

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

Faculty of Philology

Recommended by ISSC

PROGRAM OF DISCIPLINE

Name of the discipline

Theories of Mass Communications

Recommended for the direction of training / specialty

42.06.01 Mass Media and Information and Library Science

Graduate's Degree

Researcher. Teacher-Researcher.

Programs:

10.01.10 Journalism

**Moscow
2021**

1. Objective of the discipline (module):

The course is designed for post-graduate students. The aim of the course is to introduce post-graduate students to the main theories of mass communication. The discipline Theories of Mass Communication is based on multidisciplinary approach and involves major methods and concepts in media research.

Course Aims:

- to introduce the subject of theories of mass communication as the academic discipline and as the basis of professional practice;
- to determine methodological background and collections of concepts as well as the origins of the major mass communication theories;
- to study theoretical approaches, models and definitions of the concepts ‘scientific theory’, ‘communication’, ‘mass communication’;
- present a history of mass communication;
- reveal the dynamics and continuity while describing the Classical theories of mass communication and leading trends and concepts in the framework of information society theories;
- to provide theoretical concepts of a modern media system;
- to present and discuss new trends in mass communication research, including interdisciplinary approaches

2. The discipline (module) in the structure of EPHE:

The course is taught within the specification ‘*Journalism*’

Course prerequisites

The post-graduate students are expected to have previous knowledge in mass communication and journalism.

The place of the course in the academic curriculum:

The course refers to the base part of the academic curriculum.

The course finalizes the cycle of theoretical studies in the field of mass communication. The graduate of a postgraduate study should: master the complete system of scientific outlook and critical thinking; possess the methodology of research in the field of journalism and mass communication; be able to analyze experience of the leading Russian and foreign schools of sciences and achievements in the sphere of media research; be well aware of the leading conceptions of the mass communication theories; have skills to use innovative techniques in performing complex researches, including cross-disciplinary.

Course prerequisites: general course in ‘philosophy of science’, ‘sociology of mass media’, theories and practice of media research’.

Table 1 shows preceding and subsequent subjects aimed at forming competence discipline in accordance with the matrix of competences.

Table № 1

Previous and subsequent disciplines aimed to form competencies

№ п/п	Code and name of competencies	Previous disciplines	Subsequent disciplines
Universal competences			
1	UC-1 ability of critical analysis and evaluation of modern scientific achievements; generating new ideas in course of research and practical tasks including interdisciplinary fields	History and philosophy of science, Methodology of scientific research	Scientific training, Scientific research, Scientific-and-research seminar
2	UC-2 ability to make projects and realize complex researches	History and philosophy of science, Methodology	Scientific-and-research seminar

	including interdisciplinary ones, on the basis of holistic systemic scientific worldview and using the achievements of history and philosophy of sciences	of scientific research	
3	UC-3 readiness to take part in Russian and international research teams to attain scientific and educational tasks	Methodology of scientific research, Foreign language, Academic English, Russian as a foreign language	Scientific training, Scientific research, Scientific-and-research seminar
4	UC-4 readiness to use modern methods and technologies in scientific communication both in the official state language and foreign languages	Foreign language, Russian as a foreign language	Scientific-and-research seminar
5	UC-5 ability to set and solve tasks of self-development as a professional personality	Scientific-and-research seminar	Scientific-and-research seminar, Scientific training, Scientific research
General Professional Competences			
6	GPC-1 ability to perform independent scientific research activity corresponding to the professional field using modern research methods and IT technologies	Methodology of scientific research	Scientific training, Scientific research
7	GPC-2 readiness to teach students according to main higher educational programmes.	Methodology of scientific research, Pedagogy of higher education	
Professional Competences			
8	PC-1 competence in methodology of both theoretical and experimental research in the fields of journalism, mass media and adjoining fields of humanitie	Methodology of scientific research, Scientific-and-research seminar	Scientific research, Scientific-and-research seminar
9	PC -2 ability to develop new research methods and applying them in self-research in the fields of journalism, mass media and adjoining fields of humanities taking into account rules of copyright compliance	Methodology of scientific research	Scientific research
10	PC -3 mastering of modern scientific paradigm in the fields of mass communication and the ability to integrate and upgrade the results within the scientific paradigm	Methodology of scientific research	Scientific research
11	PC -4 ability to take part in teamwork of professional groups to develop different information resources (analytical texts, media text corpuses of different genres, specialized databases) and electronic resources as well	Language of mass communication	Scientific research
12	PC -5 ability to take part in	Methodology of	Pedagogical training

	teamwork of professional groups to carry out scientific research of issues of efficiency and current trends of development of domestic and foreign mass media, including historical, economic, political, legal, social, ethical, professional and creative aspects of their functioning	scientific research, Scientific-and-research seminar	
13	PC -6 ability to demonstrate and apply profound knowledge in the field of mass communication system and modern domestic and foreign media concepts.	Methodology of scientific research	Scientific training

