

Документ подписан простой электронной подписью  
Информация о владельце:  
ФИО: Ястребов Олег Александрович  
Должность: Ректор  
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**Federal State Autonomous Educational Institution of Higher Education  
"Peoples' Friendship University of Russia"**

**Faculty of Philology**

(name of the educational division)

**Mass Communication Department**

(name of the department)

**COURSE SYLLABUS**

**Theories of Mass Communications**

(name of the discipline / module)

**Specialties:**

5.9.9. Media communications and Journalism

(code and name of the specialty)

**PhD Programs:**

International Journalism

(name of the PhD program)

## 1. OBJECTIVE OF THE DISCIPLINE (MODULE)

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

## 2. REQUIREMENTS TO PHD-STUDENTS ON FINISHING THE COURSE

As a result of studying the discipline ‘Theories of Mass Communications’, 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.

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

The overall workload of the discipline ‘Theories of Mass Communications’ is **3** credits (108 academic hours). 1 credit unit is previewed for midterm attestation.

*Table 3.1. Types of educational activities by periods of mastering the postgraduate program*

Types of activities	Total hrs.	Semesters			
		1	2	3	4
<b>Classroom activities (total), including:</b>	<b>38</b>				
<i>Lectures (LC)</i>	19			19	
<i>Laboratory activities (LA)</i>					
<i>Practical lessons/Seminars (PC)</i>	19			19	
<b>Independent work (total)</b>	<b>70</b>			70	
<b>Overall workload hours</b>	<b>108</b>			108	
<b>Credits</b>	<b>3</b>			3	

## 4. CONTENT OF THE DISCIPLINE

*Table 4.1. Content of the units of the discipline*

Discipline Unit	Content of the units(topics)	Types of Educational Activities
Unit 1. An Introduction to Mass Communication Theories	Topic 1.1. Communication: Theoretical approaches, models and definitions. A History of Mass Communication: Six Information Revolutions. Four eras of mass communication. 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.	PL

Unit 2. Classical Theories of Mass Communication	Topic 2.1. Normative theories: The Authoritarian, Libertarian or Free Press Theory, Social Responsibility Theory, Soviet Media/Communist Theory the Magic Bullet or Hypodermic Needle Theory, Gate Keeping Theory, Agenda Setting Theory, The Spiral of Silence Theory Audience analysis and mass communication. Uses and gratification theory, Media Dependency Theory and others	PL
Unit 3. Theories of Information Society	Topic 3.1. The concept of 'waves' by Alvin Toffler and the concept of 'the Information Age' by M. Castells Theories of cultural imperialism, media imperialism, linguistic imperialism. Electronic colonialism theory.	PL
Unit 4. Theories of Media Impact	Topic 4.1. Cultivation Theory. Cognitive Dissonance Theory. Social learning theory Lecture-conference	PL
Unit 5. The Theoretical Concepts of a Media System	Topic 5.1. Media system models: the Liberal Model, the Democratic Corporatist Model, and the Polarized Pluralist Model. A critical look at the models of media system Traditional landmarks and new trends in media systems research.	PL
Unit 6. Russian Media System in the Context of Modern Global Media landscape.	Topic 6.1. An insight into the history of Russian media Transformation and trends of development of Russian media system	PL
Unit 7. New trends in mass communication research	Topic 7.1. The concept of media framing. Innovative journalism.	PL
Unit 8. Interdisciplinary approaches to mass communication research	Topic 8.1. Issues of media ecology The concept of Media and information literacy Media psychology and mass communication.	PL

## 5. MATERIAL AND TECHNICAL SUPPORT

Table 5.1. Material and technical support of the discipline

<b>Room Type</b>	<b>Room Equipment</b>	<b>Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)</b>
Lecture Class	Room for lecture-type classes, equipped with a set of specialized furniture, board (screen) and technical / multimedia gadgets.	_____
Class for Seminars	Room for seminar-type classes, equipped with a set of specialized furniture, board (screen) and technical / multimedia gadgets.	_____
Computer Class	Computer class, equipped with a set of specialized furniture, board (screen) and technical / multimedia gadgets.	_____
Self-Work Class	Room for self-working (can be used for lecture and seminars activities), equipped with a set of specialized furniture, board (screen) and technical / multimedia gadgets and computers with an access to EIPES.	_____

## 6. METHODOLOGICAL SUPPORT AND LEARNING MATERIALS

### *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.

### *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.

*Information and telecommunications resources of the network "Internet":*

1. RUDN University Databases and other resources which are available for an access due to the signed contracts:

**Electronic Library Systems**

- ELS RUDN <http://lib.rudn.ru/MegaPro/Web>
- ELS RUDN «Университетская библиотека онлайн» <http://www.biblioclub.ru>
- ELS «Student Consultant» [www.studentlibrary.ru](http://www.studentlibrary.ru)
- ELS «Лань» <http://e.lanbook.com/>
- ELS «Троицкий мост»

*Other database and Information Search Facilities:*

- <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)
- <http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z00358/st000/htm/>
- <http://www.philosophy.ru/library/witt/01/01.html/>


*Educational and methodological materials for students' self-work studying the discipline / module \*:*

\* - all educational and methodological materials for independent work of students are available in accordance with the current procedure on the page of the discipline in TUIS.


**7. FUND OF ASSESSMENT TOOLS FOR INTERMEDIATE CERTIFICATION OF STUDENTS IN THE DISCIPLINE (MODULE).**

Evaluation materials and a point-rating system for assessing the discipline are presented in the Appendix to the current Program of the discipline.

**Author of the Program:**

<u>Associate Professor, Department of Theory and History of Journalism</u> Position/Department		<u>Aleksei K. Malahovskiy</u> Full name
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**Head of the Department**

<u>Mass Communication Department</u> Name of the Department		<u>Victor V. Barabash</u> Full name
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