



Course Syllabus

1. Course Title:

Sociology of Mass Media and Communications

2. Academic Level:

Master

3. ECTS Credits:

5 ECTS

4. Semester:

4, spring semester

5. School/Department:

Institute Sociology and Regional Studies

6. Location:

160 Pushkinskaya St., Rostov-on-Don

7. Instructor:

Prof. Daria Gugueva, email: daguqueva@sfedu.ru

8. Language of Instruction:

English

9. Course Description:

Formation of students' knowledge, ideas and independent skills in the field of sociology of mass communication, which should contribute to their deep understanding of the social context of activities in the field of advertising, public relations, traditional media and new media.

10. Course Aims:

The course was designed:
To acquaint with the subject, basic concepts and theoretical approaches of the sociology of communication and the sociology of mass communications;
To develop ideas about the principles of functioning of communication institutions in modern society;
To master the skills of methods of studying communicative processes, determining their role in social processes and their influence on various social structures;

To identify internal essential and substantial characteristics of the mass communication system, sociological methods of studying this activity.

11. Specific entry requirements (if any):

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12. Course Content:

Module 1: Contemporary Critical Media Theories; Module 2. Traditional and modern technologies of mass communication; Module 3. Communication in virtual network communities.

13. Intended Learning Outcomes:

Ability to carry out a critical analysis on the basis of a systematic approach, to develop an action strategy.

14. Learning and Teaching Methods:

Lecture, seminar, project supervision, practical classes and workshops, case studies

15. Methods of Assessment/Final assessment information:

Pass/fail test

16. Reading List:

1. Griffin E. A First Look at Communication Theory. –N.Y.: McGraw-Hill, Inc., 1996. – 536 p.
2. McLuhan M. Understanding Media: The Extensions of Man. –London and New York, McGraw-Hill, 1964. – 390 p.
3. Scheufele D. A. Framing as a theory of media effects //Journal of Communication, 1999, 49(1). – Pp. 103-122.
4. Entman R. M. Cascading Activation: Contesting the White House's Frame After 9/11 // Political Communication, 2003, 20. – Pp. 415-432.
5. Bandura A. Social learning theory. Englewood Cliffs, NJ: Prentice-Hall, 1977. – 247 p.
6. Gerbner G., Gross L., Jackson-Beeck, Jeffries-Fox S., Signorielli N. Cultural Indicators: Violence Profile // Journal of Communication, 1978, Vol. 28, № 3. – Pp. 176-207.
7. Hall S. Ideology and Communication Theory. In: B. Dervin, L. Grossberg, B. O'Keefe, E. Wartella (eds.). Rethinking Communication Theory. –Sage, Newbury Park, California, 1989, Vol. 1. – Pp. 40-52.
8. McCombs M., Shaw D. The Agenda Setting Function of the Mass Media //Public Opinion Quarterly, 1972, Vol. 36. – Pp. 176-187.
9. Noelle-Neumann E. The Spiral of Silence. Chicago: University of Chicago, 1984. – 200 p.
10. Norris P. A Virtuous Circle: Political Communications in Postindustrial Societies. – Cambridge: Cambridge University Press, 2000. – 398 p.
11. Scheufele D. A. & Tewksbury D. Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models //Journal of Communication, 2007, № 57. – Pp. 9-20.
12. Nelson T., Oxley Z. and Clawson R. Toward a Psychology of Framing Effects //Political Behavior, 1997, 19: 3. – Pp. 221-246.
13. Noelle-Neumann E. The Spiral of Silence: A Theory of Public Opinion //Journal of Communication, 1974, Vol. 24, № 2. – Pp. 43-51.
14. Evans M. Framing international conflicts: Media coverage of fighting in the Middle East //International Journal of Media and Cultural Politics, 2010, Volume 6, Number 2. – Pp. 209-233.
15. Shoemaker P. J., & Reese S. D. Mediating the message: Theories of influences on mass media content (2nd ed.). – White Plains, NY, Longman, 1996. – 313 P.
16. Gans H. Deciding what's news. New York, Pantheon Books, 1979. – 416 p.

17. Kim Sei-Hill, Carvalho J. P., and Davis A. G. Talking About Poverty: News Framing of Who is Responsible For Causing and Fixing the Problem // *Journalism & Mass Communication Quarterly*, 2010, Vol.87, Nos. 3-4, Autumn/Winter. – Pp. 563-581.
18. Riker W. *The art of political manipulation*. New Haven, CT: Yale University Press, 1986. – 153 P.
19. Brüggemann M. Between Frame Setting and Frame Sending: How Journalists Contribute to News Frames // *Communication Theory*, 2014, 24. Pp. 61–82.
20. Bandura A., Ross D., & Ross S. Transmission of aggression through imitation of aggressive models // *Journal of Abnormal and Social Psychology*, 1961, № 63. – Pp. 575-582.
21. Bandura A., Ross D., & Ross S. Imitation of film-mediated aggressive models // *Journal of Abnormal and Social Psychology*, 1963, № 66. Pp. 3-11.
22. Gerbner G., Gross L., Morgan M., S., Signorielli N. Living with Television: The Dynamics of the Cultivation Process. In: J. Bryant and D. Zillmann (eds.). *Perspectives on Media Effects*. – Lawrence Erlbaum Associates, Hillsdale, N.J., 1986. – Pp. 17-40.
23. Hanson R. E. *Mass Communication: Living in a Media World*. – CQ Press, 2011. – 660 p.
24. Hall S. The discovery of 'Ideology': Return of the Repressed in Media Studies. In: M. Gurevitch, T. Benett, J. Curran, J. Woollacott (eds.). *Culture, Society and the Media*. –Methuen, London, 1982. –Pp. 56-90.
25. Hall S. The Problem of Ideology – Marxism without Guarantees // *Journal of Communication Inquiry*, 1986, Vol. 10, no. 2. – Pp. 28-44.
26. Russell N. W., Guggenheim L., Jang S. Mo, & Young B. S. The Dynamics of Public Attention: Agenda-Setting Theory Meets Big Data // *Journal of Communication*, 2014, № 64. –Pp. 193-214.
27. McCombs M., Shaw D. *The Emergence of American Political Issues: The Agenda-Setting Function of the Press*. West, St. Paul, Minneapolis, 1977. – 172 p.
28. Noelle-Neumann E. Turbulences in the Climate of Opinion: Methodological Applications of the Spiral of Silence Theory. – *Public Opinion Quarterly*, 1977, Vol. 41. – Pp. 143-158.