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)

Mass Communication Department

department

COURSE SYLLABUS

Theories of Mass Communications

(course title)

Recommended by the Didactic Council for the Education Field of:

5.9.9. Media communications and Journalism

(field of studies / speciality code and title)

The course instruction is implemented within the PhD Programme:

International Journalism

(PhD program profile/specialisation title)

2024

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 FOR LEARNING OUTCOMES

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. THE WORKLOAD OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline 'Theories of Mass Communications' is **3** credits (108 academic hours). 1 credit unit is previewed for midterm attestation.

Table 3.1. Types of educational activities by periods of mastering the postgraduate program

Types of activities	Total hrs.	Semesters			
		1	**2**	**3**	**4**
Classroom activities (total), including:	**38**				
Lectures (LC)	19			19	
Laboratory activities (LA)					
Practical lessons/Seminars (PC)	19			19	
Independent work (total)	**70**			70	
Overall workload hours	**108**			108	
Credits	**3**			3	

4. DISCIPLINE CONTENT

Table 4.1. Content of the units of the discipline

Discipline Unit	Content of the units(topics)	Types of Educational Activities
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.	PL

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	PL
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.	PL
Unit 4. Theories of Media Impact	Topic 4.1. Cultivation Theory. Cognitive Dissonance Theory. Social learning theory Lecture-conference	PL
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.	PL
Unit 6. Russian Media Systemin 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	PL
Unit 7. New trends in mass communication research	Topic 7.1. The concept of media framing. Innovative journalism.	PL
Unit 8. Interdisciplinary approaches to mass communication research	Topic 8.1. Issues of media ecology. The concept of Media and information literacyMedia psychology and mass communication.	PL

5. DISCIPLINE EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 5.1. Material and technical support of the disciple

Room Type	Room Equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)
Lecture Class	Room for lecture-type classes, equipped with a set of specialized furniture, board (screen) and technical / multimedia gadgets.	——
Class for Seminars	Room for seminar-type classes, equipped with a set of specialized furniture, board (screen) and technical / multimedia gadgets.	——
Computer Class	Computer class, equipped with a set of specialized furniture, board (screen) and technical / multimedia gadgets.	——
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.	——

6. METHODOLOGICAL SUPPORT AND LEARNING MATERIALS

Main readings:

1. Bignell, J. (2013) An Introduction to Television Studies. London: Routledge. - 348 p.
2. Bryant, J., Thompson, S., & Finklea, B. W. (2012). Fundamentals of media effects. Waveland Pr Inc. 410 p.
3. Castells M. (2010) End of Millennium: The Information Age: Economy, Society, and Culture Volume III.N.Y.: Wiley-Blackwell. 488 p.
4. Coleman, S., & Ross, K. (2010). The media and the public. 'Them' and 'us' in media discourse. N.Y.: Wiley-Blackwell. 200 p.
5. Dominick, J. R. (2012). The Dynamics of Mass Communication: Media in the Digital Age, 12th ed. New York: McGraw-Hill. 496 p.
6. Expanding Media Frontiers in The XXI Century: The Impact of Digitalization Upon Media Environment. (2016) M.: MSU. 214 p.
7. Global Media and National Policies: The Return of the State. (2016). Eds. By Flew T., Iosifidis P., Steemers J. L.: Palgrave Macmillan. 232 p.
8. Griffin E., Ledbetter A., Sparks G. (2014) A First Look at Communication Theory McGraw-Hill Higher Education. 560 p.
9. Hachten W., Scotton J. (2016) The World News Prism: Challenges of Digital Communication: 9 edition Wiley-Blackwell. 288 p.
10. Jenkins, Henry (2006). Convergence Culture: Where Old and New Media Collide. New York: New York University Press.308 p.
11. Mapping BRICS Media (2015) Nordenstreng. K. and D. K. Thussu (eds.), (London: Routledge).
12. Marsen S. Communications studies. Palgrave Macmillan (2006). 224 p.
13. McPhail T. Global Communication: Theories, Stakeholders and Trends Paperback, 2014, Wiley-Blackwell. -336 p.
14. McQuail D. Mass Communication Theory. 6th edition SAGE, 2010 г. 632p.
15. Miller K. Communication Theories: Perspectives, Processes, and Contexts. 2004. McGraw-Hill Humanities/Social Sciences/Languages. 352 p.
16. Potter W. Media Literacy (2015): SAGE Publications. 576 p.
17. Rushkoff D. (2010) Media Virus! N.Y.: Ballantine Books - 370 p.
18. Toffler A. (1984) The Third Wave. N.Y.: Bantam. - 560 p.
19. Webster F. (2002) Theories of the Information Society. L.: Routledge. 304 p.

