



Sociology of Mass Communications and Internet

Curriculum (Syllabus)

Course details

Level of higher education	<i>Second (Master's)</i>
Field of knowledge	<i>05 Social and behavioural sciences</i>
Specialisation	<i>054 Sociology</i>
Educational programme	<i>Social Data Analytics</i>
Status of discipline	<i>Elective</i>
Form of study	<i>Full-time (day)</i>
Year of study, semester	<i>5th year, spring semester</i>
Scope of the discipline	<i>5 ECTS credits/150 hours</i> <i>18 hours of lectures, 36 hours of practical classes, 96 hours of independent work.</i>
Semester control/control measures	<i>Exam, Modular control work</i>
Class schedule	<i>http://roz.kpi.ua/</i>
Language of instruction	<i>Ukrainian</i>
Information about course coordinator / lecturers	<i>Lecturer and practical training: Candidate of Philosophy, Associate Professor</i> <i>Tetiana Kolomiyets</i> <i>096-327-05-56</i> <i>tana_kol@ukr.net</i>
Course location	<i>https://do.ipi.kpi.ua</i>

Curriculum

1. Description of the academic discipline, its purpose, subject matter and learning outcomes

Communication as an essential element of interaction between individuals, social groups and societies, resulting in the transfer and exchange of information that encompasses assessments, meanings, senses and values, occupies a leading place in the sphere of social processes. Social communication permeates all aspects of society, constituting social communities, systems, and organisations. Thus, the study of social life is based on the study of communicative processes.

Contemporary scientific discourse aimed at examining and understanding the essence of communication is defined by two opposing trends. On the one hand, communication is viewed from the perspective of its medial aspects, i.e. as a form of transmission of information, meanings, values, etc. through signals, signs, images, and texts. This concept of communication is defined by the spread of information and communication technologies in modern society and its transformation into a so-called information society. On the other hand, communication appears as a source of generating meanings of social interaction, in the system of which this social interaction is generally possible as a wholly rational activity. This course, "Sociology of Mass Communication and the Internet," aims to combine these two aspects of social communication research in order to overcome the reductionism of social communication within linguistics, computer science, and communication studies. Its task is to familiarise

sociology students with the basic principles of mass communication sociology as a specific branch of sociology that studies the social patterns of symbolic activity in the exchange of information in society.

The course "Sociology of Mass Communications and the Internet" focuses on the sociocultural aspects of mass communications, which embodies and transmits integrated individual and collective experience through the mechanisms of symbolic regulation: their status in society and culture, social mechanisms of communicative interaction, types and levels of communication, their means, and communication barriers. This course aims to familiarise students with both the history of the formation of communication theories and the achievements of contemporary domestic and foreign scientific thought in the field of communication sociology. The course is based on generalised theoretical developments, is conceptual and applied in nature, and 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.

By mastering the course content, students will be able to analyse the historical preconditions and value foundations of the development of mass communications and the Internet.

Communication with the lecturer is possible and encouraged within the framework of classes, as well as during consultations with the lecturer, the place and time of which will be communicated to students separately.

The aim of the course is to develop students' abilities to:

- analyse mass communication and the Internet as a necessary element of interaction between individuals, social groups and societies;
- organise mass communication of various types and levels;
- develop a communicative culture of personality;

The task of the discipline is to develop the following learning outcomes:

- solve complex tasks and problems that require updating and integration of knowledge in conditions of incomplete/insufficient information and conflicting requirements;
- make autonomous decisions in complex and unpredictable situations;

While studying the discipline, students will also be able to:

- understand the basic components and fundamentals of mass communication and internet theory;
- be aware of the concepts of mass society and mass communications;
- characterise the features and stages of the mass communication process;
- analyse the cause-and-effect relationships between the level of development of mass communications and the nature of social relations;
- compare individual stages of mass communication development, identifying their common and distinctive features;
- use various sources of information and methods of processing them;
- apply the acquired knowledge, skills and abilities in professional activities;
- independently solve problems in various fields of activity, relying on acquired social experience;
- use knowledge in the field of mass communications and the Internet in practice.

