

Документ подписан простой электронной подписью  
Информация о владельце:  
ФИО: Ястребов Олег Александрович  
Должность: Ректор  
Дата подписания: 01.06.2023 16:47:28  
Уникальный программный ключ:  
ca953a0120d891083f939673078ef1a989dae18a

**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**

**Fundamentals of Mass Communication**

---

course title

**Recommended by the Didactic Council for the Education Field of:**

**42.03.02 Journalism**

---

field of studies / speciality code and title

**The course instruction is implemented within the professional education programme of higher education:**

**Multimedia Journalism**

---

higher education programme profile/specialisation title

**2022**

## 1. OBJECTIVE OF THE DISCIPLINE

The main goal of this course is to enhance the understanding of the process of mass media (for professionalism, as an industry, or as an audience) and its cultural functions by introducing students to key perspectives, methods and analysis of the key issue in the field.

The main objectives are:

1. to understand the roles of media in persuading, informing, entertaining, and socializing individuals and groups
2. to know how we use and make meaning with media as part of our everyday lived experiences;
3. to develop skills in primary research about global media and communication.

## 2. REQUIREMENTS FOR 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 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	Professional workshop / Профессиональ ная мастерская	Radio Broadcasting / Основы радиовещания

Code	Competence	Previous discipline	Subsequent disciplines
	products, and (or) communication products.		Professional workshop / Профессиональная мастерская Межкультурная коммуникация / Intercultural communication DATA Journalism / Журналистика данных International Journalism / Международная журналистика Art & culture journalism / Журналистика культуры и искусства
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.	-	Media system / Система СМИ Межкультурная коммуникация / Intercultural communication History of Journalism / История журналистики DATA Journalism / Журналистика данных

#### 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			
		1	2	3	4
<b>Classroom activities (total)</b>					
<i>Lectures</i>	32	17	15		
<i>Practical lessons/Seminars</i>	32	17	15		
<i>Laboratory activities</i>					
<i>Control</i>	39	10	29		
<b>Independent work (total)</b>	41	28	13		
<b>Overall workload hours</b>	<b>144</b>	<b>72</b>	<b>72</b>		
<b>Credits</b>	<b>4</b>	<b>2</b>	<b>2</b>		

## 5. CONTENT OF THE DISCIPLINE

*Table 5.1 Content of the discipline (module) by type of activity*

<b>Name of the Unit</b>	<b>Content of the Units (topics)</b>	<b>Type of activity</b>
Course guidelines and defining key concepts and terms in the course.	<ul style="list-style-type: none"> <li>- Guidelines to rules and Introduction of the course</li> <li>- Defining key terms(Mass Communication, Mass Media and Mass Audience)</li> </ul>	Lecture
Historical development over time.	<ul style="list-style-type: none"> <li>- Scholars in the field of Mass Communication and their ideas</li> <li>- Evolution of mass communication</li> <li>- Types of Communication</li> </ul>	Lecture
Model of communication and Media Theories.	<ul style="list-style-type: none"> <li>- Communication model(the SMCR model)/Seven models of communication</li> <li>- Roles of communication</li> <li>- Media effects Theories and the arguments against them(agenda-setting, uses and gratification, symbolic Interactionism, Spiral of silence, Media logic, Cultivation Analysis )</li> </ul>	Lecture
Development of Media and their roles.	<ul style="list-style-type: none"> <li>- The evolution of media: From Emergence to Convergence</li> <li>- Changing Media through history</li> <li>- The transition of conceptions of the media()</li> </ul>	Lecture
Media Analysis Techniques	<ul style="list-style-type: none"> <li>- Content Analysis, Survey, Archival Research, Social role analysis, Depth interview, Rhetorical Analysis, Focus Group, Experiment, Participant Observation</li> </ul>	Lecture
Media Economics	<ul style="list-style-type: none"> <li>- Mass production and mass distribution</li> <li>- The benefits of competition</li> <li>- Media Monopolies</li> </ul>	Lecture
Critiquing Media and Culture	<ul style="list-style-type: none"> <li>- Media Literacy and the critical process</li> <li>- Benefits of a critical perspective</li> </ul>	Lecture
Unit 1	The history of media Technology	Seminar
Unit 2	The role of mass media in socio-cultural and political space	Seminar
Unit 3	Mass Communications Theories and their importance	Seminar
Unit 4	Reimagining the roles of media in a digital world	Seminar
Unit 5	Media Research and analysis	Seminar
Unit 6	Media Business	Seminar
Unit 7	Information proliferation and pollution: Developing critical in today's media world.	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	
Home for independent work	Computer, internet,	
Library for independent work	Computer, internet	

