



## Sociology of Mass Communications and the Internet Syllabus

### Details of the discipline

Level of Higher Education	The Second (master's level)
Field of Knowledge	05 - social and behavioral sciences
Speciality	054 Sociology
Educational Program	Conflict Resolution and Mediation
Status of Discipline	Elective Course
Form of Learning	Full-time/Distance Learning
Year of Education, Semester	1 year, spring semester
ECTS	4 credits
Form of Control	Test
Schedule	Lecture per week and Practical Classes per week
Language	English
Information about course leader / teachers	Lecturer: <i>Tetiana Kolomiets, PhD, associate professor, e-mail: tana.kolomiets@gmail.com</i> Practical Classes: <i>Tetiana Kolomiets, PhD, associate professor, e-mail: tana.kolomiets@gmail.com</i>
Course placement	

### Curriculum of the discipline

#### 1. Description of the discipline, its purpose, subject of study and learning outcomes

*The focus of the course "Sociology of mass communications and the Internet" is the sociocultural aspects of mass communications, which embody and translate with the help of mechanisms of symbolic regulation integrated individual and collective experience: their status in society and culture, social mechanisms of communicative interaction, types and levels of communications, their means, communication barriers. The purpose of this course is to acquaint students with both 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, has a conceptual and applied nature, provides students with the necessary knowledge and skills in the most important aspects of sociological analysis of the functioning of social communication, individual components of the communicative process and sociological research in this field.*

*Thanks to learning the content of the course, students will have the opportunity to analyze the historical prerequisites and value bases of the development of mass communications and the Internet.*

*Communication with the teacher is possible and will be encouraged within the framework of educational classes, as well as within the framework of consultations with the teacher, the place and time of which will be notified to students additionally.*

*After attending this course students will show the results:*

Knowledge:

- basic components of the theory of mass communications and the Internet;
- basics of the theory of mass communications and the Internet;
- peculiarities, stages of deployment of the mass communication process;
- concepts of mass society and mass communications;
- methods of applying acquired knowledge, abilities and skills in professional activity.

Skills:

- analyze mass communication and the Internet as a necessary element of the interaction of individuals, social groups, societies;
- organize mass communication of various types and levels;
- form the communicative culture of the individual;

## **2. Prerequisites and post-requisites of the discipline (place in the structural and logical scheme of education according to the relevant educational program)**

*The discipline is selective and strengthens the competencies provided by normative disciplines. Basic knowledge in sociology and political science is necessary.*

## **3. The content of the discipline**

*List of topics*

*Topic 1 Subject, object, problems of sociology of mass communications and the Internet.*

*Topic 2. Origins and main stages of the development of mass communication.*

*Topic 3. Fundamentals of the theory of mass communications.*

*Topic 4. Analysis of the mass communication process.*

*Topic 5 Basic models of mass communications.*

*Topic 6. Mass society and mass communications.*

*Topic 7. Mass communication as a social institution.*

*Topic 8. Mass communication as an industry.*

*Topic 9. The Internet as an object of sociological analysis.*

## **4. Training materials and resources**

*Basic*

1. McQuail, Denis. *McQuail's Mass Communication Theory*, 2010  
[https://books.google.com.ua/books?id=CvcvLsDxhvEC&printsec=frontcover&dq=inauthor:"Denis+McQuail"&hl=ru&sa=X&redir\\_esc=y#v=onepage&q&f=false](https://books.google.com.ua/books?id=CvcvLsDxhvEC&printsec=frontcover&dq=inauthor:)
2. Sven Windahl, Denis Mcquail *Communication Models for the Study of Mass Communications* Taylor & Francis Group, 2016  
[https://books.google.com.ua/books?id=ZkUYvqAACAAJ&dq=inauthor:"Denis+McQuail"&hl=ru&sa=X&redir\\_esc=y](https://books.google.com.ua/books?id=ZkUYvqAACAAJ&dq=inauthor:)

3. John D. H. Downing, Denis McQuail, Philip Schlesinger, Ellen Wartella. *The SAGE Handbook of Media Studies*. SAGE Publications, 2004  
[https://books.google.com.ua/books?id=isFAwqhITCUC&hl=ru&source=gbs\\_similarbooks](https://books.google.com.ua/books?id=isFAwqhITCUC&hl=ru&source=gbs_similarbooks)

