

Donetsk State University of Management in Mariupol
Sociology of Mass Communication
Syllabus

1.	Subject	Sociology of Mass Communications
2.	Hours	32
3.	ECTS	1
4.	Lecturers	Yelena Vlasenko
5.	Frequency	Summer term 2016
6.	Type of discipline	Compulsory
6.	Target group	Bachelor Students of the Specialty "Sociology"
7.	Course description	<p>This course will introduce students to some basic issues of sociology of mass communication, such as</p> <ul style="list-style-type: none"> • concepts of mass communication in the sociological aspect, • lives and achievements of prominent mass communication theorists, both past and present, • modern popular culture and • major technologies of understanding, preventing, and handling conflicts. <p>The modules under consideration deal with both theory and practice. The theoretical frame of the course is based on the studies of DeFleur, M.L., DeFleur, M.H. (2016), McQuail, D., and Windahl, S. (2015). The course outlines key mass communication theories in the social and cultural aspects. This approach contributes to students' deep understanding of the today's community. The course offers a critical exploration of new media, globalization, economy, governance, media audiences, and effects, providing students with the vast array of knowledge about today's reality.</p> <p>The course is introduced by means of great variety of innovative teaching techniques and effective methods, such as the communicative approach, projects, debates, games, and role play. Training in small groups and numerous case studies contribute to bringing abstract concepts to life. Cultural studies and exploring challenges of conflict and effective negotiations will supply students with the tools for critical thought and will be extremely helpful in their further career promotion.</p>
7.	Learning outcomes	<p>On completion of this course students should gain the following:</p> <ul style="list-style-type: none"> - ability to develop and employ effective communication strategies; - understanding the principles and practices of modern mass communication; - basic knowledge of popular culture;

		<ul style="list-style-type: none"> - awareness of the role of effective behavior in preventing and handling conflicts; - analytical and critical ability to communicate effectively in international business.
8.	Course content	<ol style="list-style-type: none"> 1. Theoretical background of communication. 2. Contemporary sociological thinkers and theories. 3. Mass media world. 4. Mass media theories. 5. Cultural studies. Popular culture. 6. Conflict and effective negotiations: case studies.
9.	Assessment	60% class work, 40% final test
10.	Methods	Lecturing, Case Studies, Presentations, Teamwork, Games, Role Play
11.	Primary textbooks	<p>Bryant, C., and Peck, D. <i>21st Century Sociology: A Reference Handbook</i>. London: Sage Publications, 2007.</p> <p>DeFleur, M.L. and DeFleur, M.H. <i>Mass Communication Theories: Explaining Origins, Processes, and Effects</i>. New York, NY: Routledge, 2016.</p> <p>D'Errico, F., Poggi, I., Vinciarelli, and Vincze, L. <i>Conflict and Multimodal Communication: Social Research and Machine Intelligence</i>. Glasgow, UK: Springer, 2015.</p> <p>Fulcher, J., and Scott, J. <i>Sociology</i>. New York, NY: Routledge, 2011.</p> <p>Hanson, R. <i>Mass Communication: Living in a Media World</i>. Thousand Oaks, CA: Sage, 2015.</p> <p>McQuail, D. <i>McQuail's Mass Communication Theory</i>. London: Sage Publications, 2010.</p> <p>McQuail, D. <i>McQuail's Reader in Mass Communication Theory</i>. Thousand Oaks, CA: Sage, 2002.</p> <p>McQuail, D., and Windahl, S. <i>Communication Models for the Study of Mass Communications</i>. New York, NY: Routledge, 2015.</p> <p>Segre, S. <i>Contemporary Sociological Thinkers and Theories</i>. Burlington, VT: Ashgate, 2014.</p> <p>Vyas, H. <i>Human Communication</i>. New York, NY: Brown Company, 2014.</p> <p>Williams, R. <i>Post-Object Fandom: Television, Identity and Self-Narrative</i>. New York, NY: Bloomsbury, 2015.</p>