Документ подписан простой электронной подписью Информация о владельце:

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RUDN University

Faculty	of l	Philo	logy
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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

1. OBJECTIVE OF THE DISCIPLINE

The main goal of this course is to provide and equip students with the main modern theories of mass communication.

The main objectives are:

- to introduce the subject of theories of mass communication as the academic discipline and as the basis of professional practice;
- to providing theoretical knowledge of basic concepts and terminology of the subject;
- to study theoretical approaches, models and definitions of the concepts 'scientific theory', 'communication, 'mass communication';
- to present leading trends and concepts in the framework of information society theories:
 - to present and discuss new trends in mass communication research.

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-1.1 Knows types, methods, and concepts
		of critical analysis
	Able to critically analyze problem	UC-1.2 Can apply types, methods, and
UC-1	situations on the basis of a	concepts of critical analysis to develop a plan
	systematic approach, to develop a	of action in problematic situations
	strategy of action	UC-1.3 Knows the basic principles that define
		the purpose and strategy for dealing with
		complex situations
		UC-4.1. Knows the basic principles and rules
		of business, academic and professional ethics;
		basic means of information and
		communication technology
		UC-4.2 Can present scientific and professional
		information in Russian and foreign (-s)
	Able to use modern communication	languages intelligently, clearly and accessible
		in written and/or oral form; create texts of
UC-4	technologies in the state language of	official and scientific style of speech in
UC-4	the Russian Federation and foreign	Russian and foreign (-s) languages when
	language(s) for academic and	presenting professional issues; edit and
	professional interaction	proofread official, scientific and professional
		texts in Russian and foreign (-s) languages; use
		modern information and communication
		technologies for academic and professional
		interaction
		UC-4.3 Knows the skills of effective oral and
		written communication in the process of

Code	Competence	Indicators of competence achievement (within the discipline)
		academic and professional interaction in Russian and foreign language(s), including the use of modern information and communication technologies
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	GPC-5.1 Identifies the features of political, development of media and communication systems in the region, country and the world, based on the political and economic mechanisms of their functioning, legal and ethical norms regulating the development of various 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

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

The discipline "Modern Mass Communication Theories" 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	Name of 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		Methodology and methods of media research / Методология и методика медиаисследовани й Mass media sociology / Социология СМИ Image of a country / Имидж государства Modern media systems / Современные медиасистемы
UC-4	Able to use modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction		Modern media text / Современный медиатекст Stereotypes in international journalism /

Code	Name of competence	Previous discipline	Subsequent disciplines
			Стереотипы в
			международной
			журналистике
			Propaganda in mass
			media / Пропаганда
			в СМИ
			Modern problems
			and mass media
			agenda / Проблемы
	Able to make professional decisions		современности и
	to analyze current trends in the		повестка дня СМИ,
	development of media and		Mass media legal
GPC-5	communication systems in the region,		regulations /
GI C-3	country and world, based on the		Правовое
	political and economic mechanisms of		регулирование
	their functioning, legal and ethical		СМИ
	standards of regulation		Modern media
			systems /
			Современные
			медиасистемы

4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is $\underline{2}$ credits.

Table 4.1. Types of educational work by periods of study of the EP HE for the full-time

mode of study

True of activity		TOTAL,	Semester (s)			
Type of activity	Type of activity		1	2	3	4
Classroom activities, ac. hours		34	34			
Including:						
Lectures		17	17			
Laboratory activities						
Practical lessons/Seminars		17	17			
Independent work, ac. hours		29	29			
Control, ac. hours		9	9			
Overall workload	ac. hours	72	72			
Overali workioau	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	Individual
	Gate Keeping Theory	work
	Agenda Setting Theory	
	The Spiral of Silence Theory.	
Unit 3. Psychological		Lectures,
approach to mass	Media Dependency Theory.	Seminars,
communication	Cultivation Theory.	Individual
theories		work
Unit 4. New trends in		Lectures,
mass communication	The concept of media framing.	Seminars,
theories	Conclusion and discussion.	Individual
uleones		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 METHODICAL 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

Web-sites and online resources

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

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 Ayesh 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.

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