*Additional:*

1. Bourdieu P. *About television and journalism / Pierre Bourdieu; trans. with Fr. T. Anisimovoy, Yu. Markovoy; open ed., preface N. Shmatko. — M.: Fond of scientific research "Pragmatics of culture", Institute of experimental sociology, 2002. — 160 p.*
2. D. Drozdovsky. *Three conversations that can change the world / Dmytro Drozdovsky // Universe. — 2008. - 2. - [Electronic resource]. — Access mode: <http://www.vsesvit-journal.com/old/content/view/449/41/>*
3. Carr N. *Glass cell. Automation and we. / Nicholas Carr; translated from English A. Anvaer. - M.: KoLibry, Azbuka-Atypus, 2015. - 134p. [http://loveread.ec/view\\_global.php?id=66056](http://loveread.ec/view_global.php?id=66056)*
4. Castells M. *Galactic Internet: Reflections on the Internet, business and society / Manuel Castells; trans. with English A. Matveeva under the editorship. V. Kharitonova. - Yekaterinburg: U-Factory (with the participation of the publishing house of the Humanitarian University), 2004. - 328 p. [https://platona.net/load/knigi\\_po\\_filosofii/sociologija/kastels\\_m\\_galaktika\\_internet\\_razmyshleniya\\_ob\\_internete\\_biznese\\_i\\_obshchestve\\_2004/25-1-0-4711](https://platona.net/load/knigi_po_filosofii/sociologija/kastels_m_galaktika_internet_razmyshleniya_ob_internete_biznese_i_obshchestve_2004/25-1-0-4711)*
5. Kulichenko A.K. *Nonverbal communicative behavior and its components: from the history of the question / A.K. Kulichenko // State and regions. Ser. Humanite. science - 2011. - Issue 1. - P. 78-84.*
6. Lotman Yu M. *Articles on semiotics of culture and art / Yu.M. Lotman; preposition S. M. Daniela; composition R. G. Hryhorva. - St. Petersburg: Academic project, 2002. 543 p*
7. McLuhan, Marshall. *Gutenberg's galaxy [Text]: human development print. book / Marshall McLuhan ; [trans. from English A. A. Galushki, V. I. Postnikova]. - Kind. the 3rd - K.: Nika-Center, 2011. - 392 p. - (Series "Paradigm Change". Issue 1). <https://booksonline.com.ua/view.php?book=102371>*
8. McLuhan, M. *Understanding Media: Vneshnie prazhenie cheloveka / M. McLuhan / Trans. with English V. Nikolaeva; closing Art. M. Vavilova. — M.; Zhukovsky: "KANON-press-Ts", "Kuchkovo pole", 2003. — 464 p. [https://bookap.info/book/maklyuen\\_ponimanie\\_media\\_vneshnie\\_rasshireniya\\_cheloveka\\_2003/load/pdf.shtm](https://bookap.info/book/maklyuen_ponimanie_media_vneshnie_rasshireniya_cheloveka_2003/load/pdf.shtm)*
9. Ortega-y-Gasset H. *Stone and sky [Text] / Jose Ortega-y-Gasset; trans. with Spanish H. G. Orel; composition and comment N. Malinovskaya; (author's preface) A. M. Helleskul. - M.: Grant, 2000. - 288 p.*
10. Innis H. *Empire and Communication. / Harold Innis; London, Oxford Press. 1950. — 230p.*
11. Morozov E. *To Save Everything, Click Here. The Folly of Technological Solutionism /Evgeny Morozov. — New York: PublicAffairs., 2013. — 432p. [https://www.jstor.org/stable/10.5325/jinfopoli.4.2014.0173#metadata\\_info\\_tab\\_contents](https://www.jstor.org/stable/10.5325/jinfopoli.4.2014.0173#metadata_info_tab_contents)*
12. <http://www.sociology.kpi.ua/literature> - Department of Sociology, Igor Sikorsky KPI

## Educational content

### 5. Methods of mastering the discipline (educational component)

#### LECTURE CLASSES

*During the lectures, the teacher formulates the theory of modern studies of mass communications and the Internet, demonstrates their properties and characteristics, can reproduce the material in the form of a presentation. The lecture takes place in the form of a dialogue, when the teacher asks counter-questions of the audience about the educational material, may ask to give an immediate answer to the current question, or the material of previous classes. In the course of lectures, 2 express tests are conducted on knowledge of key concepts of the course.*

## **List of lectures:**

**Topic 1.** Subject, object, problems of sociology of mass communications and the Internet

**List of main issues:** Subject, object, tasks of the sociology of mass communications and the Internet.

Basic concepts of the sociology of mass communications and the Internet: "communication", "conversation", "interaction", "information", "mass", "Internet". Specifics of sociological analysis of mass communications.

