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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 problems and mass media agenda**

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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 encourage students to analyze and research the most significant problems and controversial issues in the field of mass media.

The main objectives are:

- to give the students a clear view of the modern problems and global challenges that mass media face.
- to help the students form an understanding of the modern mass media development processes.
- to provide the students with necessary background and criteria of analysis for researching and exploring modern mass media and their agenda.

## 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-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 civilizational, national, ethnocultural and confessional features of the audience / interlocutor / opponent
		UC-5.3 Has skills and techniques for effective intercultural communication based on knowledge of the diversity of cultures
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-5	Able to make professional decisions to analyze current trends in the development of media and communication systems in the	GPC-5.1 Identifies the peculiarities of political, regional, national and global media and communication systems development, based on political and economic mechanisms

<b>Code</b>	<b>Competence</b>	<b>Indicators of competence achievement (within the discipline)</b>
	region, country and world, based on the political and economic mechanisms of their functioning, legal and ethical standards of regulation	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
GPC-7	Able to assess and predict the possible effects in the media sphere, following the principles of social responsibility	GPC-7.1 Knows the laws of social responsibility of forming the effects and consequences of professional activity, the concepts of its social responsibility GPC-7.2 Evaluates the correctness of creative techniques in gathering, processing, and disseminating information in accordance with generally accepted standards and rules of the journalistic profession

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

The discipline “Modern problems and mass media agenda” 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*

<b>Code</b>	<b>Name of competence</b>	<b>Previous discipline</b>	<b>Subsequent disciplines</b>
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 Methodology and methods of media research / Методология и методика медиаисследовани й	Research practice / Научно-исследовательская практика

Code	Name of competence	Previous discipline	Subsequent disciplines
		Mass media sociology / Социология СМИ	
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	Modern media text / Современный медиатекст Intercultural communication / Межкультурная коммуникация Art and culture journalism / Журналистика культуры и искусства	Research practice / Научно-исследовательская практика
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 systems / Современные медиасистемы Modern media text / Современный медиатекст Image of a country / Имидж государства	Research practice / Научно-исследовательская практика
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 media systems / Современные медиасистемы Modern mass communication theories / Современные теории массовой коммуникации	Research practice / Научно-исследовательская практика
GPC-7	Able to assess and predict the possible effects in the media sphere, following the principles of social responsibility	Modern media text / Современный медиатекст PR and media relations / PR и медиарилейшенз	Research practice / Научно-исследовательская практика

#### 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>	20			20	
<i>Control, ac. hours</i>	18			18	
<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
<b>Main Terms and Concepts, Their Origins and Evolution</b>	<ol style="list-style-type: none"> <li>1. 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, new electronic media etc. Their definition, usage of the terms.</li> <li>2. Different criteria to the comparative analysis of the modern mass media systems.</li> </ol>	Lectures, Seminars, Individual work
<b>Mass Media and the problem of Media consolidation</b>	<ol style="list-style-type: none"> <li>1. Concentration of Media ownership in the XX-XXI century: key-turning points.</li> <li>2. Anti-cross-ownership and anti-trust barriers as a way to maintain pluralism.</li> <li>3. Modern “monopolies of knowledge” and the “free” “network” society.</li> </ol>	Lectures, Seminars, Individual work
<b>Mass Media and the problem of cultural imperialism</b>	<ol style="list-style-type: none"> <li>1. Education and media as the main means of cultural colonialism.</li> <li>2. Glocalization as an alternative to cultural imperialism.</li> </ol>	Lectures, Seminars, Individual work
<b>Mass Media and the problem of credibility</b>	<ol style="list-style-type: none"> <li>1. New Media and new ways of forging news stories.</li> <li>2. Media bias and level of trust in mass media.</li> <li>3. Fake news and new methods of struggling with this issue.</li> </ol>	Lectures, Seminars, Individual work
<b>Mass Media and the problem of sensationalizing</b>	<ol style="list-style-type: none"> <li>1. Criminal news and glorification of evil.</li> <li>2. Covering of tragedies: to evoke sympathy, not disgust.</li> <li>3. Tabloidization of media.</li> </ol>	Lectures, Seminars, Individual work
<b>New Media technologies and privacy issues</b>	<ol style="list-style-type: none"> <li>1. New way of audience measurements and the right to pop-out.</li> <li>2. Online advertising and information gathering.</li> <li>3. Social media and messengers as a way to gather private information.</li> </ol>	Lectures, Seminars, Individual work
<b>Professional journalism in the XXI Century</b>	<ol style="list-style-type: none"> <li>1. Professional journalists and citizen journalists.</li> <li>2. New technologies and new competences of media workers.</li> </ol>	Lectures, Seminars,