According to the educational and scientific programme, mastering the educational component **contributes to strengthening the following competencies and programme learning outcomes:**

- LC 03 - Ability to communicate with representatives of other professional groups at various levels (with experts from other fields of knowledge/types of economic activity)
- FC 05 - Ability to discuss the results of sociological research and projects in Ukrainian and foreign languages.
- FC 06 - Ability to adhere to the norms of professional ethics of a sociologist in one's activities and be guided by universal human values.
- FK 08 - Ability to cooperate with European and Euro-Atlantic institutions.
- PRN 06 - Communicate freely, both orally and in writing, in Ukrainian and one of the foreign languages when discussing professional issues, research and innovations in the field of sociology and related sciences, including in the context of cooperation with European and Euro-Atlantic institutions.
- PRN 08 - Clearly and unambiguously convey knowledge, own conclusions and arguments on issues of sociology and related fields of knowledge to specialists and non-specialists, in particular to students.

2. Prerequisites and post-requisites of the discipline (place in the structural-logical scheme of training under the relevant educational programme)

The discipline is studied after mastering the basics of socio-political, sociological and legal disciplines.

The discipline is logically connected and serves as a worldview and methodological basis for students' perception of the content of disciplines in public relations and mass media sociology.

Studying the discipline will allow students to more effectively master communication skills and resolve complex conflict situations in their professional activities.

3. Contents of the academic discipline

Names of sections and topics	Number of hours			
	Total	including		
		Lectures	Practical (seminar)	SRC
1	2	3	4	5
Chapter 1. Theoretical foundations of mass communication and internet sociology				
Topic 1 Subject, object, and issues of sociology of mass communications and the Internet	13	2	4	7
Topic 2. Origins and main stages of development of mass communication	13	2	4	7
Topic 3. Fundamentals of mass communication theory	13	2	4	7
Topic 4. Analysis of the Mass Communication Process	13	2	4	7
Topic 5 Basic models of mass communication.	14	2	4	8
Total for Section 1	66	10	20	36
Section 2. Institutional dimensions of mass communications				
Topic 1. Mass society and mass communications.	12	2	4	6
Topic 2. Mass communication as a social institution	12	2	4	6
Topic 3. Mass communication as an industry	12	2	4	6
Topic 4. The Internet as an object of sociological analysis.	10	2	2	6
Total for Section 2	46	8	14	24
<i>Modular control work</i>	8	0	2	6
<i>Exam preparation</i>	30			30

Names of sections and topics	Number of hours			
	Total	including		
		Lectures	Practical (seminar)	SRC
1	2	3	4	5
Total hours	150	18	36	96

4. Teaching materials and resources

To successfully study the discipline, it is sufficient to work through the educational material presented in lectures and familiarise yourself with:

4.1 Basic literature:

1. Zrazhevskya N.I. Theory of Media and Society: Textbook. / N.I. Zrazhevskya. — Kyiv: B. Grinchenko University, 2022. — 198 p. https://elibrary.kubg.edu.ua/id/eprint/45235/1/N_Zrazhevskya_Posibnik_TMS_pravki_2_watermark_2022_FJ.pdf?utm_source=chatgpt.com
2. Modern Social Communications: Textbook / V. S. Bakirov, T. M. Baidak, V. I. Bolotova [et al.]; edited by V. S. Bakirov. Kharkiv: V. N. Karazin Kharkiv National University, 2025. — 322 p. <https://repository.hneu.edu.ua/bitstream/123456789/37351/1/download.pdf>
3. Ukrainian Society in Wartime. 2022: Collective Monograph / S. Dembitsky, O. Zlobina, N. Kostenko et al.; edited by Corresponding Member of the National Academy of Sciences of Ukraine, Doctor of Philosophy Ye. Golovakha, Doctor of Social Sciences S. Makeev. Kyiv: Institute of Sociology of the National Academy of Sciences of Ukraine, 2022. 410 p. https://i-soc.com.ua/assets/files/monitoring/maket-vijna...2022dlya-tipografiivse.pdf?utm_source=chatgpt.com
4. Shulska, N., Sadivnychy, V. . . , Afanasieva, O. . . , Zhelikhovska , N. . , Dubetska, O. . . , & Borets, A. . (2025). Media Professionalism in Covering Socially Sensitive Content During The Russo-Ukrainian War. International Journal of Basic and Applied Sciences, 14(3), 9-16. <https://doi.org/10.14419/y624bv45>
5. Yas'kiv, B., Karpchuk, N., & Pelekh, O. The structure of strategic communications during the war: the case of the Telegram channel Insider Ukraine (2022). Politologija, vol. 107, no. 3, pp. 90-119, 2022. https://www.redalyc.org/journal/6948/694873801003/html/?utm_source=chatgpt.com