Independent work: Describe the development of mass communications in historical retrospect.

Literature: Base: 2,3; Add.:8, 9.

**Topic 2.** Origins and main stages of development of mass communication.

**List of main issues:** Main mass communication revolutions. The importance of book printing for the development of social communication. Electronic means of communication. Compare oral and written types of cultures. Name and characterize the main periods of social communication development (according to M. McLuhan). Define the role of electronic means of communication in the process of development of mass communication.

Independent work: What principles of semiotics formed the basis of the study of social communication?

Describe the main mass communication revolutions. What is the essence of the "global village" concept?

Analyze cinema as a form of communication.

Literature: Base: 1,3; Add.:1, 7.

**Topic 3.** Fundamentals of the theory of mass communications

**List of main issues:** The influence of leading scientific schools on the development of sociology of mass communications. Chicago school (pragmatism) D. Dewey. D. Mid. Logical positivism. K. Popper. The influence of the Toronto School of Communication (G. Innis, M. McLuhan) on the formation of the theory of mass communications.

Independent work: British cultural studies (S.Hall). Psychoanalytic theories. Behaviorism. Interactive symbolism. Describe the theory of innovation diffusion (E. Rogers).

Literature: Base: 1,2; Add.:2, 9.

**Topic 4.** Analysis of the mass communication process

**List of main issues:** The main elements of the mass communication process: communicator, message, message, channel, feedback. Code as a system of organization of signs. Communication barriers.

Independent work: What is the problem of adequacy of information perception? Justify what criteria for the classification of communication barriers should be highlighted? Describe the most important types of communicative deviations caused by the person of the communicator, the person of the communicator, the message, the communication channels.

Literature: Base: 1,2; Add.:2,9

**Topic 5.** Basic models of mass communications

**List of main issues:** Models in the sociology of mass communications. Criteria for differentiation of mass communication models. Linear models of mass communications. Model by H. Laswell. Cyclical models of mass communications. Mythological models of mass communications.

Independent work: What is the peculiarity of modeling in the sociology of communication? Describe the disadvantages and advantages of H. Laswell's linear model of communication. Identify the positive and negative sides of the Osgood-Schramm cyclical (circular) communication model. Analyze the problem of message interpretation in different communication models. Is the problem of the mythological model of communication relevant in modern society? What are the functions of myths in society?

*Literature: Base: 1,2; Add.:8, 10.*

**Topic 6.** *Mass society and mass communications.*

**List of main issues:** *Concept of mass society and mass culture. Define the concepts and main features of mass communication. Concept of information society. Informational, normative, identifying, cultural functions of mass communication.*

**Independent work:** *What are the historical prerequisites for the emergence of "masses" as a category of sociology of mass communications? Analyze the main values of popular culture. Describe the forms and characteristics of mass culture. Specify the characteristics of the manifestation of mass and elite culture. Identify the main ideas of Ortega's - and - Gasset's "Revolt of the Masses". What are the main tasks of ZMK in the information society? Name the signs of E. Toffler's "third wave" civilization. What is your attitude to the idea of an "electronic cottage"?*

*Literature: Base: 1,3; Add.:7, 9.*

**Topic7.** *Mass communication as a social institution*

**List of main issues:** *Interaction of mass media with the state. The audience as an object of informational influence. Virtualization of social relations.*

**Independent work:** *How do you understand the term "socially responsible journalism"? Name the consequences of the communication virtualization process. Explain the role of mass media in politics (fourth power). Basic interpretations of the concept of "mass audience". What is the process of "decolonization of the public sphere"? Analyze the concept of two-step communication by P. Lazarsfeld. Define the main functions of a global network.*

*Literature: Base: 1,2; Add.:6,11;*

**Topic 8.** *Mass communication as an industry*

**List of main issues:** *Business and mass communication. Mass media and advertising. Manipulation of consciousness. Concepts, types of effects in mass media.*

**Independent work:** *Determine the essence of advertising. What is "manipulation"? What techniques of manipulative advertising do you know? Compare the advantages and disadvantages of advertising in newspapers, magazines, and the Internet. Describe the types of mass communication effects you know. What are the features of political advertising? Give the definition and typology of the effects of mass communication.*

