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

Faculty of Philology

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

COURSE SYLLABUS

Mass media sociology

course title

Recommended by the Didactic Council for the Education Field of:

42.04.02 Journalism

field of studies / speciality code and title

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

Global and Digital Media

higher education programme profile/specialisation title

2023

1. OBJECTIVE OF THE DISCIPLINE

The goal of the discipline is to provide students with theoretical and practical knowledge of the basic concepts of the course “Mass media Sociology”, as well as characterize the essence of economic processes in order to manage the economy of a media company, manage the financial flows generated by an enterprise.

The main objectives are:

- Mastery of basic concepts and terminology of Media Sociology;
- Form a clear idea that Media Sociology studies the characteristics of the media market and journalistic information as a commodity;
- Awareness of the importance of Media Sociology in today’s increasingly globalized world;
- Development of ability to analyse Media Sociology differences in developing and mature markets;
- Development of critical thinking in Media Sociology;
- To learn the reasons for the emergence of Media Sociology and its place in the media studies;
- Mastery of strategies of Media Sociology;
- Formation and development of Media Sociology skills;
- Development of business-communication flexibility in Media Sociology studies.

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 how to effectively organize and coordinate the stages of the project to achieve the best results while balancing the amount of work and resources
UC-2	Able to manage the project at all stages of its life cycle	UC-2.1. Knows the basic principles that define the purpose and strategy for dealing with complex situations

Code	Competence	Indicators of competence achievement (within the discipline)
		UC-2.2. Know how to develop project terms of reference, project schedule; prepare, check and analyze project documentation; prepare and present project results in the form of reports, articles, conference presentations; organize and coordinate the work of project participants
		UC-2.3. Knows how to effectively organize and coordinate the stages of the project to achieve the best results while balancing the amount of work and resources
GPC-8	Able to use digital technologies and methods in professional activities to: study and model objects of professional activity, data analysis, presentation of information, etc.	GPC-8.1. Can analyze big data and incorporate it into the stages of the production process of a journalistic text and/or product
		GPC-8.2. Evaluates new editorial technologies

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

The discipline “Media economics” 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	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 Mass media sociology / Социология СМИ	Psychology of management / Психология управления

Code	Competence	Previous discipline	Subsequent disciplines
UC-2	Able to manage the project at all stages of its life cycle	Methodology and methods of media research / Методология и методика медиаисследований Mass media sociology / Социология СМИ	Media production / Производство СМИ
GPC-8	Able to use digital technologies and methods in professional activities to: study and model objects of professional activity, data analysis, presentation of information, etc.		Social marketing and journalism / Социальный маркетинг и журналистика

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>	17	17			
Including:					
Lectures	17	17	x	x	x
Laboratory activities			x	x	x
<i>Practical lessons/Seminars</i>	17	17	-	-	-
<i>Independent work, ac. hours</i>	29	29	-	-	-
<i>Control, ac. hours</i>	9	9	x	x	x
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.	Topic 1.1. Fundamentals of Mass Media Sociology: key terms and concepts.	Lecture/ Seminar

Name of the Unit	Content of the Units (topics)	Type of activity
The subject and goals of the Discipline Mass Media Sociology.	<p>Topic 1.1.1. Mass Media Sociology and its basic concepts. Mass Media Sociology: the subject and goals of the Discipline.</p> <p>Topic 1.1.1.1. Media as a subject of media sociology.</p> <p>Topic 1.1.2. Journalistic information as a commodity. Modeling media business in the modern sociological concepts.</p> <p>Topic 1.1.3 The role and purpose of sociology processes Mass Media and Differentiation of methods in the Mass Media Sociology.</p> <p>Topic 1.1.4. The object of sociology of the media as mass communication with institutionalized nature of the collection, processing and dissemination of information.</p> <p>Topic 1.1.5. XYZ analysis as a method of grouping media company resources.</p>	
Unit 2. Mass Media Sociology and the genesis of mass communications.	<p>Topic 2. General theoretical sociology and the genesis of mass communications.</p> <p>Topic 2.1. The essential characteristics of communication flows in the various systems of the Mass communication.</p> <p>Topic 2.2. Analysis of Mass Media content/content analysis as a sociological method of collecting social information.</p> <p>Topic 2.3. Features of the content analysis method of its differentiation from other methods of research.</p> <p>Topic 2.4. The method of content-analysis and its ability to study the components of the communication process: sender- message/text - receiver.</p> <p>Topic 2.5. The intentions of the sender as the producer of the text selection tool and lifecycle of media products.</p> <p>Topic 2.6. Comparison of the results with previous studies, regulations and outcome studies that used other sociological methods. Interpretation of the results and comments received because of the analysis of texts.</p>	Lecture/ Seminar
Unit 3. Mass Media Sociology and off-line media: varieties of Journalism.	<p>Topic 3. Sociology and the social aspects of mass media, focus on their place and role among other social actors; the distribution of information resources and their impact on the target audience; the predictability of the response object communication effects; the Genesis of social communities.</p> <p>Topic 3.1. Typology of journalism. Implementation of sociological problems through specific empirical</p>	Lecture/ Seminar