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

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

### *Main readings*

1. Campbell, R., Martin, C., & Fabos, B. (2014). *Media & culture: Mass communication in a digital age*. Bedford/St. Martin's.
2. Straubhaar, J., LaRose, R., & Davenport, L. (2015). *Media now: Understanding media, culture, and technology*. Cengage Learning.
3. Poepsel, M. (2018). *Media, society, culture and you: An introductory mass communication text*. Rebus Community.

### *Other recommended readings*

1. Curran, J. & Hesmondhalgh, D. (2019). *Media and Society*, 6th Edition. London: Bloomsbury Academic.
2. Pearson, E., Taffel, S., Nicholls, B., Wengenmeir, M., Chan, K. W., Phillips, H., ... & Urbano, M. (2014). *Media Studies 101*. The Media Text Hack Group.
3. Castells M. *The Rise of the Network Society// The Information Age: Economy, Society and Culture Vol. I*. Malden, MA; Oxford, UK: Blackwell, 1996
4. Castells M. *The Power of Identity// The Information Age: Economy, Society and Culture Vol. II*. Malden, MA; Oxford, UK: Blackwell, 1997
5. Castells M. *End of Millennium// The Information Age: Economy, Society and Culture Vol. III*. Malden, MA; Oxford, UK: Blackwell, 1998
6. *Communication, Cultural and Media Studies: The Key Concepts*. NY, 2002
7. Curran J., Michael G. *Mass Media and Society*. London, 2000
8. Douglas G.H. *The Golden Age of the newspaper*. Westport, 1999
9. Fitzgerald S.W. *Corporations and Cultural Industries: Time Warner, Bertelsmann, and News Corporation*. Lanham, 2012
10. Innis H. *Empire and Communications*. Toronto, 1972
11. Allan S. *Online News: Journalism and the Internet*. Berkshire, 2006
12. Asante M.K., Yin J., Miike Y. *The Global Intercultural Communication Reader*. Oxford, 2007
13. Auslander P. *Liveness: Performance in a Mediatized Culture*. New York, 1999
14. Baldest G. J. *The commercialization of news in the XIX century*. Madison, 1992
15. Baran S.J., Davis D. K. *Mass Communication Theory: Foundations, Ferment, and Future*, Boston, 2006
16. Berger A.A. *Media and Society: A Critical Perspective*. Lanham, 2007

17. Boyd A. Broadcast Journalism: Techniques of Radio and Television News. Oxford, 2008
18. Burton G. Media and Society: Critical Perspectives. Glasgow, 2010
19. Campbell V. Information Age Journalism: Journalism in an International Context. London, 2004

*Web-sites and online resources*

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

- <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/>

2. Databases and search systems:

- web search engine google.com
- online encyclopedia wikipedia.org
- news aggregation website drudgereport.com
- Google scholar.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.

**AUTHOR OF THE PROGRAM:**

**Assistant of the Mass  
Communication Department**

Position, Department

Signature

**Mustapha M. Jamiu**

Full Name

**HEAD OF THE DEPARTMENT:**

**Mass Communication  
Department**

**Victor V. Barabash**

---

Name of the Department

---

Signature

---

Full Name

**HEAD OF THE PROGRAM:**

**PhD in Philology, Associate  
Professor of the Mass  
Communication Department**

---

Position, Department

---

Signature

**Natalia V.  
Poplavskaya**

---

Full Name