

Документ подписан простой электронной подписью  
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**The Federal state autonomous educational institution of higher  
the education «Peoples' Friendship University of Russia»**

**Faculty of Philology**

(наименование основного учебного подразделения (ОУП)-разработчика ОП ВО)

## **PROGRAM OF DISCIPLINE**

**Fundamentals of Mass Communication**

(Name of the Discipline / Module)

**Recommended for the direction of training/specialty:**

**42.03.02 Journalism**

(Code and Name of the field of study, the direction of training/speciality)

**The discipline is carried out within the framework of the main professional  
educational program of higher education (EP HE):**

**Multimedia Journalism**

(Name of the educational program)

**2024 г.**

## 1. OBJECTIVE OF THE DISCIPLINE

The goal of the "Fundamentals of Mass Communication" course is to equip students with a comprehensive understanding of the theories, principles, and practices of mass communication, enabling them to effectively analyze, interpret, and engage with various media platforms in a professional context.

The main objectives are

1. Introduce students to key theories and models of mass communication.
2. Examine the role and impact of mass communication in society.
3. Analyze different types of media technologies, including print, broadcast, and digital media.
4. Teach students to critically analyze media messages and content, encourage the identification of bias, misinformation, and propaganda in media.
5. Provide hands-on experience in creating multimedia content, including audio, video, and online materials.

## 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)
GPC-2	Able to consider trends in the development of public and state institutions for their diverse coverage in created media texts and (or) media products, and (or) communication products.	GPC-2.1 - Knows the system of public and state institutions, mechanisms of their functioning and development trends
		GPC-2.2 - Observes the principle of objectivity in journalistic texts and (or) products when reporting on public and state institutions
GPC-3	Able to use the diversity of achievements of national and world culture in the process of creating media texts and (or) media products, and (or) communication products.	GPC-3.1 - Demonstrates an awareness of the national and global cultural process
		GPC-3.2 - Applies the means of artistic expression in journalistic texts and (or) products

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

The discipline "Fundamentals of Mass Communication" belongs to the Compulsory Module of Block 1 of the curriculum. Table 1 shows the preceding and subsequent subjects aimed at forming competence discipline by 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
GPC-2	Able to consider trends in the development of public and state institutions for their diverse coverage in created media texts and (or) media products, and (or) communication products.	-	PR and media relations / Связи с общественностью и медиарелейшенс
GPC-3	Able to use the diversity of achievements of national and world culture in the process of creating media texts and (or) media products, and (or) communication products.	-	

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

The overall workload of the discipline is **4** credits.

Types of activities	Total hours	Semesters				5	6	7
		1	2	3	4			
<b>Classroom activities (total)</b>								
<i>Lectures</i>	<b>34</b>	34	x	x	x	x	x	x
<i>Practical lessons/Seminars</i>	<b>34</b>	34	x	x	x	x	x	x
<i>Laboratory activities/</i>	-	-	-	-	-	-	-	-
<i>Control</i>	<b>18</b>	18	-	-	-	-	-	-
<b>Independent work (total)</b>	<b>58</b>	58						
<b>Overall workload hours</b>	<b>144</b>	<b>144</b>						
<b>Credits</b>	<b>4</b>	<b>4</b>						

#### 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
Topic 1: Introduction to Mass Communication	<p><b>Definition and Scope of Mass Communication:</b> What is mass communication and what are its key functions?</p> <p><b>Historical Development of Mass Media:</b> How has mass communication evolved over time?</p> <p><b>The Role of Mass Communication in Society:</b> What impact does mass communication have on societal norms and values?</p>	Lecture, Seminar

Name of the Unit	Content of the Units (topics)	Type of activity
Topic 2: Theories and Models of Mass Communication	<p><b>Classical Theories of Mass Communication:</b> What are the key classical theories of mass communication?</p> <p><b>Contemporary Models and Approaches:</b> How do contemporary models explain the processes of mass communication?</p> <p><b>Application of Theories to Modern Media:</b> How can these theories be applied to understand current media practices?</p>	Lecture, Seminar
Topic 3: Media Technologies and Platforms	<p><b>Traditional Media Technologies:</b> What are the characteristics of print and broadcast media?</p> <p><b>Digital and New Media:</b> How have digital technologies transformed the media landscape?</p> <p><b>Convergence of Media Platforms:</b> What is media convergence and how does it affect content delivery?</p>	Lecture, Seminar
Topic 4: Media Literacy and Critical Analysis	<p><b>Principles of Media Literacy:</b> What skills are essential for critically analyzing media content?</p> <p><b>Impact of Media Messages:</b> How do media messages influence public perception and behavior?</p> <p><b>Identifying Bias and Propaganda:</b> What techniques can be used to detect bias and propaganda in media?</p>	Lecture, Seminar
Topic 5: Ethical and Legal Issues in Mass Communication	<p><b>Ethical Standards in Journalism:</b> What are the core ethical principles guiding journalists?</p> <p><b>Media Law and Regulations:</b> What are the major legal frameworks governing media practices?</p> <p><b>Case Studies of Ethical Dilemmas:</b> How do real-world case studies illustrate common ethical and legal challenges in mass communication?</p>	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 the discipline (if necessary)
Digital Classroom	Computer, TV VCR and a transparency projector. CD players and DVD players	
Lecture room	Computer, internet, TV VCR and a transparency projector	

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

## 7. EDUCATIONAL AND METHODOICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

### *Main readings*

1. McQuail, D., & Deuze, M. (2020). McQuail's Media and Mass Communication Theory (7th ed.). Sage Publications.
2. Baran, S. J. (2019). Introduction to Mass Communication: Media Literacy and Culture (10th ed.). McGraw-Hill Education.
3. Potter, W. J. (2021). Media Literacy (10th ed.). Sage Publications.
4. Hanson, R. E. (2021). Mass Communication: Living in a Media World (8th ed.). CQ Press.
5. Campbell, R., Martin, C. R., & Fabos, B. (2020). Media & Culture: Mass Communication in a Digital Age (12th ed.). Bedford/St. Martin's.

### *Other recommended readings*

1. Turow, J. (2019). Media Today: Mass Communication in a Converging World (7th ed.). Routledge.
2. Vivian, J. (2019). The Media of Mass Communication (12th ed.). Pearson.
3. Boyle, K., & Haynes, R. (2020). Power, Conflict and Control in Australian and New Zealand News Media. Routledge.
4. Gillin, P. (2018). Attack of the Customers: Why Critics Assault Brands Online and How to Avoid Becoming a Victim. CreateSpace Independent Publishing Platform.
5. Wells, W., Moriarty, S., & Burnett, J. (2020). Advertising: Principles and Practice (11th ed.). Pearson.

### *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:
  - Pew Research Center. Website: <https://www.pewresearch.org/>
  - Nieman Lab. Website: <https://www.niemanlab.org/>
  - Media Education Foundation. Website: <https://www.mediaed.org/>
  - International Journal of Communication. Website: <https://ijoc.org/>
  - The Communication Initiative Network. Website: <https://www.comminit.com/>

*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.