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## STUDY & INTERN ABROAD PROGRAMS

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### **SYLLABUS:**

#### **COM 340 Mass Media in Russia**

This course deals with media landscape in Russia, and tackles all the variety of media-related topics in the area, beginning with a historic overview to the present day situation. It offers an in-depth analysis of how the main mass media - press, radio, television and Internet - are functioning in modern Russia, focusing on the most challenging media topics, such as politics, international relations, ethnic conflicts, and other intensively covered themes. The course is structured in such a way that students can combine the basic theories of media studies with practical analysis of the information space in modern Russia. Special attention is given to the comparative study of media images and representations of Russia and the United States in mass media of both countries. The students are also encouraged to search for and discuss politically, socially and culturally sensitive topics that are being covered by the Russian media during the period under study.

**Credits:** 3

#### **Course objectives:**

- to introduce students to history and present day situation of the Russian media
- to help students understand place and role of the mass media in contemporary Russian society
- to develop their critical thinking skills and practice critical analysis of media messages using the material of the Russian press, television and Internet.

#### **Course requirements:**

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| - Participation in class work | 20% |
| - Short oral presentation     | 20% |
| - Big oral presentation       | 30% |
| - Final paper                 | 30% |

#### **Recommended reading:**

- Joseph Dominick "The Dynamics of Mass Communication"
- Стровский Д.Л. «Отечественная журналистика новейшего периода»
- Засурский Иван «Реконструкция России: масс медиа и политика в 90-е»

#### **Topics:**

*Theme 1.* Defining mass communication. Models for studying mass communication. Basic functions of mass media in a society.

*Theme 2.* Theories of press. Print media: a historic overview of the Russian press. Types of newspapers. Quality and popular press. Contemporary Russian press.

*Theme 3.* Print media: recent trends in the development of the print media in Russia. Control and ownership. Social and cultural impact. International media patterns as represented in the Russian press.

*Theme 4.* Print media: magazine industry in Russia. Magazines yesterday and today. Main types of the magazines. Recent trends in magazine publishing in Russia.

*Theme 5.* Book publishing in contemporary Russia: a historic overview and recent trends. Most popular book titles and writers: what Russians read.

*Theme 6.* Russian radio yesterday and today. Emergence and growth of the Internet in Russia. A guide to most popular online media and social networks.

*Theme 7.* Television: a historic overview and basic functions for a society. Review of the major TV channels in today's Russia. Television programming and international patterns of broadcasting on the Russian TV.

*Theme 8.* Film industry in Russia: a historic overview. Making movies today. Review of the most popular films and actors. The image of Russia and Russians in the US films.

*Theme 9.* Advertising in Russia: brief historic overview and present day situation. Cross-cultural analysis of advertising in the United States, Great Britain and Russia.

*Theme 10.* Media and censorship in contemporary Russia. Mass media and government. Access to information. Propaganda and Investigative reporting.

*Theme 11.* Media and politics in contemporary Russia. Analysis of media representations and images of the political organizations, events and leaders.

*Theme 12.* Media and culture in present day Russia. Media representations of culture-related events and culturally sensitive topics. Political correctness as manifested in the Russian media. Putting it all together. Final paper due.