

Документ подписан простой электронной подписью  
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**Federal State Autonomous Educational Institution of Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
NAMED AFTER PATRICE LUMUMBA  
RUDN University**

**Faculty of Philology**

(educational division (faculty/institute/academy) as programme developer)

**Department of Mass Communications / Department of Theory and History of  
Journalism**

(department realizing the PhD program)

## **COURSE SYLLABUS**

**Theories of Mass Communications**

(course title)

Scientific specialty:

**5.9.9. Media communications and Journalism**

(scientific speciality code and title)

The course instruction is implemented within the PhD programmes:

**International Journalism**

(PhD program title)

### 1. DISCIPLINE (MODULE) GOAL

The discipline 'Theories of Mass Communications' is based on multidisciplinary approach and involves major methods and concepts in media research. The aim of the course is to introduce post-graduate students to the main theories of mass communication.

### 2. REQUIREMENTS TO PHD-STUDENTS ON FINISHING THE COURSE

As a result of studying the discipline 'Theories of Mass Communications', the student must:

**Know:** major mass communication theories, modern scientific concepts and paradigms in the field of journalism and mass communication; terminology; systems of methodological criteria and methods of scientific research.

**Be capable to:** to put goals and tasks of mass media research; to analyze and interpret modern media research; to apply advanced theoretical knowledge in scientific work and teaching and education of journalism.

**Master:** skills of scientific and research activities and teaching practice, ability to self-increase, critical analysis and application of theoretical knowledge in practice.

### 3. WORKLOAD OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline « Theories of Mass Communications» is 4 credit units (72 academic hours).

Types of activities	Total ac. hrs.	Semesters
		3
<i>Classroom activities (total), including:</i>	60	60
В том числе:		
Lectures (LC)		
Laboratory activities (LA)		
Practical lessons/Seminars (PC)	36	36
<i>Independent work</i>	48	48
<i>Intermediate certification (test with assessment/exam)</i>	36	
Overall workload	ac. hrs.	144
	credits	4
		144
		4

### 4. CONTENT OF THE DISCIPLINE

Name of the discipline section	Contents of the section (topic)	Type of study work
Unit 1. An Introduction to Mass Communication Theories	Topic 1.1. Communication: Theoretical approaches, models and definitions. A History of Mass Communication: Six Information Revolutions. Four eras of mass communication. What is communication theory? What is theory? Six criteria of a scientific theory. Functions of Theories. Origin of mass communication theories. Paradigm shifts in mass communication theories.	PC
Unit 2. Classical Theories of Mass Communication	Topic 2.1. Normative theories: The Authoritarian, Libertarian or Free Press Theory, Social Responsibility Theory, Soviet Media/Communist Theory. The Magic Bullet or Hypodermic Needle Theory, Gate Keeping Theory, Agenda Setting Theory, The Spiral of Silence Theory. Audience analysis and mass communication. Uses and gratification theory, Media Dependency Theory and others.	PC

Unit 3. Theories of Information Society	Topic 3.1. The concept of 'waves' by Alvin Toffler and the concept of 'the Information Age' by M. Castells. Theories of cultural imperialism, media imperialism, linguistic imperialism. Electronic colonialism theory.	PC
Unit 4. Theories of Media Impact	Topic 4.1. Cultivation Theory. Cognitive Dissonance Theory. Social learning theory.	PC
Unit 5. The Theoretical Concepts of a Media System	Topic 5.1. Media system models: The Liberal Model, the Democratic Corporatist Model, and the Polarized Pluralist Model. A critical look at the models of media system. Traditional landmarks and new trends in media systems research.	PC
Unit 6. Russian Media System in the Context of Modern Global Media landscape	Topic 6.1. An insight into the history of Russian media. Transformation and trends of development of Russian media system.	PC
Unit 7. Communication research	Topic 7.1. The concept of media framing. Innovative journalism.	PC
Unit 8. Interdisciplinary approaches to mass communication research	Topic 8.1. Issues of media ecology. The concept of Media and information literacy. Media psychology and mass communication.	PC

#### 5. EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Room Type	Room Equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline
Class for Seminars	Room for seminar-type classes, equipped with a set of specialized furniture, board (screen) and technical / multimedia gadgets	Not necessary
Self-Work Class	Room for self-working (can be used for lecture and seminars activities), equipped with a set of specialized furniture, board (screen) and technical / multimedia gadgets and computers with an access to EIPES	Not necessary

#### 6. METHODOLOGICAL SUPPORT AND LEARNING MATERIALS

##### *Main readings:*

- Bignell, J. (2013) *An Introduction to Television Studies*. London: Routledge. - 348 p.
- Bryant, J., Thompson, S., & Finklea, B. W. (2012). *Fundamentals of media effects*. Waveland Pr Inc. 410 p.
- Castells M. (2010) *End of Millennium: The Information Age: Economy, Society, and Culture Volume III*. N.Y.: Wiley-Blackwell. 488 p.
- Coleman, S., & Ross, K. (2010). *The media and the public. 'Them' and 'us' in media discourse*. N.Y.: Wiley-Blackwell. 200 p.
- Dominick, J. R. (2012). *The Dynamics of Mass Communication: Media in the Digital Age*, 12th ed. New York: McGraw-Hill. 496 p.
- Expanding Media Frontiers in The XXI Century: The Impact of Digitalization Upon Media Environment*. (2016) M.: MSU. 214 p.
- Global Media and National Policies: The Return of the State*. (2016). Eds. By Flew T., Iosifidis P., Steemers J. L.: Palgrave Macmillan. 232 p.

