

# COMMUNICATION IN DIFFERENT TYPES OF SOCIETY

Number of credits: 3 ECTS

Course period: 2 semester / 1 class per week

Language of Instruction: English

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## Course description

The objective of the course is to encourage students for systematical development of their perspectives by moving closer in understanding of social change. During its studies Master students are acquainted with a framework for understanding human societies through their communications and more especially, for understanding the forces responsible for the more fundamental kinds of social change. Secondly, the course offers master students a model of how to use evidence to evaluate the validity of ideas and opinion for better and effective communications.

The course will be presented in lectures supplemented with PowerPoint presentations. Short questions, comments, and remarks from the students are welcome during the lecture. By the end of every lecture there will be a 10-12-minute period for questions and answers. In some cases, there will be a 10-12-minute role-play when students will be encouraged to speak on behalf of a certain theoretical perspective.

## Prerequisites

Lectures, seminars, group presentation, mid-term exam, final Exam.

## Course outline

Topic 1. Human societies: The basic model.

Topic 2. Human societies as sociocultural and information systems.

Topic 3. Differences among types of societies.

Topic 4. Communications in preindustrial societies.

Topic 5. The technological foundation of industrial societies.

Topic 6. Globalization: Increasing economic integration

Topic 7. Industrial Societies: Ideology and Politics

Topic 8. Social stratification in industrial societies

Topic 9. Communications in industrializing hybrid societies

Topic 10. Communications in information/knowledge society

Topic 11. The rise of artificial intelligence society.

Final exam

### **Assignments**

For each part of the course there will be an individual assignment to write a short paper addressing a specific question. The assignments will be graded and commented by the Instructor with one paragraph of comments.

### **Examination**

Mid-term exam consists of a multiple choice test of 20 questions that deal with terms, ideas, and facts covered during the previous weeks and a short (not exceeding 250 words) written answer to one of two questions based on material covered within the previous weeks.

Group presentation: A PowerPoint (or Prezi, or OpenOffice) presentation of 20-25 slides prepared by a working group (depending on the number of students in the class but not more than four students in a group) on one of the issues covered in the course. The presentation will be followed by a Q and A session. Presenters are expected to demonstrate their use of theoretical and methodological tools discussed during the course for analysis of the subject of their presentation.

Final Exam consists of an open-ended test that requires short (1-3 sentences) responses to 20 questions based on the material covered within the course and a short academic essay (2,500 words) on one of three suggested topics.

### **Course evaluation**

ECTS Grade	Points	Russian grade
A	100-91 points	“excellent”: 100–80 points
B	90-81	
C	80-71	“good”: 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	“satisfactory”: 59–40 points
		“unsatisfactorily”: failed, less than 40 points

### **Core reading**

1. Summers, T. (Ed.). (2017). Media, Mass Communication & Society. NY: The English Press.
2. Drucker, P. F. (2003). A Functioning Society. Selection from Sixty-Five Years of Writing on Community, Society, and Polity. New Brunswick, US: Transaction Publishers.
3. Perse, E. M. (2001). Media Effects and Society. Mahwah, NJ: Lawrence Erlbaum Associates.
4. Jordan, T. (2013). Internet, Society and Culture. Bloomsbury.

**Recommended reading**