

Документ подписан простой электронной подписью
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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

Modern mass communication theories

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

Code	Name of competence	Previous discipline	Subsequent disciplines
			Стереотипы в международной журналистике Propaganda in mass media / Пропаганда в СМИ
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 problems and mass media agenda / Проблемы современности и повестка дня СМИ, Mass media legal regulations / Правовое регулирование СМИ Modern media systems / Современные медиасистемы

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>		29	29			
<i>Control, ac. hours</i>		9	9			
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. An Introduction to Mass Communication Theories	Introduction to the course. Cultural factor in mass communication. Mass Communication: a brief introduction to different models and approaches.	Lectures, Seminars, Individual work
Unit 2. Classical Theories of Mass Communication	Normative theories: The Authoritarian, Libertarian or Free Press Theory, Social Responsibility Theory, Soviet Media/Communist Theory.	Lectures, Seminars,

Name of the Unit	Content of the Units (topics)	Type of activity
	The Magic Bullet or Hypodermic Needle Theory Gate Keeping Theory Agenda Setting Theory The Spiral of Silence Theory.	Individual work
Unit 3. Psychological approach to mass communication theories	Media Dependency Theory. Cultivation Theory.	Lectures, Seminars, Individual work
Unit 4. New trends in mass communication theories	The concept of media framing. Conclusion and discussion.	Lectures, Seminars, 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	Computer, 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. Singer, J. (2016). Transmission Creep: Media Effects Theories and Journalism Studies in a Digital Era. Journalism Studies, 19(2), pp. 209-226. doi: 10.1080/1461670X.2016.1186498. <http://openaccess.city.ac.uk/14728/1/TransmissionCreep.pdf>
2. Toffler A. (1980) The Third. Wave N.Y.: Bantam. https://archive.org/stream/TheThirdWave-Toffler/The-Third-Wave_-_Toffler_djvu.txt
3. Webster F. Theories of the Information Society. L.: Routledge, 2002. <http://www.kultx.cz/wp-content/uploads/theories-of-the-information-society-by-frank-webster.pdf>

Other recommended readings

1. McQuail D. (2010) Mass Communication Theory London – N.Y.: SAGE/ [http://www.bou.ac.ir/portal/file/?171392/Mass.Communication.Theory.6th.Edition-\(McQuails\)-.pdf](http://www.bou.ac.ir/portal/file/?171392/Mass.Communication.Theory.6th.Edition-(McQuails)-.pdf)

Web-sites and online resources

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:

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- 2. Databases and search systems:
 - Omolola Oluwasola. The Normative Theories of the Press in the Digital Age: A Need for Revision. January 2020. SSRN Electronic Journal. DOI: 10.2139/ssrn.3678282
 - The Spiral of Silence Theory. <https://noelle-neumann.de/scientific-work/spiral-of-silence/>
 - Cultivation Theory. By Ayesha Perera, published May 26, 2021. <https://www.simplypsychology.org/cultivation-theory.html#:~:text=Cultivation%20theory%20holds%20that%20long,to%20television's%20depiction%20of%20reality>.
 - Media Dependency Theory. <https://www.britannica.com/topic/media-dependency-theory>

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.