

CONTEMPORARY STUDIES OF MEDIA AND CULTURE: PROBLEMS AND METHODOLOGY

The primary purpose of the discipline ‘Contemporary Studies of Media and Culture: Problems and Methodology’ is to obtain and develop theoretical and practical knowledge in the field of studying the interaction of culture and various media, mastering existing concepts and research methods, understanding the ways of developing modern science of culture and mass communication. As part of the discipline, students acquire the skills of working with sources, searching for research in a chosen field of studies, learning to evaluate the reliability of other studies and design their own.

The total workload of the discipline is 2 credits (72 academic hours).

| № | Discipline Section | Forms of Current Control and Intermediate Assessment |
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| 1 | The origins of studies of culture and mass media. Major works on the theory of mass communication. Public opinion concept and traditions of its research in the USA and Russia. Sociology of mass communications and culture | |
| 2 | The main trends of studying culture and media of the 20th century. Cultural studies in Russia, the Great Britain and in the United States: the most important concepts and research methods. The main ideas of the Annenberg School. Structuralist, semiotic and semantic approaches to culture and media | |
| 3 | Current areas of media and culture research. Ideas of ‘virtual culture’ and ‘information age’ at the turn of the 20th and 21st centuries. The main topics and directions of the science of culture and mass media in the 21st century. Basics of information searching in the modern scientific and media environment. Empirics and theory | |
| 4 | Methods of modern culture and mass media research: structural and functional analysis, a systematic approach to studying the effects of mass media. Quantitative methods: sociological survey methodology, content analysis, rating measurement. Qualitative methods: the concept of ‘framing’ and of the ‘agenda setting’, interviewing experts, etc. Media linguistics and complex analysis of media narrative. Big data analysis | |

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| 5 | Technology of publication of research results. Collective and individual research. Genres of scholar texts: an article, a monograph, theses of a speech at the conference | |
| | | Credit |