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

Modern media systems

(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):

Applied International Journalism

(Name of the educational program)

2022 г.

1. OBJECTIVE OF THE DISCIPLINE

The main goal of this course is to help the students to form a systematic approach to the Modern Mass Media processes and their interaction with today's cultural space and politico-economic condition.

The main objectives are:
- to give the students a clear view of the modern Mass Media systems in their variety, their basic characteristics, connections and functions;
- to help the students develop an understanding of the modern Mass Media development process, their evolution and perspectives, essential problems and controversial issues.;
- to provide the students with the necessary background and criteria of analysis for researching and comparing modern Mass Media systems.

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
GPC-2	Able to analyze the main trends in the development of public and state institutions for their diverse coverage in created media texts and/or media products, and/or communication products	GPC-2.1 Identifies cause-and-effect relationships in the problems of interaction between public and state institutions
		GPC-2.2 Observes the principle of impartiality and balance of interests in the journalistic texts and (or) products created when covering the activities of public and state institutions
GPC-3	Able to analyze the diversity of achievements of domestic and world culture in the process of creating media texts and/or media products and/or communication products	GPC-3.1 Knows the stages and trends of the domestic and global cultural process
		GPC-3.2 Demonstrates diverse erudition in the field of national and world culture in the created journalistic texts and (or) products

Code	Competence	Indicators of competence achievement (within the discipline)
GPC-5	Able to make professional decisions to analyze current trends in the 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 standards of regulation	GPC-5.1 Identifies the peculiarities of political, regional, national and global media and communication systems development, based on political and economic mechanisms of their functioning, legal and ethical norms regulating the development of different 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 Media Systems" belongs to the Compulsory 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	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 mass communication theories / Современные теории массовой коммуникации PR and media relations / PR и медиарилейшенз	Image of a country / Имидж государства Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ Mass media sociology / Социология СМИ
GPC-2	Able to analyze the main trends in the development of public and state institutions for their diverse coverage in created media texts and/or media products, and/or communication products	Media economics / Медиаэкономика	Modern media text / Современный медиатекст Image of a country / Имидж государства Modern problems and mass media agenda / Проблемы современности и повестка дня СМИ

Code	Competence	Previous discipline	Subsequent disciplines
			Mass media legal regulations / Правовое регулирование СМИ
GPC-3	Able to analyze the diversity of achievements of domestic and world culture in the process of creating media texts and/or media products and/or communication products	Journalism as socio-cultural phenomenon / Журналистика как социокультурный феномен Art and culture journalism / Журналистика культуры и искусства	Intercultural communication / Межкультурная коммуникация
GPC-5	Able to make professional decisions to analyze current trends in the 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 standards of regulation	Journalism as socio-cultural phenomenon / Журналистика как социокультурный феномен	Modern media text / Современный медиатекст

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
Classroom activities, ac. hours		32		32		
Including:						
Lectures		16		16		
Laboratory activities						
Practical lessons/Seminars		16		16		
Independent work, ac. hours		40		40		
Control, ac. hours						
Overall workload	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. Course guidelines, Introduction to the course, and Defining main terms/concepts, their origins and evolution.	- Basic terms of the course are: Mass Media, information, information society, mass audience, communication (Channels of communication, communication overload), - Concentration of ownership, convergence, digitalization, cross-ownership, political economy, new electronic Media etc. Their definition, usage of the terms.	Lecture
Unit 2. Media Systems, typology, and Analysis	- Types of Media Systems - Models of Media Systems - Critiques of the model/ Patterns in the development of Western media systems	Lecture
Unit 3. Media Economics- The interaction between the Media, politics, economic, socio-cultural systems.	- Mass Production and Mass distribution - Media ownership patterns - The Structure of the Media Industry	Lecture
Unit 4. Mass Media Systems in the XXI century.	- US Mass Media System. Concentration of ownership, national and international corporations, corporate Media. - European Mass Media systems: British, French, German Media. Print media circulations. - Asian Media systems. Chinese Mass Media system. State Media. The Great Firewall of China. Japanese Mass Media System. Electronic Media in Japan. Indian Mass Media System. - African Media System	Lecture
Unit 5. Global Comparative Research of Media System	- Different criteria to the comparative analysis of the modern Mass Media systems.	Lecture
Unit 6. Mass Media and the Global Challenges of the XXI Century.	- The future of traditional Media and new ways of exchanging information (social media). - Global Media and media bias. Information Warfare tecniques of the XXI century - The problem of international security and freedom of speech.	Lecture
Unit 1	The phenomenon of global Media: global distribution with local agenda(Glocalisation).	Seminar
Unit 2	New ways of attracting masses: yellow journalism, penny press, new styles of writing news (the inverted pyramid).	Seminar