*Literature: Base: 1,2; Add.:6,8;*

**Topic 9.** *Internet as an object of sociological analysis.*

**List of main issues:** *Prerequisites for the emergence of the Internet: formation and development of the information society. Features of the development of the social space of the Internet. Formation and development of Internet communities. Characteristic properties of network users and social groups formed by them. Heuristic potential of cybersociology.*

**Independent work:** *What is the impact of the Internet and Internet communities on social institutions and social processes? Give examples. Describe the challenges and threats of "internetocentrism" (according to E. Morozov). Analyze the advantages and disadvantages of gamification.*

*Literature: Base: 1,3; Add .: 4, 5;*

## SEMINAR CLASSES

*The main objectives of the seminars are to consolidate and deepen the knowledge that received in lectures and in the process of independent training of students, assistance and development in students' skills of independent and analytical thinking, the ability to lead a discussion, to defend one's own point of view, to generalize the received information.*

*The main tasks of the cycle of seminar (practical) classes:*

- to form students' concepts of the essence and approaches to the definition of mass communications and the Internet;*
- to form knowledge of the peculiarities of communication with the external environment and within the social group;*
- learn the principles and mechanisms of establishing effective communication in order to resolve conflicts related to the influence of mass communication media and the Internet;*

*Seminar lesson No. 1, 2*

*Topic 1. Subject, object, problems of sociology of mass communications and the Internet.*

*Purpose: to consider the subject, object, methods of sociological research of mass communications.*

*Seminar session No. 3, 4.*

*Topic 2. Problems of mass communications and the Internet in the history of sociological thought.*

*Purpose: to determine the main sources of formation of the sociology of mass communications and the Internet.*

*Seminar class No. 5, 6*

*Topic 3. Basic theories of mass communications.*

*Purpose: to determine the key theoretical aspects of mass communications.*

*Seminar lesson No. 7, 8*

*Topic 4. Analysis of the mass communication process.*

*Purpose: to consider the essence, characteristics, elements of the communicative process.*

*Seminar classes No. 9, 10*

*Topic 5. Basic models of mass communications.*

*Purpose: to get acquainted with the essence of modeling in sociology, to consider the main models in the sociology of mass communications.*

*Seminar classes No. 11, 12*

*Topic 6. Mass society and mass communication.*

*Purpose: to determine the features of mass communication in the context of mass society.*

*Seminar classes No. 13, 14*

*Topic 7. Institutional dimensions of mass communications.*

*Purpose: to consider mass communication as a social institution.*

*Seminar classes No. 15, 16*

*Topic 8. Mass communication as an industry.*

*Purpose: to determine the essence of mass communication as an industry.*

*Seminar classes No. 17, 18*

*Topic 9. Features of the development of the social space of the Internet.*

*Purpose: to find out the evolution of the Internet and Internet communities, the social nature of Internet communities.*

## **6. Independent work of student**

*In order to deepen students' knowledge of the discipline, gain experience of independent work with scientific literature, it is proposed to independently study the scientific literature on problematic issues. Students are required to know the main problems and definitions of seminar topics, fluency in the categorical apparatus of the discipline.*

*In addition, students should independently consider tasks intended for independent work.*

## **Policy and control**

### **7. Course policy (educational component)**

*Working through the study material of the credit module "Sociology of Mass Communications and the Internet", students complete an individual semester task by writing an modular control work (MCW) in the format of an academic essay.*

#### *Attendance and performance of tasks*

*The discipline is innovative for the Ukrainian higher education system. Given the practical absence in the domestic scientific and educational space of complex educational and scientific publications on this issue, it is very important to attend lectures, which will cover systematized educational material, in an amount sufficient for masters to master the discipline. It will be difficult for a student to properly prepare for a seminar class and complete a practical task if he misses lectures. Therefore, for students who wish to demonstrate excellent learning results, active work in lecture classes is simply necessary and will be evaluated during the express control. However, it is not necessary to make up missed lectures.*

*Active participation of the student in practical classes is mandatory and will be required. The student's rating will largely be formed based on the results of his work in practical (seminar) classes. Each missed practical session (regardless of the reasons for the absence) lowers the final rating of the student in the discipline. There is no specific number of missed practical classes, which will require the student to independently study the relevant topics (fulfilling tasks) and additional communication on this matter with the teacher. At the same time, a student who missed practical classes may receive a low rating, which will not allow such a student to be admitted to the credit. In this case, topics from missed seminar classes must be studied, and practical tasks must be completed by the student. Control of the student's level of understanding of missed topics (tasks) will take place during individual communication with the teacher according to the consultation schedule, or, if possible, during an educational session ("in pairs"). A student who completes the relevant tasks (answers the questions) will receive points corresponding to the rating depending on the quality of the answers (task completion).*