4.2 Supplementary literature:

1. Drozdovsky, D. Three conversations that can change the world / Dmytro Drozdovsky // Vsesvit. – 2008. – No. 2. – [Electronic resource]. – Access mode: <http://www.vsesvit-journal.com/old/content/view/449/41/>
2. Kulichenko A. K. Nonverbal communicative behaviour and its components: from the history of the issue / A. K. Kulichenko // State and Regions. Series: Humanities . - 2011. - Issue 1. - P. 78-84.
4. McLuhan, Marshall. The Gutenberg Galaxy [Text]: The Making of Man by Printing. Book / Marshall McLuhan; [translated from English by A. A. Galushka, V. I. Postnikov]. - 3rd ed. - Kyiv: Nika-Center, 2011. - 392 p. - (Series "Paradigm Shift". Issue 1). <https://booksonline.com.ua/view.php?book=102371>
5. Markova V. Marshall McLuhan's Theory of Communication / V. Markova // Bulletin of the Book Chamber. - 2008. - No. 11. - P. 31-33.
6. On Some Categories of Sociology of Understanding // Weber M. Sociology. General Historical Analyses. Politics / Max Weber; Translated from German, afterword and commentary by O. Pogorily. – Kyiv: Osnovy, 1998. - pp. 104-156.
7. Toffler E. The Third Wave [Text] / Alvin Toffler; translated from English by A. Yevs; edited by Sh.V. Shovkun. - Kyiv: Vsesvit Publishing House, 2000. - 475 p.

8. Innis H. Empire and Communication. / Harold Innis; London, Oxford Press. 1950. – 230p.
9. 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

As supplementary materials, we recommend using the information resources of the Department of Sociology, which contain video materials with lectures by leading scientists, their monographs and articles, as well as methodological materials and the archive of the department's professional scientific publication.

1. <http://www.socio-journal.kpi.kiev.ua/> - Bulletin of Igor Sikorsky KPI. Sociology. Political Science. Law.
2. <http://i-soc.com.ua/journal/content.php> – Sociology: theory, methods, marketing.
3. <http://www.nbuv.gov.ua> – V.I. Vernadsky National Library of Ukraine.
4. <https://prometheus.org.ua/>. The best online courses in Ukraine and worldwide.

Educational content

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

5.1 Full-time

Lectures

No No	Lecture topic and list of key questions (assignments for independent study)
Section 1. Theoretical foundations of mass communication and internet sociology	
1	<p>Topic: Subject, object, and issues of sociology of mass communications and the Internet Key issues: Subject, object, tasks of sociology of mass communications and the Internet. Key concepts of sociology of mass communications and the Internet: "communication", "interaction", "information", "masses", "Internet". Specifics of sociological analysis of mass communications. Assignment for independent study: Describe the development of mass communications in historical retrospect.</p>
2	<p>Topic: Origins and main stages of development of mass communication Key questions: Major mass communication revolutions. The significance of book printing for the development of social communication. Electronic means of communication. Compare oral and written types of culture. Name and describe the main periods of development of social communication (according to M. McLuhan). Define the role of electronic means of communication in the development of mass communication. Assignment for independent study: What principles of semiotics form the basis for the study of social communication? Describe the main mass communication revolutions. What is the essence of the concept of the "global village"? Analyse cinema as a form of communication.</p>
3	<p>Topic: Fundamentals of mass communication theory Key questions: The influence of leading scientific schools on the development of mass communication sociology. The Chicago School (pragmatism) D. Dewey. D. Mead. Logical positivism. K. Popper. The influence of the Toronto School of Communication (G. Innis, M. McLuhan) on the formation of mass communication theory. Assignment for independent study: British cultural studies (S. Hall). Psychoanalytic theories. Behaviourism. Interactive symbolism. Describe the theory of diffusion of innovations (E. Rogers).</p>
4	<p>Topic Analysis of the mass communication process Key questions: Key elements of the mass communication process: communicator, communicant, message, channel, feedback. Code as a system of sign organisation. Communication barriers.</p>