Name of the Unit	Content of the Units (topics)	Type of activity
	3. The functions and duties of professional journalists in the XXI century.	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	Computers, multimedia board and whiteboard, 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. Understanding Media and Culture: An Introduction to Mass Communication  
<https://open.lib.umn.edu/mediaandculture/>
2. Allan S. Online News: Journalism and the Internet. Berkshire, 2016
3. Berger A.A. Media and Society: A Critical Perspective. Lanham, 2017
4. Bignell J. Postmodern Media Culture. Edinburgh, 2012
5. Briggs A. The BBC: the first fifty years. Oxford, 1985
6. Douglas G.H. The Golden Age of the newspaper. Westport, 1999
7. Fitzgerald S.W. Corporations and Cultural Industries: Time Warner, Bertelsmann, and News corporation. Lanham, 2012
8. Hallin D.C., Mancini P. Comparing Media Systems: Three Models of Media and Politics. Cambridge, 2004
9. Herrmann E., McChesney R. Global Media: The New Missionaries of Global Capitalism. New York, 2004
10. Making the News: Modernity & the Mass Press in Nineteenth-Century France. Boston, 1999. Edinburgh, 2004
11. Media Policy: Convergence, Concentration & Commerce. London, 2003

### *Other recommended readings*

1. Aldridge M. The Birth of British Television: A History. London, 2016
2. DeMarco E.S. Reading And Riding: Hachette's Railroad Bookstore Network in Nineteenth-10. Century France. Crunbery, 2006
3. Dicken-Garcia H. Journalist standards in XIX century America, Madison, 1989
4. Doherty M. A. Nazi Wireless Propaganda: Lord Haw-Haw and British Public Opinion. Edinburgh, 2000
5. Frost C. Journalism Ethics and Regulation (Longman Practical Journalism). Edinburgh, 2016
6. Hammond P. Media, War & Postmodernity. New York, 2007

7. Head S. World Broadcasting Systems. A Comparative Analysis. Belmont, 1986
8. Horten G. Radio Goes to War: The Cultural Politics of Propaganda During World War II. Los Angeles, 2002
9. Katsirea I. Public Broadcasting and European Law. Amsterdam. New York, 2008
10. Schudson M. Sociology of the News Media (Contemporary Sociology). New York, 2017

*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/](http://www.rad.pfu.edu.ru/)
- [www.libfl.ru](http://www.libfl.ru)
- [www.portalus.ru](http://www.portalus.ru)
- [www.project.phil.pu.ru](http://www.project.phil.pu.ru)
- [www.lib.fl.ru](http://www.lib.fl.ru)
- [www.gutenberg.net](http://www.gutenberg.net)
- [www.ipl.org](http://www.ipl.org)
- [www.theeuropeanlibrary.org](http://www.theeuropeanlibrary.org)
- [www.epoch-net.org](http://www.epoch-net.org)

2. Databases and search systems:

- web search engine google.com
- news aggregation website drudgereport.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, 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**

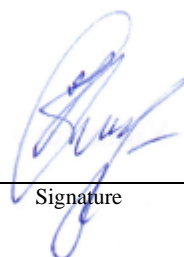
The grading materials and grading-rating system\* for assessing the level of competence (part of competences) for the discipline are presented in the Appendix to this Working program of the discipline.

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

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

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