3. Requirements to PhD-students on finishing the course:

The process of studying the discipline is aimed to form the following universal, general and professional competences:

Universal Competences

UC-1 ability of critical analysis and evaluation of modern scientific achievements; generating new ideas in course of research and practical tasks including interdisciplinary fields;

UC-2 ability to make projects and realize complex researches including interdisciplinary ones, on the basis of holistic systemic scientific worldview and using the achievements of history and philosophy of sciences;

UC-3 readiness to take part in Russian and international research teams to attain scientific and educational tasks;

UC-4 readiness to use modern methods and technologies in scientific communication both in the official state language and foreign languages;

UC-5 ability to set and solve tasks of self-development as a professional personality

General Professional Competences

GPC-1 ability to perform independent scientific research activity corresponding to the professional field using modern research methods and IT technologies;

GPC-2 readiness to teach students according to main higher educational programmes.

Professional Competences

PC-1 competence in methodology of both theoretical and experimental research in the fields of journalism, mass media and adjoining fields of humanities;

PC -2 ability to develop new research methods and applying them in self-research in the fields of journalism, mass media and adjoining fields of humanities taking into account rules of copyright compliance;

PC -3 mastering of modern scientific paradigm in the fields of mass communication and the ability to integrate and upgrade the results within the scientific paradigm;

PC -4 ability to take part in teamwork of professional groups to develop different information resources (analytical texts, media text corpuses of different genres, specialized databases) and electronic resources as well;

PC -5 ability to take part in teamwork of professional groups to carry out scientific research of issues of efficiency and current trends of development of domestic and foreign mass media, including historical, economic, political, legal, social, ethical, professional and creative aspects of their functioning;

PC -6 ability to demonstrate and apply profound knowledge in the field of mass communication system and modern domestic and foreign media concepts.

As a result of studying the discipline, the student must:

Know: major mass communication theories, modern scientific concepts and paradigms in the field of journalism and mass communication; terminology; systems of methodological criteria and methods of scientific research.

Be capable to: to put goals and tasks of mass media research; to analyze and interpret modern media research; to apply advanced theoretical knowledge in scientific work and teaching and education of journalism.

Master: skills of scientific and research activities and teaching practice, ability to self-increase, critical analysis and application of theoretical knowledge in practice.

4. The scope of the discipline and types of activities

The overall workload of the discipline is **5** credits.

Types of activities	Всего часов	Семестры			
		1	2	3	4
Classroom activities (total)	60	30	30		
<i>Lectures</i>	40	20	20		
<i>Practical lessons/Seminars</i>	20	10	10		
<i>Laboratory activities</i>					
<i>Control</i>	21	21			
Independent work (total)	99	21	78		
Overall workload hours	180	72	108		
Credits	5	2	3		

5. Content of the discipline

5.1. Content of the units of the discipline

№	Units	Content of the units(topics)
1	Unit I. An Introduction to Mass Communication Theories	1. Communication: Theoretical approaches, models and definitions. 2. A History of Mass Communication: Six Information Revolutions. Four eras of mass communication. 3. What is communication theory? What is theory? Six criteria of a scientific theory. Functions of Theories. Origin of mass communication theories. Paradigm shifts in mass communication theories.
2	Unit 2. Classical Theories of Mass Communication	4. Normative theories: The Authoritarian, Libertarian or Free Press Theory, Social Responsibility Theory, Soviet Media/Communist Theory 5. the Magic Bullet or Hypodermic Needle Theory, Gate Keeping Theory, Agenda Setting Theory, The Spiral of Silence Theory 6. Audience analysis and mass communication. Uses and gratification theory, Media Dependency Theory and others
3	Unit 3 Theories of Information Society	7. The concept of 'waves' by Alvin Toffler and the concept of 'the Information Age' by M. Castells 8. Theories of cultural imperialism, media imperialism, linguistic imperialism. Electronic colonialism theory.
4	Unit 4. Theories of Media Impact	9. Cultivation Theory. Cognitive Dissonance Theory. Social learning theory 10. Lecture-conference
5	Unit 5. The Theoretical Concepts of a Media System	11. Media system models: the Liberal Model, the Democratic Corporatist Model, and the Polarized Pluralist Model. 12. A critical look at the models of media system 13. Traditional landmarks and new trends in media systems research.

