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**The Federal state autonomous educational institution of higher  
education «Peoples' Friendship University of Russia»**

**Faculty of Philology**

(наименование основного учебного подразделения (ОУП)-разработчика ОП ВО)

## **PROGRAM OF DISCIPLINE**

**Propaganda in mass media**

(Name of the Discipline / Module)

**Recommended for the direction of training / specialty:**

**42.04.02 Journalism**

(Code and Name of the field of study, direction of training / specialty)

**The discipline is carried out within the framework of the main professional  
educational program of higher education (EP HE):**

**Global and Digital Media**

(Name of the educational program)

**2022 г.**

## 1. OBJECTIVE OF THE DISCIPLINE

The goal of the discipline is to provide students with theoretical and practical knowledge of propaganda and its usage in mass media.

The main objectives are:

- mastery of basic concepts and terminology of propaganda;
- learning of historical points of propaganda (with a special focus on propaganda in the 1930s the U.S.S.R. and the U.S.A.);
- learning different types of propaganda and being able to spot/identify and differ them;
- awareness of propaganda in today's society;
- development of ability to detect and analyze methods and ways of propaganda;
- learning of usage of propaganda in the context of mass media and mass communication;
- development of critical thinking.

## 2. REQUIREMENTS TO STUDENTS ON FINISHING THE COURSE

Students are expected to master the following competencies:

*Table 2.1. The list of competencies formed in the mastering of the discipline (the results of the discipline)*

Code	Competence	Indicators of competence achievement (within the discipline)
UC-1	Able to critically analyze problem situations on the basis of a systematic approach, to develop a strategy of action	UC-1.1 Knows types, methods, and concepts of critical analysis
		UC-1.2 Can apply types, methods, and concepts of critical analysis to develop a plan of action in problematic situations
		UC-1.3 Knows the basic principles that define the purpose and strategy for dealing with complex situations
UC-4	Able to use modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	UC-4.1. Knows the basic principles and rules of business, academic and professional ethics; basic means of information and communication technology
		UC-4.2 Can present scientific and professional information in Russian and foreign (-s) languages intelligently, clearly and accessible in written and/or oral form; create texts of official and scientific style of speech in Russian and foreign (-s) languages when presenting professional issues; edit and proofread official, scientific and professional texts in Russian and foreign (-s) languages; use modern information and communication technologies for academic and professional interaction
		UC-4.3 Knows the skills of effective oral and written communication in the process of

Code	Competence	Indicators of competence achievement (within the discipline)
		academic and professional interaction in Russian and foreign language(s), including the use of modern information and communication technologies
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	UC-5.1 Knows the basic concepts, interpretations, and components of the concepts of "culture" and "intercultural communication"
		UC-5.2 Can communicate and create official business, scientific and professional texts, taking into account the civilizational, national, ethnocultural and confessional characteristics of the audience / interlocutor / opponent
		UC-5.3 Has skills and techniques for effective intercultural communication based on knowledge of the diversity of cultures

### 3. THE DISCIPLINE (MODULE) IN THE STRUCTURE OF EP HE

The discipline “Propaganda in mass media” belongs to the Part formed by participants of educational relations of Block 1 of the curriculum. Table 1 shows preceding and subsequent subjects aimed at forming competence discipline in accordance with the matrix of competencies.

*Table 3.1. The list of components of the EP HE, contributing to the achievement of the planned results of the discipline*

Code	Name of competence	Previous discipline	Subsequent disciplines
UC-1	Able to critically analyze problem situations on the basis of a systematic approach, to develop a strategy of action	Modern media systems / Современные медиасистемы Modern mass communication theories / Современные теории массовой коммуникации PR and media relations / PR и медиарелейшенз Mass media sociology / Социология СМИ Image of a country / Имидж государства	Research practice / Научно-исследовательская практика
UC-4	Able to use modern communication technologies in the state language of the Russian Federation and foreign	Modern media text / Современный медиатекст	Research practice / Научно-

Code	Name of competence	Previous discipline	Subsequent disciplines
	language(s) for academic and professional interaction	PR and media relations / PR и медиарелейшенз Stereotypes in international journalism / Стереотипы в международной журналистике	исследовательская практика
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	Modern media systems / Современные медиасистемы Modern mass communication theories / Современные теории массовой коммуникации	Research practice / Научно-исследовательская практика

#### 4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is **3** credits.

*Table 4.1. Types of educational work by periods of study of the EP HE for the full-time mode of study*

Type of activity	TOTAL, ac. hours	Semester (s)			
		1	2	3	4
<i>Classroom activities, ac. hours</i>	34			17	
Including:					
Lectures	17			17	
Laboratory activities					
<i>Practical lessons/Seminars</i>	17			17	
<i>Independent work, ac. hours</i>	35			35	
<i>Control, ac. hours</i>	3			3	
<b>Overall workload</b>	ac. hours	108		108	
	credits	3		3	

