

# COMMUNICATION THEORY

Number of credits: 4 ECTS

Course period: 1 semester / 1 class per week

Language of Instruction: English

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## **Course description**

The objectives of the discipline is training of masters students in research activities through the creation of a system of knowledge about the specific communication processes, the development of skills to identify trends, dynamics of processes and innovative communication phenomena, development of skills of research and methodological developments in the on-field of professional communication.

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.

Lectures and reading materials. Participating in the lectures and reading the assigned papers are the most essential parts of the course. All enrolled students are therefore expected to participate in all lectures and read all assigned papers.

Seminars. The seminars are organized and conducted by the Instructor. The student performance at the seminars will be assessed based on three criteria: attendance, preparedness, and activity.

## **Prerequisites**

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

## **Course outline**

Week 1. Lecture 1. Theoretical and methodological frameworks of the science of communication.

Week 2. Lecture 2. The theoretical concepts and models of communication.

Week 3. Seminar 1. Rules and categories of the theory of communication.

Week 4. Seminar 2. Methods and functions of communication theory.

Week 5. Seminar 3. Information society: essence, conceptual approaches, the main characteristics.

Week 6. Seminar 4. Mass communication: concept, types, structure, function.

Week 7. Seminar 5. Political communication.

Week 8. Seminar 6. The communication process: the structural model of communication.

Week 9. Seminar 7. The communication process: the structural model of communication.

Week 10. Seminar 8. Properties and principles of functioning of sign systems.

Week 11. Seminar 9. Communication in organizations.

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”:<br>100–80 points                      |
| B         | 90-81                       |  |
| C         | 80-71                       | “good”:<br>79– 60 points                           |
| D         | 70-61                       |  |
| F: failed | less than 60 points: failed | “satisfactory”:<br>59–40 points                    |
|           |                             | “unsatisfactorily”:<br>failed, less than 40 points |

### Core reading

1. Гавра Д. П. Основы теории коммуникации. — СПб. [и др.]: Питер, 2011. — 284 с.: ил.
2. Коноваленко М. Ю. Теория коммуникации: [для вузов по гуманитар. направлениям и специальностям] / М. Ю. Коноваленко, В. А. Коноваленко; Рос. гос. торг.-экон. ун-т. — М.: Юрайт, 2012. — 415 с.: ил.
3. Назаров М. М. Массовая коммуникация и общество. Введение в теорию и исследования / М. М. Назаров; Рос. акад. наук., Ин-т социологии, Центр социол. и полит. образования. — Изд. стереотип. — Москва: URSS: ЛИБРОКОМ, 2014. — 354 с.: ил.
4. Шарков Ф. И. Основы теории коммуникации : Учебник / Ф. И. Шарков ; Академия труда и социальных отношений. — М. : Издательский Дом "Социальные отношения", 2002. — 246 с. — Допущено М-вом образования РФ для вузов по специальности "Связи с общественностью".
5. Шарков Ф.И. Коммуникология: основы теории коммуникации : учебник / Ф.И. Шарков ; Международная академия бизнеса и управления, Институт современных коммуникационных систем и технологий. - 4-е изд., перераб. - Москва : Дашков и Ко, 2013. - 488 с. : ил. - (Учебные издания для бакалавров). - Библиогр. в кн.; То же [Электронный ресурс]. - URL: <http://biblioclub.ru/index.php?page=book&id=255819>

### Recommended reading

1. Бодрийяр Ж. В тени молчаливого большинства, или конец социального [Электронный ресурс] / Бодрийяр Ж. — М.: Директ-Медиа, 2009. — 115 с. — <URL: <http://www.biblioclub.ru/book/41222/>>.
2. Гринберг Т. Э. Политические технологии: ПР и реклама: [учеб. пособие для вузов по направлению 520600 и специальности 021400 "Журналистика"] / Т. Э. Гринберг. — М.: Аспект Пресс, 2006. — 317 с.
3. Грушевицкая Т. Г. Основы межкультурной коммуникации = Basics of intercultural communication : Учебник для вузов по специальности

- "Межкультурная коммуникация" / Т. Г. Грушевицкая, В. Д. Попков, А. П. Садохин; Под ред. А. П. Садохина. — М.: ЮНИТИ-ДАНА, 2003. — 352 с. — Рек. М-вом общ. и проф. образования РФ для вузов.
4. Кузнецов П. А. Политическая реклама. Теория и практика [Электронный ресурс] / Кузнецов П. А. — М.: Юнити-Дана, 2012. — 128 с. — <URL: <http://www.biblioclub.ru/book/116754/>>.
  5. Мечковская Н. Б. Семиотика. Язык. Природа. Культура: курс лекций / Н. Б. Мечковская. — М.: Академия, 2004. — 429 с.
  6. Основы теории коммуникации: [учебник для вузов по специальности 020300 "Социология"] / под ред. М. А. Василика. — Москва: Гардарики, 2006. — 615 с. — Допущено М-вом образования РФ.
  7. Почепцов Г. Г. Коммуникативные технологии двадцатого века / Г. Г. Почепцов; Отв. ред. С. Л. Удовик. — М.; Киев: Рефл-бук: Ваклер, 2002. — 352 с.