Name of the Unit	Content of the Units (topics)	Type of activity
	research using content analysis of online and offline media. Topic 3. 2. Methods of analysis of the content of the texts. Sociology and off-line media: varieties of Journalism; Civic journalism Sociology; Mass Culture and Sociology of Advertising; Topic 3.4. The Mass media Audience; The program of research as a genre; Sociology of online media.	
Unit 4. Media holdings: Structure and Functioning.	Topic 1. Media holdings: Structure and Functioning. Modeling and planning content-analysis and its ability to study the components of the communication process: sender- message/text – receiver in Media holding activities. Topic 2. Analysis of internal environment factors in sociological measurement process.	Lecture/ 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)
Lecture room	Lecture room for conducting lecture-type classes, equipped with a set of specialized furniture; board (screen) and technical means of multimedia presentations.	Monoblock Lenovo C560 - 20 pcs., Epson EB-955W projector, motorized screen, speakers, Windows installed upon purchase. Office ID 86626883
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to the EIOS.	Monoblock Lenovo C560 - 20 pcs., Epson EB-955W projector, motorized screen, speakers, Windows installed upon purchase. Office ID 86626883

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

7. EDUCATIONAL AND METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main readings

1. Музыкант В.Л. Основы интегрированных коммуникаций. Москва: ЮРАЙТ, 2022 (в двух частях). 80 п.л. Рекомендован в качестве учебника для ВУЗов.
2. Muzikant V.L. Media Economy, RUDN Publ. 2013 / Музыкант В.Л. Медиаэкономика. РУДН. 2013 (на англ. яз.)
3. Музыкант В.Л. Маркетинговые основы управления коммуникациями (АТЛ-, ВТЛ-реклама, интегрированные маркетинговые коммуникации, брэнддинг). Полный курс МВА. Москва: ЭКСМО, 2009. 40 п.л. Рекомендовано Министерством образования и науки РФ в качестве учебного пособия по специальностям 350700 –Реклама, 061500 – Маркетинг.
4. Музыкант В.Л. Интегрированные маркетинговые коммуникации. Москва ИНФРА-М: 2012. 14 п.л. 220 с. Рекомендовано Министерством образования РФ в качестве учебного пособия по специальностям 032401 –Реклама, 080111 – Маркетинг и направлению Торговое дело - 100700.

Other recommended readings

1. Ries A., Trout J. Positioning: The Battle for Your Mind. N.Y.: McGraw-Hill, 2021.
2. Bring on the Tempest // The Economist. — 2016. — Vol. 418. — № 8970. — P. 45. URL: <https://www.economist.com/britain/2015/12/30/bring-on-the-tempest>
3. CNN. Money. Debate breaks record as most-watched in U.S. history. September 27, 2016. URL: <http://money.cnn.com/2016/09/27/media/debateratings-record-viewership/index.html/>
4. Classroom Discourse. URL: <http://education.stateuniversity.com/pages/1916/Discourse.html> (date of the application: 04.12.2017)
5. Corpus Linguistics. Four Volume Set. Edited by: Biber D., Reppen R. Series: SAGE Benchmarks in Language and Linguistics SAGE Publications Ltd., 2012. 1 592 pages.
6. Conley D. The Daily Miracle: An Introduction to Journalism / D. Conley, S. Lamble. — Oxford: Oxford University Press, 2006. — 491 p.
7. Washington Post // The first Trump-Clinton presidential debate transcript, annotated. September 26, 2016. URL: https://www.washingtonpost.com/news/the-fix/wp/2016/09/26/the-first-trump-clinton-presidential-debate-transcript-annotated/?utm_term=.585b8b2ac077/, last accessed 2017/01/12.
8. Schwartz-Salant, N. Healthy Presidential Narcissism. Is that possible? // A Clear and present Danger. Narcissism in the era of Donald Trump. Chiron Publications, 2016. С. 58. URL: www.TrumpNarcissism.com
9. Trump, D. 2016. Donald Trump Rally in Wilmington NC 08/09/2016. Lybio.net [Electronic resource] URL: <http://lybio.net/donaldtrump-rally-in-wilmington-nc-8-9-16/speeches/>
10. Clinton vs Trump (1st debate) transcript // Word Analysis of 2016 Presidential Debates - Clinton VS Trump [Electronic resource] URL: <http://mkweb.bcgsc.ca/debates2016/deb/clinton-trump-01/transcript.txt>