#### 5. CONTENT OF THE DISCIPLINE

*Table 5.1 Content of the discipline (module) by type of activity*

Name of the Unit	Content of the Units (topics)	Type of activity
<b>Unit 1: The History of Soviet and American Propaganda and Persuasion. The Birth of the Soviet Propaganda State (1917-1929).</b>	Topic 1: The Soviet concept of propaganda. The October Revolution of 1917. The Bolshevik press and agitation. The political use of books, films and posters. Vladimir Lenin and Josef Stalin and their roles in Soviet propaganda. Topic 2: The American history related to propaganda. The KKK (the Ku Klux Klan) and racial problems. Prohibition and the American gangsters (1920-1933).	Lectures, Seminars, Individual work

Name of the Unit	Content of the Units (topics)	Type of activity
<b>The American History Related to Propaganda. Concepts of Propaganda at International Scale and Modern Propaganda.</b>	The Jazz Age in the USA. In October 1929, the Wall Street Crash occurred. Its impact was felt worldwide. Topic 3: Why propaganda is still alive? Examples of propaganda in various countries at different historical periods and modern age. Is propaganda should always be about politics?	
<b>Unit 2: Propaganda: the Formation of Men's attitudes.</b>	Topic 1: The characteristics and categories of propaganda. Political propaganda. Sociological propaganda. Topic 2: Propaganda of agitation. Propaganda of integration. Vertical and horizontal propaganda. Rational and irrational propaganda. Topic 3: Psychological methods and techniques of persuasion and manipulation.	Lectures, Seminars, Individual work
<b>Unit 3: Film Propaganda: U.S.S.R. – U.S.A. in the 1930s.</b>	Topic 1: Soviet films and propaganda in the 1930s. For example, Gregory Aleksandrov comedies (“Circus” and/or others) through the viewpoint of propaganda. Topic 2: American films and propaganda in the 1930s. Propagandistic methods and techniques. Topic 3: Film analysis, for example, American Ernst Lubich film “Ninotchka” and/or other movies through the viewpoint of propaganda.	Lectures, Seminars, Individual work

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

The discipline is implemented using e-learning and distance learning technologies

*Table 6.1. Material and technical support of the discipline*

Type of classroom	Classroom equipment	Specialized educational/laboratory equipment, software and materials for the mastering of the discipline (if necessary)
Class	A classroom is equipped with a computer, TV VCR and a transparency projector. CD players and DVD players are available upon request.	

*\* The classroom for students' independent work **MUST be indicated!***

## 7. EDUCATIONAL AND METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

*Main readings*

- Devito J. (2009). Human Communication. The Basic Course. New York: Pearson Education.

2. Hofstede G. G. J. Hofstede and Michael M. (2010) *Cultures and Organizations: Software for the Mind*. 3rd ed. New York NY: McGraw-Hill.  
<http://bookre.org/reader?file=1408174>

*Other recommended readings*

1. Chomsky Noam (2002). *Media Control: The Spectacular Achievements of Propaganda*. Seven Stories Press, U.S.; New edition edition, 112 p.
2. Jowett, G., O'Donnell, V. (2006). *Propaganda and Persuasion*. – 4th edition. London, New Delhi: Sage Publications.
3. Ellul, J. (1973). *Propaganda The Formation of Men's Attitudes*. New York: Vintage Books, a Division of Random House.
4. Kenez, P. (1985). *The Birth of the Propaganda State Soviet Methods of Mass Mobilization 1917 – 1929*. London, New York: Cambridge University Press.
5. Patterson, T., McClure, R. (1976). *The Unseeing Eye*. New York: Putnam.
6. Theaker A. (2008) *The Public Relations Handbook*. – 3d edition. London, New York: Routledge Taylor & Francis Group.
7. Welch David (2013). *Propaganda: Power and Persuasion*. The British Library Publishing Division. London, 216 p.
8. *Propaganda: Power and Persuasion*. 17 May 17 September 2013. Exhibition Guide. The British Library, London.

*Web-sites and online resources*

- Austin, Erica Weintraub. *Strategic public relations management: planning and managing effective communication programs* / Erica Weintraub Austin, Bruce E. Pinkleton.— 2nd ed. <https://www.pdfdrive.com/strategic-public-relations-management-e8021803.html>
- *Understanding Media and Culture: An Introduction to Mass Communication* <https://open.lib.umn.edu/mediaandculture/>
- Hampden-Turner C. & Trompenaars F. Articles available online at <http://www.7d-culture.nl/index1.html>.
- WorldWork Ltd. London. Available at: <http://www.worldwork.biz/legacy/www/docs3/competencies.html>.
- Professor George P. Lakoff's website with the links to his publications <https://georgelakoff.com/writings/>

1. Databases and search systems:
  - The Stanford Encyclopedia of Philosophy <https://plato.stanford.edu/>

*Teaching materials for students' independent work while mastering the discipline/module\*:*

1. A course of lectures on the discipline.
2. Practical assignments and their brief contents;
3. Questions for self-check, test assignments.

\* - all educational and methodical materials for students' independent work are published in accordance with the current order on the page of the discipline in TUIS!

**8. GRADING MATERIALS AND GRADING-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMED IN THE DISCIPLINE**

The grading materials and grading-rating system\* for assessing the level of competence (part of competences) for the discipline are presented in the Appendix to this Working program of the discipline.

\* - are formed on the basis of the requirements of the corresponding local normative act of RUDN University.

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