	<p>Assignment for independent study: What is the problem of adequate perception of information? Justify which criteria for classifying communication barriers should be highlighted. Describe the most important types of communication deviations caused by the communicator, the communicant, the message, and the communication channels.</p>
5	<p>Topic: Basic models of mass communication Key questions: Models in the sociology of mass communication. Criteria for differentiating models of mass communication. Linear models of mass communication. G. Lasswell's model. Cyclical models of mass communication. Mythological models of mass communication. Assignment for independent study: What is the peculiarity of modelling in the sociology of communication? Describe the advantages and disadvantages of G. Lasswell's linear model of communication. Identify the positive and negative aspects of Osgood and Schramm's cyclical (circular) model of communication. Analyse 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?</p>
	<p>Section 2. Institutional dimensions of mass communication</p>
6	<p>Topic: Mass society and mass communications. Key questions: The concepts of mass society and mass culture. Define the concept and main features of mass communication. The concept of the information society. The informational, normative, identifying, and culture-creating functions of mass communication. Assignment for independent study: What are the historical preconditions for the emergence of the "masses" as a category of mass communication sociology? Analyse the main values of mass culture. Describe the forms and characteristics of mass culture. Identify the distinctive features of mass and elite culture. Identify the main ideas of Ortega y Gasset's work "The Revolt of the Masses". What are the main tasks of the media in the information society? Name the signs of E. Toffler's "third wave" civilisation. What is your attitude to the idea of an "electronic cottage"?</p>
7	<p>Topic: Mass communication as a social institution Key questions: Interaction between the media and the state. The audience as an object of informational influence. Virtualisation of social relations. Assignment for independent study: How do you understand the term "socially responsible journalism"? Name the consequences of the virtualisation of communication. Explain the role of the media in politics (the fourth estate). Main interpretations of the concept of "mass audience". What is the process of "decolonisation of the public sphere"? Analyse P. Lazarsfeld's concept of two-step communication. Identify the main functions of the global network.</p>
8	<p>Topic: Mass communication as an industry Key questions: Business and mass media. Mass media and advertising. Manipulation of consciousness. Concepts and types of effects in mass media. Assignment for independent study: Define the essence of advertising. What is "manipulation"? What manipulative techniques do you know that are used in advertising? Compare the advantages and disadvantages of advertising in newspapers, magazines, and on the Internet. Describe the types of mass communication effects that you are familiar with. What are the characteristics of political advertising? Provide a definition and typology of mass communication effects.</p>
9	<p>Topic: The Internet as an object of sociological analysis. Key questions: Prerequisites for the emergence of the Internet: the 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 the social groups they form. The heuristic potential of cyber sociology. Assignment for independent study: What is the impact of the Internet and Internet communities on social</p>

institutions and social processes? Give examples. Describe the challenges and threats of "Internet-centrism" (according to E. Morozov). Analyse the advantages and disadvantages of gamification.

Seminar (practical) classes

Seminar classes are aimed at developing students' ability to work with scientific literature, actively participate in discussions, formulate and defend their position, develop and present presentations on key topics.

The main form of work in a seminar class is practical case studies, which combine theoretical and applied aspects of the course and allow for the diagnosis of master's students' communication skills in combination with the demonstration and consolidation of knowledge. The lecturer assesses both the depth, breadth and accuracy of the concepts and definitions given by the master's student when solving practical conflict cases, as well as their ability to respond quickly to questions from the audience.