Name of the Unit	Content of the Units (topics)	Type of activity
Unit 3	Media systems in a bipolar world: the role of Mass Media in the global political process.	Seminar
Unit 4	The problem of pluralism and media diversity in the state- controlled media market.	Seminar
Unit 5	The phenomena of fake news, misinformation, disinformation as tool of disruption in 21st century.	Seminar
Unit 6	Different criteria to the comparative analysis of the modern Mass Media systems. The interaction between the Media, political, economical, socio-cultural systems.	Seminar

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)
Digital Classroom	Computer, TV VCR and a transparency projector; CD players and DVD players.	
Lecture room	Computer, internet, TV VCR and a transparency projector	
Home for independent work	Computer, internet,	
Library for independent work	Computer, internet	

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

7. EDUCATIONAL AND METHODICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main readings
1. Aalberg, T., Van Aelst, P., & Curran, J. (2010). Media systems and the political information environment: A cross-national comparison. *The International Journal of Press/Politics*, *15*(3), 255-271.

2.   Hallin, D. C., & Mancini, P. (2004). *Comparing media systems: Three models of media and politics*. Cambridge university press.

3.   Hallin, D. C., & Mancini, P. (2017). Ten years after comparing media systems: What have we learned?. *Political Communication*, *34*(2), 155-171.

Other recommended readings

1.   Straubhaar, J., Larose, R., & Davenport, L. (2012). Understanding media, culture, and technology. Wadsworth, Cengage Learning ALL, 7

2.   Hallin, D., & Mancini, P. (2004). Comparing Media Systems: three models of media and politics. Cambridge: Cambridge University Press. (Chapter 2)

3.   Rodney Benson and Matthew Powers. 2011. Public Media Around the World: International Models for Funding and Protecting Independent Journalism. Washington, D.C.: Free Press (executive summary and introduction). http://rodneybenson.org/wp-content/uploads/Benson-Powers-2011-public-media-and-political-independence-1-1.pdf

4.   Hallin, D. C. (2016). Typology of media systems. In *Oxford Research Encyclopedia of Politics*.

5.   Campbell, R., Martin, C., & Fabos, B. (2017). Media & Culture: An Introduction to Mass Communication in a Digital Age.

6.   Straubhaar, J., LaRose, R., & Davenport, L. (2015). *Media now: Understanding media, culture, and technology*. Cengage Learning

7.   Campbell, R., Martin, C. R., & Fabos, B. (2011). Media and culture: An introduction to mass communication. Macmillan.

8.   Castells M.(1996). *The Rise of the Network Society// The Information Age: Economy, Society and Culture*. Vol. I. Malden, MA; Oxford, UK: Blackwell.

9.   Straubhaar, J., LaRose, R., & Davenport, L. (2015). Media now: Understanding media, culture, and technology. Cengage Learning.

10.   Communication, Cultural and Media Studies: The Key Concepts. NY, 2002

11.   Curran J., Michael G.(2000). *Mass Media and Society*. London.

12.   Douglas G.H. (1999). The Golden Age of the newspaper. Westport.

13.   Fitzgerald S.W. (2012). *Corporations and Cultural Industries: Time Warner, Bertelsmann, and News corporation*. Lanham.

Web-sites and online resources

1.   ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
-    www.rad.pfu.edu.ru/
-    www.libfl.ru
-    www.portalus.ru
-    www.project.phil.pu.ru
-    www.lib.fl.ru
-    www.gutenberg.net
-    www.ipl.org
-    www.theeuropeanlibrary.org
-    www.epoch-net.org

- http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z00358/st000/htm/

    2. Databases and search systems:
− web search engine google.com
− online encyclopedia wikipedia.org
− news aggregation website drudgereport.com
− Googlescholar.com

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, and test assignments.
    * - all educational and methodical materials for students' independent work are published in 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 competencies) for the discipline are presented in the Appendix to this Working program of the discipline.
    * - are formed based on the requirements of the corresponding local normative act of RUDN University.

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