11. Clinton vs Trump (2nd debate) transcript // Word Analysis Of 2016 Presidential Debates - Clinton VS Trump [Electronic resource] URL: <http://mkweb.bcgsc.ca/debates2016/deb/clinton-trump-02/transcript.txt>, last accessed 2017/20/12.
12. King, M.L. I Have a Dream delivered 28 August 1963, at the Lincoln Memorial, Washington D.C., pp.2-3. [<http://www.americanrhetoric.com/speeches/mlkihavedream.htm>
13. Lincoln, A. Inaugural Address. URL: <http://www.abrahamlincolnonline.org/lincoln/speeches/gettysburg.htm>
14. Johnson L., The Voting Rights Bill of 1965 URL: <https://www.greatamericandocuments.com/speeches/lbj-voting-rights/>, last accessed 2018/20/05.
15. Kennedy, J., Inaugural Address <https://www.mfa.org/exhibitions/amalia-pica/transcript-inaugural-address>)
16. Full Transcript of Donald Trump Speech in Akron, Ohio // Heavy.com URL: <http://heavy.com/news/2016/08/read-full-transcriptdonald-trump-rally-speech-akron-ohio-text/>
17. Presidential Campaign Reveals Chilling Trend Lines for Civility in U.S. Politics. - Zogby Analytics. 17.10.2016. URL: <https://zogbyanalytics.com/news/757-2016-presidential-campaignreveals-chilling-trend-lines-for-civility-in-u-s-politics>
18. Moffat A. The Gloves Are Off: The Language of the US Presidential Debates. <http://www.cambridge.org/elt/blog/2017/01/03/language-analysis-american-presidential-debates/>
19. Michael Barkun Conspiracy Theories as Stigmatized Knowledge Diogenes 1-7/ Michael Omi Shifting the blame Critical Sociology Fall 91 Vol18. Issue 3 p. 77-98
20. Chozick, A. 2018. Chasing Hillary: Ten Years, Two Presidential Campaigns, and One Intact Glass Ceiling. Apr 24, Kindle eBook URL: https://www.amazon.com/Chasing-Hillary-Presidential-Campaigns-Ceiling-ebook/dp/B0776TG5XG/ref=sr_1_1?s=digital-text&ie=UTF8&qid=1529003508&sr=1-1
21. Kiely E. Clinton Wrong on Debate Claim. URL: <https://www.factcheck.org/2017/05/clinton-wrong-debate-claim/>
22. Transcript of the Second Debate. URL: <https://www.nytimes.com/2016/10/10/us/politics/transcript-second-debate.html>
23. CNN. Politics // Hillary Clinton wins third presidential debate, according to CNN / ORC poll. October 20, 2016. URL: <http://edition.cnn.com/2016/10/19/politics/hillary-clinton-wins-thirdpresidential-debate-according-to-cnn-orc-poll/>
24. Donald Trump accuses Hillary Clinton of lying over a quote he definitely said: «There's no quote» URL: <https://www.independent.co.uk/news/world/americas/donald-trump-hillary-clinton-liar-lies-quote-nuclear-weapons-comments-fact-check-a7370956.html>
25. Zheltukhina, M.R., Slyshkin, G.G., Muzykant, V.L., Ponomarenko, E.B. & Masalimova, A.R. (2017). Functional Characteristics of the English and Russian Media Texts about the Sochi 2014 Winter Olympic Games: Political and Linguistic Aspects. *XLinguae Journal*, Volume 10, Issue 3, June 2017. Pp.83-100. DOI: 10.18355/XL.2017.10.03.07 ISSN 1337-8384
26. Marina R. Zheltukhina, Valeri L. Mouzykant, Victor V. Barabash, Elena B. Ponomarenko, Elena V. Morozova and Sayumi Mori. Russian and Japanese younger generation in search for a new Media product. *Man in India*. Vol. 97 N 3 : 223-236.

Web-sites and online resources

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
- Электронно-библиотечная система РУДН – ЭБС РУДН <http://lib.rudn.ru/MegaPro/Web>

- ЭБС «Университетская библиотека онлайн» <http://www.biblioclub.ru>
- ЭБС Юрайт <http://www.biblio-online.ru>
- ЭБС «Консультант студента» www.studentlibrary.ru
- ЭБС «Лань» <http://e.lanbook.com/>
- ЭБС «Троицкий мост»

2. Databases and search systems:

- web search engine google.com
- news aggregation website drudgereport.com
- googlescholar.com
- электронный фонд правовой и нормативно-технической документации <http://docs.cntd.ru/>
- поисковая система Яндекс <https://www.yandex.ru/>
- поисковая система Google <https://www.google.ru/>
- реферативная база данных SCOPUS <http://www.elsevierscience.ru/products/scopus>

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

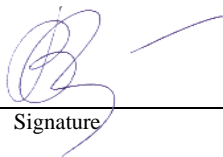
The grading materials and grading-rating system* for assessing the level of competence (part of competencies) for the discipline are presented in the Appendix to this Working program of the discipline.

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

AUTHOR OF THE PROGRAM:

**Professor of the Mass
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Position, Department



Signature

Valerii L. Muzykant

Full Name

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