6	Unit 6. Russian Media System in the Context of Modern Global Media landscape.	14. An insight into the history of Russian media 15. Transformation and trends of development of Russian media system
7	Unit 7. New trends in mass communication research	16. The concept of media framing. 17. Innovative journalism.
8	Unit 8. Interdisciplinary approaches to mass communication research	18. Issues of media ecology 19. The concept of Media and information literacy 20. Media psychology and mass communication.

5.2. The units of the discipline and activities

№	Units	Lect.	Pract/ Sem	Lab.	Control	Ind.	Total/ Hours
1.	An Introduction to Mass Communication Theories	6	2			10	18
2.	Classical Theories of Mass Communication	6	4			20	30
3.	Theories of Information Society	4	2			10	16
4.	Theories of Media Impact	4	2			20	36
5.	The Theoretical Concepts of a Media System	6	4			20	30
6.	Russian Media System in the Context of Modern Global Media landscape	4	2			10	16
7.	New Trends in Mass Communication Research	4	2			20	26
8.	Interdisciplinary Approaches to Mass Communication Research	6	2			10	18
							180

6. Laboratory work (if needed) - No laboratory works

7. Practical lessons (seminars)

№ п/п	№ of units	Topics	hours
1	1	Four eras of mass communication. Origin of mass communication theories	2
2	2	The meaning of normative theories in modern media research	2
3	2	The role of audience in the era of information society	2
4	3	Electronic colonialism theory	2
5	4	Priming as a key concept of media effect research	2
6	4	Social learning theory	2
7	5	Media system models	2

8	6	Transformation of Russian Media System	2
9	7	Transmedia storytelling	2
10	8	The concept of Media and information literacy	2

8. Material and technical support:

multimedia classroom, computer, Internet access, smart board

9. IT support

a) IT and technical support:

multimedia classroom, computer, Internet access, smart board, library reading room.

б) databases, reference information and search facilities:

1. <http://www.rad.pfu.edu.ru/>

2. www.libfl.ru

3. www.portalus.ru

4. www.project.phil.pu.ru

5. www.lib.fl.ru

6. www.gutenberg.net

7. www.ipl.org

8. www.theeuropeanlibrary.org; www.epoch-net.org

9. http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z0_0358/st000/htm/

10. <http://www.philosophy.ru/library/witt/01/01.html/>

10. Methodological support and learning materials:

a) **Basic list of references:**

1. Bignell, J. (2013) An Introduction to Television Studies. London: Routledge. - 348 p.

2. Bryant, J., Thompson, S., & Finklea, B. W. (2012). Fundamentals of media effects. Waveland Pr Inc. 410 p.

3. Castells M. (2010) End of Millennium: The Information Age: Economy, Society, and Culture Volume III. N.Y.: Wiley-Blackwell. 488 p.

4. Coleman, S., & Ross, K. (2010). The media and the public. 'Them' and 'us' in media discourse. N.Y.: Wiley-Blackwell. 200 p.

5. Dominick, J. R. (2012). The Dynamics of Mass Communication: Media in the Digital Age, 12th ed. New York: McGraw-Hill. 496 p.

6. Expanding Media Frontiers In The XXI Century: The Impact Of Digitalization Upon Media Environment. (2016) M.:MSU. 214 p.

7. Global Media and National Policies: The Return of the State. (2016). Eds. By Flew T., Iosifidis P., Steemers J. L.: Palgrave Macmillan. 232 p.

8. Griffin E., Ledbetter A., Sparks G. (2014) A First Look at Communication Theory McGraw-Hill Higher Education. 560 p.

9. Hachten W., Scotton J. (2016) The World News Prism: Challenges of Digital Communication: 9 edition Wiley-Blackwell. 288 p.

10. Jenkins, Henry (2006). Convergence Culture: Where Old and New Media Collide. New York: New York University Press. 308 p.