Additional readings:

1. Baran S., Davis, D. (2014) Mass Communication Theory: Foundations, Ferment, and Future7th Edition. Boston: Cengage Learning. 408 p.
2. Castells, M. (2009) Communication Power. Oxford: Oxford University Press. 608 p.
3. Bryant, Jennings, & Oliver, Mary Beth. (2009). Media effects: Advances in theory and research (3rd edition). New York: Routledge. 576 p.
4. Briggs, A. and Burke, P. (2010) A Social History of the Media: from Gutenberg to the Internet, - Oxford: Polity; 320 p.
5. Dainton M., Zelley E. (2014) Applying Communication Theory for Professional Life: A Practical Introduction 3rd Edition 280 p. SAGE Publications
6. Doing News Framing Analysis: Empirical and Theoretical Perspectives (2009) - Routledge. - 392 p.

7. Flew, T. & Waisbord, S. (2015). The ongoing significance of national media systems in the contextof media globalization // Media, Culture and Society, 37(4), pp. 620-636.
8. Giles D. Media Psychology Routledge, 2003. — 336 p.
9. Jones R., Hafner A. (2012). Understanding Digital Literacies: A Practical Introduction. N.Y.:Routledge. - 224p.
10. DeFleur M, DeFleur M. Mass Communication Theories: Explaining Origins, Processes and Effects N.Y.: Routledge. 2009. 380 p.
11. Miller K. Communication Theories: Perspectives, Processes, and Contexts. 2004. McGraw-Hill Humanities/Social Sciences/Languages. 352 p.
12. Sparks, G. (2013). Media Effects Research: A Basic Overview Boston: Wadsworth Cengage Learning. 336 pp
13. Taylor P.A., Harris J. (2008) Critical theories of Mass media: Then and Now. Open University Press - 264p.

Internet sourses:

1. RUDN University Databases and other resourses which are available for an access due to the signed contracts:
Electronic Library Systems
– ELS RUDN http://lib.rudn.ru/MegaPro/Web
– ELS RUDN «Университетская библиотека онлайн» http://www.biblioclub.ru
– ELS «Student Consultant» www.studentlibrary.ru
– ELS «Лань» http://e.lanbook.com/
– ELS «Троицкий мост»

2. *Database and search engines:*
– 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.theeuropeanlibrary.org;
– www.epoch-net.org
– http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z0 0358/st000/htm/
– http:www.philosophy.ru/library/witt/01/01.html/

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

* - all educational and methodological materials for independent work of students are avalible in accordance with the current procedure on the page of the discipline in TUIS.

7. ASSESSMENT TOOLKIT AND GRADING SYSTEM FOR MIDTERM ATTESTATION OF PhD STUDENTS ON THE DISCIPLINE MODULE

Assessment toolkit and a grading system for assessing the discipline are presented to the Appendix to the current Program of the discipline.

DEVELOPER:

Associate Professor, Department of Theory and History of Journalism Position/Department		Aleksei K. Malahovskiy Full name

Head of the Department

Mass Communication Department Name of the Department		Victor V. Barabash Full name