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 Journalism Theory

(Name of the Discipline / Module)

Recommended for the direction of training/speciality:

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 course will introduce students to the history of journalism theories, concepts, relevance, critics, roles, and their application in building society over time.

The main objectives are
1. Students will explore the main theories of journalism and their relevance for professional application.
2. To explore and learn how to apply key theories of journalism to modern media tools, practices and research
3. To be equipped with practical and methodological skills to analyze global media outlets and their strategies.

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. 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 Journalism Theory" 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.		
GPC-	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. 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						
		1	2	3	4	5	6	7
Classroom activities (total)								
Lectures	17	17	x	x	x	x	x	x
Practical lessons/Seminars	34	34	x	x	x	x	x	x
Laboratory activities/	-	-	-	-	-	-	-	-
Control	**10**	10	-	-	-	-	-	-
Independent work (total)	**11**	11						
Overall workload 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
Introduction	- Concepts, Glossary, Syllabus, theories, functions of theories	Lecture
Introduction to theories of Journalism	- History of journalism theories, Contemporary theories in journalism,	Lecture

Name of the Unit	Content of the Units (topics)	Type of activity
	- Journalism theorists, critics, the relevance of journalism theories, Media Globalisation	
Technology determinism vs uses and gratification	- Technology determinism theories, Information society theories, approaches, relevance, relationship and critics. - Theories of the press(The Authoritarian, The Libertarian, The Social Responsibility, and The Soviet Communist theory)	Lecture
Media as a tool of soft power	- Theories of propaganda, history of propaganda, case of the uses of propaganda, - Information disorder(misinformation and disinformation)	Lecture
Communication and media theories 1	- Information seeking(Cultivation Theory, uses and gratification, Structuralism), Media Manipulation(Four Theories of Press, Political theory, – Political Socialization)	Lecture
Communication and media Theories 2	- "Mirror" Theory, Gatekeeping Theory, Agenda-setting, Framing, The spiral of silence, hypodermic needle theory, Media Discourse	Lecture
Evolution of Media Theories in developing countries	- Alternative Communications, media imperialism, cultural dependency, the emergence of participatory communication, post-colonialism	Lecture
Unit 1	Journalism theories and their contributions	Seminar
Unit 2	Impacts of media as a tool of soft power in today's world	Seminar
Unit 3	Technology determinism vs uses and gratification	Seminar
Unit 4	Information seeking theories	Seminar
Unit 5	Media manipulation theories	Seminar
Unit 6	Evolution of Media Theories in developing countries	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 METHODICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main readings
1. David Holmer, Communication Theory-Media, Technology and Society, Sage Publication, London, 2005.
2. Denis McQuail, Mass Communication Theory, Sage Publication, London, 4th Edition 2000.

Other recommended readings
1. Denis McQuail, An Introduction to Communication Theories, Sage Publication, New Delhi, 1994.
2. Arctic Geopolitics, Media and Power. (2019). Netherlands, Europe: Taylor & Francis. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsbas&AN=edsbas.BD2F7482
3. Arutunyan, Anna. Media in Russia, McGraw-Hill Education, 2009. ProQuest Ebook Central, https://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=480619.
4. Axel Bruns, Tim Highfield, & Jean Burgess. (n.d.). The Arab Spring and Social Media Audiences English and Arabic Twitter Users and Their Networks. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsbas&AN=edsbas.36C5BCEF
5. Cambie, S., & Ooi, Y.-M. (2009). International Communications Strategy : Developments in Cross-Cultural Communications, PR and Social Media. London: Kogan Page. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsebk&AN=295337

6. Blunder, J. and E. Katz, The Uses of Mass Communication. Thousand Oaks, CA: Sage, 1974.
7. Joalee PC., Culture, Communication and Social Change, Vikas Publication, 1989. 7. Keval J. Kumar, Mass Communication in India, Jaico Publishing Housing, Bombay, 1991. 8. Melvin C.Defleur, Theories of Mass Communication, Longman, New York, 1992.
8. Baran, S. J., Davis, D. K., & Striby, K. (2012). Mass communication theory: Foundations, ferment, and future.
9. Craig, R. T. (1999). Communication theory as a field. *Communication theory*, *9*(2), 119-161.
10. McCombs, M. E., & Shaw, D. L. (1993). The evolution of agenda-setting research: Twenty-five years in the marketplace of ideas. *Journal of communication*, *43*(2), 58-67.

Web-sites and online resources
1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
-   htpp://www.rad.pfu.edu.ru/
-   www.libfl.ru
-   www.portalus.ru
-   www.project.phil.pu.ru
-   www.lib.fl.ru
-   www.gutenberg.net
-   www.ipl.org
-   www. the European library.org; 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

-   Googlescholar.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.