11. Mapping BRICS Media (2015) Nordenstreng. K. and D. K. Thussu (eds.), (London: Routledge).

12. Marsen S. Communications studies. Palgrave Macmillan (2006). 224 p.

13. McPhail T. Global Communication: Theories, Stakeholders and Trends Paperback, 2014, Wiley-Blackwell.-336 p.

14. McQuail D. Mass Communication Theory. 6th edition SAGE, 2010 г. 632p.

15. Miller K. Communication Theories: Perspectives, Processes, and Contexts. 2004. McGraw-Hill Humanities/Social Sciences/Languages. 352 p.

16. Potter W. Media Literacy (2015) : SAGE Publications. 576 p.
17. Rushkoff D. (2010) Media Virus! N.Y.: Ballantine Books - 370 p.
18. Toffler A. (1984) The Third Wave. N.Y.: Bantam. - 560 p.
19. Webster F. (2002) Theories of the Information Society. L.: Routledge. 304 p.

2) *additional list of references:*

1. Baran S., Davis, D. (2014) Mass Communication Theory: Foundations, Ferment, and Future 7th Edition. Boston: Cengage Learning. 408 p.
2. Castells, M. (2009) Communication Power. Oxford: Oxford University Press. 608 p.
3. Bryant, Jennings, & Oliver, Mary Beth. (2009). Media effects: Advances in theory and research(3rd edition). New York: Routledge. 576 p.
4. Briggs, A. and Burke, P. (2010) A Social History of the Media: from Gutenberg to the Internet, - Oxford: Polity; 320 p.
5. Dainton M., Zelle E. (2014) Applying Communication Theory for Professional Life: A Practical Introduction 3rd Edition 280 p. SAGE Publications
6. Doing News Framing Analysis: Empirical and Theoretical Perspectives (2009) - Routledge. - 392 p.
7. Flew, T. & Waisbord, S. (2015). The ongoing significance of national media systems in the context of media globalization // Media, Culture and Society, 37(4), pp. 620-636.
8. Giles D. Media Psychology Routledge, 2003. — 336 p.
9. Jones R., Hafner A. (2012). Understanding Digital Literacies: A Practical Introduction. N.Y.: Routledge. - 224p.
10. DeFleur M, DeFleur M. Mass Communication Theories: Explaining Origins, Processes, and Effects N.Y.: Routledge. 2009. 380 p.
11. Miller K. Communication Theories: Perspectives, Processes, and Contexts. 2004. McGraw-Hill Humanities/Social Sciences/Languages. 352 p.
12. Sparks, G. (2013). Media Effects Research: A Basic Overview Boston: Wadsworth Cengage Learning. 336 pp
13. Taylor P.A., Harris J. (2008) Critical theories of Mass media: Then and Now. Open University Press - 264p.

11. Methodology guidelines to master the course

Individual learning incorporates reading recommended sources to be ready to answer questions for revision, to prepare for classroom presentations and discussions, to be actively involved in the case study activities, to do project work, essay-writing activities to prepare for mid-term and final assessment.

This five-credit course includes eight the most important items that cover the major current issues within the field of Theories of mass communication. This course is designed to give the postgraduate students a working map of important theories in communication. It offers pointers and surveys major theoretical issues and propositions in mass communication.

The PhD student is recommended to look through the contents at the course start to identify the overall learning prospective and goals.

12. Fund of assessment tools for intermediate certification of students in the discipline (module).

Materials for assessing the level of mastering the educational material of the discipline (assessment materials), including a list of competencies indicating the stages of their formation, a description of indicators and criteria for assessing competencies at different stages of their formation, a description of the assessment scales , typical control tasks or other materials necessary for assessing knowledge, skills, skills and (or) experience of activity, characterizing the stages of the formation of competencies in the process of mastering the educational program, methodological materials that determine the procedures for assessing knowledge, skills, skills

and (or) experience of activity, characterizing the stages of the formation of competencies, are developed in full and are available for students on the discipline page in the TUIS RUDN.

The program has been drawn up in accordance with the requirements of the ESHE of RUDN University.

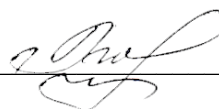
Author of the Program:

Associate Professor, Department of Theory
and History of Journalism

_____ Aleksei K. Malahovskiy

Head of the Program

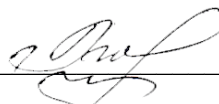
Professor, Mass Communication Department

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Professor, Mass Communication Department

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