Griffin E., Ledbetter A., Sparks G. (2014) A First Look at Communication Theory McGraw-Hill Higher Education. 560 p.

Hachten W., Scotton J. (2016) The World News Prism: Challenges of Digital Communication: 9 edition Wiley-Blackwell. 288 p.

Jenkins, Henry (2006). Convergence Culture: Where Old and New Media Collide. New York: New York University Press. 308 p.

Mapping BRICS Media (2015) Nordenstreng. K. and D. K. Thussu (eds.), (London: Routledge).

Marsen S. Communications studies. Palgrave Macmillan (2006). 224 p.

McPhail T. Global Communication: Theories, Stakeholders and Trends Paperback, 2014, Wiley-Blackwell. -336 p.

McQuail D. Mass Communication Theory. 6th edition SAGE, 2010 r. 632p.

Miller K. Communication Theories: Perspectives, Processes, and Contexts. 2004. McGraw-Hill Humanities/Social Sciences/Languages. 352 p.

Potter W. Media Literacy (2015): SAGE Publications. 576 p.

Rushkoff D. (2010) Media Virus! N.Y.: Ballantine Books - 370 p.

Toffler A. (1984) The Third Wave. N.Y.: Bantam. - 560 p.

Webster F. (2002) Theories of the Information Society. L.: Routledge. 304 p.

*Additional readings:*

Baran S., Davis, D. (2014) Mass Communication Theory: Foundations, Ferment, and Future 7th Edition. Boston: Cengage Learning. 408 p.

Castells, M. (2009) Communication Power. Oxford: Oxford University Press. 608 p.

Bryant, Jennings, & Oliver, Mary Beth. (2009). Media effects: Advances in theory and research (3rd edition). New York: Routledge. 576 p.

Briggs, A. and Burke, P. (2010) A Social History of the Media: from Gutenberg to the Internet, - Oxford: Polity; 320 p.

Dainton M., Zelley E. (2014) Applying Communication Theory for Professional Life: A Practical Introduction 3rd Edition 280 p. SAGE Publications

Doing News Framing Analysis: Empirical and Theoretical Perspectives (2009) - Routledge. - 392 p.

Flew, T. & Waisbord, S. (2015). The ongoing significance of national media systems in the context of media globalization // Media, Culture and Society, 37(4), pp. 620-636.

Giles D. Media Psychology Routledge, 2003. --- 336 p.

Jones R., Hafner A. (2012). Understanding Digital Literacies: A Practical Introduction. N.Y.: Routledge. - 224p.

DeFleur M, DeFleur M. Mass Communication Theories: Explaining Origins, Processes and Effects N.Y.: Routledge. 2009. 380 p.

Miller K. Communication Theories: Perspectives, Processes, and Contexts. 2004. McGraw-Hill Humanities/Social Sciences/Languages. 352 p.

Sparks, G. (2013). Media Effects Research: A Basic Overview Boston: Wadsworth Cengage Learning. 336 pp.

Taylor P.A., Harris J. (2008) Critical theories of Mass media: Then and Now. Open University Press - 264p.

*Internet sources:*

ELS RUDN University and third party EBS, to which university students have access based signed contracts:

- RUDN Electronic Library System, <http://lib.rudn.ru/MegaPro/Web> ;
- ELS University Library Online, <http://www.biblioclub.ru> ;
- EBS Urayt, <http://www.biblio-online.ru> ;
- ELS Student Consultant, <http://www.studentlibrary.ru> ;
- EBS Lan, <http://e.lanbook.com> ;
- EBS Trinity Bridge <http://www.trmost.ru>

Databases and search engines:

- Electronic fund of legal and normative-technical documentation, <http://docs.cntd.ru> ;
- Yandex search system [https:// www .yandex.ru](https://www.yandex.ru) ;
- Google search system <https://www.google.com> ;
- Reference database Scopus , <http://www.elsevierscience.ru/products/scopus>

*Educational and methodological materials for students' self-work studying the discipline / module:*

A course of lectures on the discipline « Theories of Mass Communications ».

#### **7. ASSESSMENT TOOLKIT AND GRADING SYSTEM FOR MIDTERM ATTESTATION OF STUDENTS IN THE DISCIPLINE (MODULE)**

Assessment toolkit and a grading system to evaluate the level of competences (competences in part) formation as the course results are specified on the TUIS platform.

#### **DEVELOPERS:**

Associate Professor, Department of Theory and History of Journalism    Aleksei K. Malahovskiy

#### **HEAD OF THE DEPARTMENT**

Head of the Department of Mass Communication

Victor V. Barabash