The main objectives of the cycle of seminars (practical classes) are:

- to form students' understanding of the essence and approaches to defining mass communications and the Internet;
- to develop knowledge of the characteristics of communication with the external environment and within a social group;
- to learn the principles and mechanisms of establishing effective communication with the aim of resolving conflicts related to the influence of mass media and the Internet;

Seminar classes №1,2

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

Objective: to examine the subject, object and methods of sociological research into mass communications.

Seminar sessions 3 and 4.

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

Objective: to identify the main sources of the formation of the sociology of mass communications and the Internet.

Seminar sessions 5 and 6

Topic 3. Main theories of mass communications.

Objective: to identify the key theoretical aspects of mass communications.

Seminar sessions 7 and 8

Topic 4. Analysis of the mass communication process.

Objective: to examine the essence, characteristics and elements of the communication process.

Seminar sessions 9 and 10

Topic 5. Basic models of mass communication.

Objective: to familiarise oneself with the essence of modelling in sociology, to examine the main models in the sociology of mass communication.

Seminar classes №11,12

Topic 6. Mass society and mass communication.

Objective: to identify the characteristics of mass communication in the context of mass society.

Seminar classes №13,14

Topic 7. Institutional dimensions of mass communication.

Objective: to consider mass communication as a social institution.

Seminar classes №15,16

Topic 8. Mass communication as an industry.

Objective: to define the essence of mass communication as an industry.

Seminar No. 17

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

Objective: to explore the evolution of the Internet and Internet communities, as well as the social nature of Internet communities.

Seminar No. 18

Modular control work

6. Independent work by students

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

In addition, students must independently review the tasks assigned for independent work.

Independent work includes:

preparation for classroom sessions – 60 hours;

preparation for the Modular control work– 6 hours;

preparation for the exam – 30 hours.

Total – 96 hours.

Policy and control

7. Policy of the academic discipline (educational component)

While studying the course material for the discipline "Sociology of Mass Communications and the Internet," students complete an individual semester assignment by writing a coursework assignment in the format of an academic essay.

Attendance and completion of assignments

The discipline is innovative for the Ukrainian higher education system. Given the practical absence of comprehensive educational and scientific publications on this subject in the domestic scientific and educational space, it is very important to attend lectures that cover the systematic educational material in sufficient detail for master's students to master the discipline. It will be difficult for students to properly prepare for seminars and complete practical assignments if they miss lectures. Therefore, for students who wish to demonstrate excellent learning outcomes, active participation in lectures is simply necessary and will be assessed during quick tests. However, it is not necessary to make up for missed lectures.

Active participation of students in practical classes is mandatory and will be required. The student's rating will largely be based on the results of their work in practical (seminar) classes. Each missed practical class (regardless of the reasons for the absence) lowers the student's final rating in the discipline. There is no specific number of missed practical classes that will require the student to study the relevant topics independently (complete assignments) and communicate with the teacher on this matter. However, a student who has missed practical classes may receive a low rating, which will not allow such a student to take the exam. In this case, the topics from the missed seminars must be studied, and the practical tasks must be completed by the student. The student's level of understanding of the missed topics (completion of tasks) will be checked during individual communication with the teacher according to the consultation schedule, or, if possible, during the class ("in pairs"). Students who complete the relevant tasks (answer the questions) will receive the corresponding points for their rating depending on the quality of their answers (completion of the task).

Topics and assignments for practical classes are provided in the course syllabus, available in the Campus and Moodle systems.

Laptops and smartphones may be used during lectures and practical classes, but only for purposes related to the topic of the class and the relevant thematic task. During active participation in seminars, students are encouraged not only to study the texts necessary for mastering the topic, but also to demonstrate critical thinking: participating in discussions, raising and revealing problematic issues of the course, and finding non-standard innovative solutions.

Forms of work

Classes in the discipline "Sociology of Mass Communications and the Internet" are conducted in the form of lectures and seminars.