*Topics and tasks for practical classes are provided by the work program of the discipline, available in the "Campus" system and Moodle.*

*The use of laptops and smartphones is allowed in lectures and practical classes, but only for purposes determined by the subject of the class and the corresponding thematic task. During active participation*

*in seminar classes, it is encouraged not only to study the texts necessary for mastering the given topic, but also to demonstrate critical thinking: participation in discussions, raising and revealing problematic issues of the course, finding non-standard innovative solutions.*

#### *Forms of work*

*Lectures and seminars are held in accordance with the requirements of regulatory and methodological documents and rating system for assessing students' knowledge. Computer presentations with coverage of the main provisions of the topics, taking into account the topics of classes: textbooks, manuals and dictionaries of sociology are used in the lectures.*

*In seminars, students discuss lecture materials, texts of articles, sociological research, primary sources and professional comments on their content. The seminar gives an opportunity to assess, on the one hand, the level of preparation for it (speech, participation in the discussion, expression of one's own opinion), on the other - to master the tasks of module control. The results of the student's work are evaluated by the teacher according to the current scoring system and indicate the effectiveness of control over the student's work. Criteria for evaluating the performance of seminar tasks are: logical sequence of answers; completeness of disclosure of each issue; analytical reasoning in response; references to sources; validity of personal conclusions.*

#### *University policy*

##### *Academic integrity*

*The policy and principles of academic integrity are defined in Section 3 of the Code of Honor of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". Details: <https://kpi.ua/code>. (other necessary information regarding academic integrity)*

##### *Norms of ethical behavior*

*Norms of ethical behavior of students and employees are defined in Section 2 of the Code of Honor of the National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute». Details: <https://kpi.ua/code>.*

##### *Calendar control*

*Calendar control (hereinafter - attestation) is a calendar boundary control. The purpose of the certification is to improve the quality of student learning and monitor the implementation of the schedule of the educational process by students. At the first intermediate attestation, a student receives a "credit" if his current rating at the time of attestation is 20 or more points. At the second intermediate attestation, a student receives a "credit" if his current rating at the time of attestation is 40 or more points. If this indicator does not meet the requirements, it is set "not certified". Practice of "non-certification" is carried out in consultation with the teacher by oral answer to the questions of the material not mastered by the student.*

*To appeal against control measures, the student must submit an application stating the reason for the appeal, the facts of the teacher's bias. The teacher should discuss this statement with the student in person at the consultation. In case of lack of understanding on the result of the control measure, a commission of teachers of the department is formed, which evaluates the procedure of the control measure and the student's claim. The Commission may decide to re-examine or reject the application. The decision of the commission is final and not subject to appeal.*

##### *Types of control and rating system for evaluation of learning outcomes (RSO)*



The student's rating in the discipline consists of points that he receives for the following types works:

#### Evaluation and control measures

The student's rating in the discipline consists of points obtained for:

- 1) answers, reports and additions to the answers of other students at seminar classes;
- 2) compilation of cases and participation in the discussion process at seminar classes;
- 3) writing MCW in the format of an academic essay;
- 4) results of express control at lectures;

Work in seminar classes is evaluated in total of 6 points according to the following criteria:

- "excellent" - a creative approach to solving a problem, participation in simulation exercises, drawing up cases - 5-6 points;
- "good" - in-depth disclosure of the problem, reflected own position, compilation of cases - 3-4 points;
- "satisfactory" - justified disclosure of a problem with certain shortcomings - 1-2 points;
- "unsatisfactory" - complete passivity in the seminar session - 0 points.

The teacher evaluates the student's work in each practical lesson, but the specific final number of points for work in practical lessons is assigned by the teacher during the first and second stages of the intermediate certification - in the eighth and sixteenth weeks of study, respectively. The student's rating as of the 8th week (based on the results of work in 6-8 practical classes) and the 16th week (based on the results of work in the next 6-8 practical classes) of training is communicated to the student in class or in the personal office of the electronic campus.

Detailed criteria for evaluating the student's learning outcomes are defined in the regulation on RSO in the discipline.

The student can appeal the teacher's assessment by submitting a corresponding complaint to the teacher no later than the next day after the student has been informed of the teacher's assessment. The complaint will be processed according to the procedures established by the university.

