

Sociology of Mass Communication & Internet

Communication as a necessary element of interaction of individuals, social groups, societies, because of which the transfer, exchange of information, has occupied a leading place in the field of social processes. Social communication permeates all aspects of society, constituting social communities, systems, organizations. Thus, the study of social life is based on the study of communicative processes. The focus of the course "Sociology of Mass Communication & Internet " is socio-cultural aspects of mass communications, which embodies and transmits through the mechanisms of symbolic regulation of integrated individual and collective experience. The course examines their status in society and culture, social mechanisms of communicative interaction, types and levels of communication, their means, communication barriers. This course aims to acquaint students with the history of the formation of communicative theories and the achievements of modern domestic and foreign scientific thought in the field of sociology of communication. The course is based on generalized theoretical developments, is conceptual and applied, gives students the necessary knowledge and skills on the most important aspects of sociological analysis of social communication, individual components of the communicative process and sociological research in this field.

By mastering the content of the course, students will have the opportunity to analyze the historical background and values of the development of mass communications and the Internet.

The main tasks of studying the credit module " Sociology of Mass Communication & Internet " are:

- to master the key concepts that make up the framework of theories of Sociology of Mass Communication: types, levels, models of communication, conflict, emotional intelligence;
- to form an idea of the basic components of Mass communication & Internet;
- to understand the causal links between the level of development of social communications and the nature of social ties;
- to use various sources of information and methods of their processing;
- to apply the acquired knowledge in professional activities;
- to reveal the content and main directions of Mass Communication technologies to cybersecurity.

