |
|  | This program does not require any background in Russian language or history, politics & culture of Russia. | |  |
|  | The Summer School participants: | |  |
| **Entry** | ● Should conform to our Age Policy (18 year olds and above). | |  |
| ● | Should be able to fulfil the basic requirements of the program in terms of application & visa documents, fees, |  |
| **Pre-requisite** |  | attendance at lessons, accommodation, meals and extracurricular events. Please, contact our International |  |
| **s** |  | Admission Office for more detailed information. |  |
|  | ● Should have no health complications that prevent one from studying abroad – if you are unsure whether your health status is suitable for this program, please, contact our International Admission Office, and they will assist you. | |  |
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|  | In completing the program, this Summer School participants will: | |  |
| **Program outcomes** |  | * Master the trades of newswriting, broadcast reporting, television and radio production, content-making for social media along with many other essential skills that are of great help to a journalist who wants to make it in the media industry. |  |
|  |  | * Witness the art of content creation in action. * Hear inspiring speeches from motivational speakers. |  |
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|  |  | * See the most interesting places of interest in the magnificent city of Nizhny Novgorod and fascinating regional sights. |  |
|  |  | * Make friends with the like-minded. |  |
|  | Media in the modern world School Program includes 36 academic hours per week, and the following lectures (taught in | |  |
|  | Russian) that cover a huge number of topics such as: | |  |
|  | - Modern theories of mass communication. Analytical review | |  |
|  | - Toleration in mass media | |  |
|  | - Psychological aspect of TV-advertisements | |  |
| **Program** | - Content for social media: how to write selling texts | |  |
| - Video game journalism in the modern Russian information space | |  |
| **Overview** | - Strategies of conflict resolution and many others. | |  |
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|  | In the morning – Classes | |  |
|  | Midday – Lunch break | |  |
|  | Afternoon – Excursions / social activities / festivities | |  |
|  | Late afternoon - Spare time | |  |
|  | We offer a wide range of social activities, including excursions and social gatherings (these activities might vary). | |  |
| **Social** | Participants will do a tour of Nizhny Novgorod, travel by cable car, and enjoy a tour around the Christmas Toy Museum. | |  |
| You will also visit the Museum of Wooden Architecture, the History Museum of GAZ car plant and a planetarium. You | |  |
| **Program** | will take a walk along the River Volga and visit Gorodets, Crafts Fair. In order to figure out what the intriguing intricacies of content production and content marketing are, all participants will visit branch offices of companies that are involved in the field of media such as VKontakte, VGTRK, RT and many others. | |  |
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|  | Some social activities are free while others are subject to a fee. | | |  |
|  | You will have many opportunities to spend your leisure time in the City of Nizhni Novgorod, located in the very heart of | | |  |
|  | the country. You can travel to Gorodets, a picturesque town that is known as the oldest in The Volga Region, and Bolshoe Boldino – where a large Russian literary museum of Pushkin, the greatest Russian poet is located. You can also visit Diveyevo – the largest center of religious pilgrimage. | | |  |
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|  | Nizhni Novgorod also hosts many summer festivals, fairs, concerts. Don’t miss out on that! | | |  |
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| **Certificate** | Within the framework of the Summer School, all participants will get a Summer School Certificate. | | |  |
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| **ECTS credits** | This Summer School gives 3 credits. | | |  |
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| **Program** | <http://mediaschool.unn.ru/> | | |  |
| **website** |  |  |  |  |
| **Program** | Nicolai Pershing | | |  |
| **Coordinator** | Assistant Director for international affairs at the Institute of philology and journalism | | |  |
| **e-mail** | [nicoperishing32619@gmail.com](mailto:nicoperishing32619@gmail.com) | | |  |
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