Title of the course: **Theory of Media and Communication**

Lecture, 30 hours

The lectures give insight into main theoretical approaches in the field, starting with McQuail’s mass communication theory. The lecture is focused on the rise of mass media, concepts and models, different kinds of theory, normative theories of mass media, alternative traditions of analysis as structural, behavioral and cultural. Firstly, the structure of mass media, media freedom, equality and diversity will be analyzed in a context of principles and accountability, institutions and a problem of global mass communication. Next, an attention will be dedicated to media organizations, its production and context of their activity. In the next part, the main topic of analyses will be content of media as issues, concepts, and methods of analysis. The lectures introduce the theories and research dedicated to audience, audience formation and their experience with the media. Finally, we will concentrate on effect of mass media. The effects, processes of short effect and longer -term and indirect effect will be presented.

**Content:**

(1) Introduction to media and communication theory. Development of the research

Part 1 (2-6) Theories of media and communication: Concepts and models; Theories of media and theory of society; Mass media and culture; New media and new theories; Normative theories of media and communication.

Part 2 (7-9) Structures: Media structure and performance: principles and accountability; Media structure and institutions; Global media and mass communication.

Part 3 (10-11) Organizations: The media organizations and its context; Production of media culture


Part 5 (13) Audience: Theory and tradition of research dedicated to audience. Formation and experience of media public.

Part 6 (14-15) Effects: The effect research tradition: four phases of media effect research, levels and kind of effects, a typology; Effects of communication: short-term and long-term effects, indirect effects. Models of behavior effect, propaganda, campaigns

**Literature:**

Recommended literature:

Additional literature:

**Means of earning credits for the completion of a course:**
Active participation in the lecture.