**The name of the academic discipline:**

**“Fundamentals of Web Content Creation”**

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| **Specialty code and name** | 6-05-0321-01 Journalism  |
| **Year of study** | 2 |
| **Semester of study** | 3  |
| **Number of in-class academic hours:** | 36 |
| **Lectures****Seminar classes** **Practical classes****Laboratory classes** | - |
| - |
| - |
| 36 |
| **Form of the current assessment (*credit/ graded credit /exam*)** | credit |
| **Number of credit points** | 3 |
| **Competences** | As a result of studying the discipline, the student should have the following competencies: UC-6. Show initiative and adapt to changes in professional activity. BPC-7. Apply methods and techniques of journalistic creativity, genre varieties of journalistic text and features of working on materials of different genres for various types of media. BPC-8. Apply technologies for creating and publishing printed, audiovisual media, developing, filling and updating websites of online publications. |
| **Summary of the academic discipline:**The discipline "Fundamentals of Web Content Creation" is a comprehensive course covering a wide range of skills and knowledge required for effective work in the field of online journalism and digital media. It combines the theoretical foundations of web writing with the practical aspects of creating and managing various types of content on the Internet. Particular attention is paid to adapting traditional journalistic skills to the requirements of the digital environment, including text structuring, search engine optimization and integration of multimedia elements. The course also focuses on modern trends in online media, such as the creation of multimedia longreads, podcasts and content for social networks. Important aspects of the course include studying web analytics tools, developing content strategies and considering ethical issues in the context of digital journalism. This comprehensive approach allows students to gain comprehensive knowledge and skills necessary for successful work in the dynamically developing field of digital media. |