#### 3. Express control at lectures

Express tests are evaluated at 5 points each. Given that for semester is 2 express control, the maximum number of points for express control - 5 points.

"Excellent" - 5 points - complete answer (at least 90% of the required information);

"Good" - 4 points - a fairly complete answer (at least 75% of the required information) or complete answer with minor inaccuracies;

"Satisfactory" - 3 points - incomplete answer (not less than 60% of the required information) and minor errors;

"Unsatisfactory" - 0 points - no answer, or the student is absent at the time of writing work.

#### 4. Modular control work (MCW)

An innovative and creative approach to problem solving, compliance with formal and substantive requirements for an academic essay.	15
Deep disclosure of the problem, reflected own position, compliance with formal and substantive requirements for an academic essay.	13-14
Reasoned disclosure of the problem with certain shortcomings, compliance with formal and substantive requirements for an academic essay.	11-12
Sufficient disclosure of the problem with numerous shortcomings, a minor violation of the formal and substantive requirements for an academic essay.	9-10
Insufficient disclosure of the problem with numerous shortcomings, a significant violation of the formal and substantive requirements for an academic essay.	0-8

## 6. Incentive points

A total of no more than 10 points for the following types of work:

- for research activities (participation in conferences, "Days of Science FSL", competitions of student works, publications);
- participation in faculty competitions in discipline and all-Ukrainian;

The sum of the rating points obtained by the student during the semester, provided enrollment of MCW, is transferred to the final assessment according to the transfer table.

If the sum of points is less than 60, but the MCW, is credited, the student performs a test work. In this case, the sum of points for the performance of MCW and test control work is translated to the final grade according to the translation table. A student who has received more than 60 points during the semester and has a positive grade on the MCW, receives a test assessment "automatically".

Scores	Mark
100-95	Perfectly
94-85	Very good
84-75	Fine
74-65	Satisfactorily
64-60	Enough
Less than 60	Not allowed
Admission conditions are not met	Not allowed

## 8. Additional information on the discipline (educational component)

*Topics of the academic essay:*

1. Formation of the sociology of mass communications and the Internet as a field of knowledge.
2. Methods of sociological research of mass communications.
3. Oratory as a form of mass communication.
4. Basic concepts of the emergence of language.
5. The importance of writing for the development of mass communications and the Internet.
6. Losses and gains of written and printed culture.
7. Evolution of electronic means of communication.
8. The main sources of research on mass communications and the Internet.
9. Information society: prospects and threats.
10. Characteristics of the main elements of the mass communication process.
11. Comparative analysis of linear and cyclical models of mass communications.
12. Mythological models of mass communications.
13. Semiotic models of mass communications.
14. Language as a natural dynamic symbolic system.
15. Rites and rituals as forms of oral mass communication.

16. *Comparative analysis of oral and written communication.*
17. *The role of M. McLuhan in the study of the main forms of social communication.*
18. *The influence of D. Laswell on the formation of mass communications.*
19. *Intercultural communication: ethnic and national levels.*
20. *Basic approaches to defining the concept of "masses" in sociology.*
21. *Mass culture in post-industrial society.*
22. *The concept of "mosaic culture" by A. Mol.*
23. *Understanding mass society and mass culture within the framework of leading sociological theories.*
24. *Analysis of the views of E. Toffler ("Third Wave").*
25. *Basic ideas of the information society in the concept of R. Bell.*
26. *The place of mass communication in the structure of the social system.*
27. *Interaction of ZMK and the state (based on the analysis of the work "Four theories of the press").*
28. *ZMK and politics: analysis of mutual influence.*
29. *Analysis of P. Bourdieu's work "On Television and Journalism"*
30. *Global network: social and cultural functions.*
31. *The Internet as an object of sociological analysis.*
32. *Advertising as manipulation of consciousness.*
33. *Social advertising in ZMK.*
34. *Essence, types of mass communication effects.*
35. *The main ideas of the work of M. Castells "Galaxy Internet"*
36. *Challenges and threats of "internetocentrism".*

**Work program of the discipline (syllabus):**

**Compiled by:** Tetiana Kolomiets, PhD, Associate Professor, Associate Professor of the Department of Sociology,

**Approved by:** the Department of Sociology (protocol No. 12 dated 23.06.2023)

**Agreed by:** the Methodical Commission of the Faculty (protocol No. 11 dated 27.06. 2023).