Theory and Economics of Digital Media

Far Eastern Federal University

Degree or qualification is awarded: **Master**

Language of study: **Russian**
Mode of study: **full-time**
Duration: **2 years**
Availability of free education: **yes**
Price: **265 000 rubles per year**

Programme webpage at the university website:
https://www.dvfu.ru/upload/medialibrary/a5c/qpyws9s2se7wz2lkcz4bd4kpna5o7l8r/%D0%9F%D0%B0%D1%81%D0%BF%D0%BE%D1%80%D1%82%20%D0%9E%D0%9F%2042.04.02.pdf

Programme curator: **Vlasov Gleb**
Tel.: **8(423)265-24-24 ext.2684**
E-mail: interadmission@dvfu.ru

The educational program is aimed at acquiring the following competencies: understanding at an in-depth level of historical originality, national specifics, economic structure, legal field, the main trends and problems of the development of the media industry in the digital era; understanding the historical features of the development of advertising markets in different countries and the features of their modern functioning, taking into account the tasks of the main subjects: advertisers, advertising manufacturers, advertising distributors and other market participants serving the advertising industry (media meters, production companies, media sellers); be able to analyze the transformation of modern advertising markets in a digital environment based on technological features, cross-country differences in market characteristics and legal regulation of advertising and media.

Key disciplines of the program:

Digital media industries, Models of advertising markets in the conditions of digitalization, Sociology of digital media, Modern media planning, Concepts of media economy, Finance of media enterprise, Management of media enterprise.

Partners involved in the implementation of the program:

Faculty of Journalism of Lomonosov Moscow State University; Faculty of Journalism of Voronezh State University; Institute "Higher School of Journalism and Mass Communications" of St. Petersburg State University; Union of Journalists of Russia.

Specializations within this programme