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**Federal State Autonomous Educational Institution of Higher Education**  
**PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA**  
**RUDN University**

### **Faculty of Philology**

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educational division (faculty/institute/academy) as higher education programme developer

## **COURSE SYLLABUS**

**Modern mass communication theories**

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course title

**Recommended by the Didactic Council for the Education Field of:**

**42.04.02 Journalism**

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field of studies / speciality code and title

**The course instruction is implemented within the professional education programme of higher education:**

**Global and Digital Media**

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higher education programme profile/specialisation title

**2023**

## 1. OBJECTIVE OF THE DISCIPLINE

The main goal of this course is to provide and equip students with the main modern theories of mass communication.

The main objectives are:

- to introduce the subject of theories of mass communication as the academic discipline and as the basis of professional practice;
- to providing theoretical knowledge of basic concepts and terminology of the subject;
- to study theoretical approaches, models and definitions of the concepts ‘scientific theory’, ‘communication, ‘mass communication’;
- to present leading trends and concepts in the framework of information society theories;
- to present and discuss new trends in mass communication research.

## 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
GPC-5	Able to make professional decisions to analyze current trends in the development of media and communication systems in the region, country and world, based on the political and economic mechanisms of their functioning, legal and ethical standards of regulation	GPC-5.1 Identifies the features of political, development of media and communication systems in the region, country and the world, based on the political and economic mechanisms of their functioning, legal and ethical norms regulating the development of various media and communication systems at the global, national and regional levels
		GPC-5.2 Models individual and collective professional journalistic actions depending on the conditions of a particular media communication system

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

The discipline “Modern Mass Communication Theories” belongs to the Variative Module 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		Methodology and methods of media research / Методология и методика медиаисследований Mass media sociology / Социология СМИ Image of a country / Имидж государства Modern media systems / Современные медиасистемы
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		Modern media text / Современный медиатекст Stereotypes in international journalism /

Code	Name of competence	Previous discipline	Subsequent disciplines
			Стереотипы в международной журналистике Propaganda in mass media / Пропаганда в СМИ
GPC-5	Able to make professional decisions to analyze current trends in the development of media and communication systems in the region, country and world, based on the political and economic mechanisms of their functioning, legal and ethical standards of regulation		Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ, Mass media legal regulations / Правовое регулирование СМИ Modern media systems / Современные медиасистемы

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

The overall workload of the discipline is 2 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	34			
Including:					
Lectures	17	17			
Laboratory activities					
<i>Practical lessons/Seminars</i>	17	17			
<i>Independent work, ac. hours</i>	29	29			
<i>Control, ac. hours</i>	9	9			
<b>Overall workload</b>	ac. hours	72	72		
	credits	2	2		

#### 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
Unit 1. An Introduction to Mass Communication Theories	Introduction to the course. Cultural factor in mass communication. Mass Communication: a brief introduction to different models and approaches.	Lectures, Seminars, Individual work
Unit 2. Classical Theories of Mass Communication	Normative theories: The Authoritarian, Libertarian or Free Press Theory, Social Responsibility Theory, Soviet Media/Communist Theory.	Lectures, Seminars,

Name of the Unit	Content of the Units (topics)	Type of activity
	The Magic Bullet or Hypodermic Needle Theory Gate Keeping Theory Agenda Setting Theory The Spiral of Silence Theory.	Individual work
Unit 3. Psychological approach to mass communication theories	Media Dependency Theory. Cultivation Theory.	Lectures, Seminars, Individual work
Unit 4. New trends in mass communication theories	The concept of media framing. Conclusion and discussion.	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	Computer, desks, chairs	Computer and projector

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

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

### *Main readings*

1. Singer, J. (2016). Transmission Creep: Media Effects Theories and Journalism Studies in a Digital Era. *Journalism Studies*, 19(2), pp. 209-226. doi: 10.1080/1461670X.2016.1186498. <http://openaccess.city.ac.uk/14728/1/TransmissionCreep.pdf>
2. Toffler A. (1980) *The Third Wave*. N.Y.: Bantam. [https://archive.org/stream/TheThirdWave-TOFFLER/The-Third-Wave\\_-\\_Toffler\\_djvu.txt](https://archive.org/stream/TheThirdWave-TOFFLER/The-Third-Wave_-_Toffler_djvu.txt)
3. Webster F. *Theories of the Information Society*. L.: Routledge, 2002. <http://www.kultx.cz/wp-content/uploads/theories-of-the-information-society-by-frank-webster.pdf>

### *Other recommended readings*

1. McQuail D. (2010) *Mass Communication Theory* London – N.Y.: SAGE/ [http://www.bou.ac.ir/portal/file/?171392/Mass.Communication.Theory.6th.Edition-\(McQuails\)-.pdf](http://www.bou.ac.ir/portal/file/?171392/Mass.Communication.Theory.6th.Edition-(McQuails)-.pdf)

### *Web-sites and online resources*

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:

- 2. Databases and search systems:
  - Omolola Oluwasola. The Normative Theories of the Press in the Digital Age: A Need for Revision. January 2020. SSRN Electronic Journal. DOI: 10.2139/ssrn.3678282
  - The Spiral of Silence Theory. <https://noelle-neumann.de/scientific-work/spiral-of-silence/>
  - Cultivation Theory. By Ayesha Perera, published May 26, 2021. <https://www.simplypsychology.org/cultivation-theory.html#:~:text=Cultivation%20theory%20holds%20that%20long,to%20television's%20depiction%20of%20reality.>
  - Media Dependency Theory. <https://www.britannica.com/topic/media-dependency-theory>

*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.

### **AUTHOR OF THE PROGRAM:**

**PhD in Philology, Associate Professor of the Mass Communication Department**

Position, Department



Signature

**Bella A. Bulgarova**

Full Name

### **HEAD OF THE DEPARTMENT:**

**Mass Communication Department**

Name of the Department



Signature

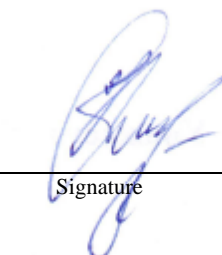
**Victor V. Barabash**

Full Name

### **HEAD OF THE PROGRAM:**

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Signature

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