During lectures, the lecturer formulates the provisions of modern theories of mass communication and the Internet, characterises the most important elements of the mass communication process and types of communication deviations, and formulates the main functions of mass communication in society, reproducing the material in the form of a presentation if necessary. Lectures take the form of a dialogue, with the lecturer asking the audience questions about the course material and, if necessary, asking for immediate answers to current questions or questions about material from previous classes.

The main form of work in the seminar is both answering theoretical questions and working with practical cases.

University policy

Academic integrity

The policy and principles of academic integrity are defined in Section 3 of the Code of Honour of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". For more details, see: <https://kpi.ua/code>.

Standards of ethical behaviour

The standards of ethical conduct for students and employees are defined in Section 2 of the Code of Honour of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". For more information, please visit: <https://kpi.ua/code>.

Informal education.

At the request of the applicant, in conditions that do not facilitate regular attendance of classes, it is permissible to study individual content-rich parts of the discipline in asynchronous mode, in particular through distance learning courses and other forms of informal education. In order for the credits for such courses to be taken into account in the rating system, they must correspond in content to certain topics of the syllabus, and their completion must be agreed with the teacher of the discipline. To confirm completion of informal learning, the student must provide a relevant document (certificate) indicating the name of the courses and their duration in hours. Recognition of informal education results is carried out in accordance with the procedure set out in the relevant Regulations of Igor Sikorsky KPI: <https://osvita.kpi.ua/node/179>

8. Types of control and rating system for assessing learning outcomes (RSO)

Ongoing assessment: tests on the topic of the lesson, Modular control work

Calendar control: conducted twice per semester as monitoring of the current status of syllabus requirements.

Semester assessment: exam

Assessment and control measures

A student's grade for the course consists of points awarded for:

- 1) answers, reports and additions to other students' answers in seminars;

2) writing an academic essay;

3) exam

1. Work in seminars (the maximum number of points for 1 seminar is 3)

active participation in the class; providing a complete and reasoned, logically presented report, answers, expressing one's own position on discussion issues in combination with relevant additions to other students' answers during the discussion; compiling case studies;	3
active participation in seminars, participation in discussions; additions;	2
work in seminars;	1

The maximum number of points for participation in seminars is $3*12=36$ points.

2. Writing an academic essay (maximum 13 points)

Innovative and creative approach to revealing the problem, compliance with formal and content requirements for an academic essay.	13
In-depth exploration of the problem, reflection of one's own position, compliance with the formal and content requirements for an academic essay.	10-12
Reasoned disclosure of the problem with certain shortcomings, compliance with the formal and content requirements for an academic essay.	7
Sufficient exploration of the issue with numerous shortcomings, minor violations of the formal and content requirements for an academic essay.	1-6
Insufficient disclosure of the problem with numerous shortcomings, significant violation of formal and content requirements for an academic essay.	0

Bonus points

A total of no more than 5 points for the following types of work:

- for research activities (participation in conferences, student competitions, publications);
- participation in faculty competitions in the discipline and all-Ukrainian competitions

Calculation of the rating scale (R):

The sum of weighted points for control measures during the semester is:

$$RD = 36 + 13 + 51 = 100 \text{ points.}$$

Students who have earned 30 or more points during the semester ($RD \geq 0.3 R$) are admitted to the exam.

Students who have not submitted all the documents required by the discipline programme are not admitted to the exam.

Students who have submitted all documents but have scored less than 30 points during the semester ($RD < 0.3 R$) shall correct the deficiencies in the submitted documents and be admitted to the exam based on the results of such work, taking into account the quality of the documents submitted and their activity in seminars (practical classes).

Examination.

Weighting score – 51.

The exam is conducted orally, with 3 questions being asked. Each question is worth 17 points according to the grading system:

- "excellent", complete answer (at least 90% of the required information) – 15-17 points;

- "good", sufficiently complete answer (at least 75% of the required information, or minor inaccuracies) – 13-14 points;
- "satisfactory", incomplete answer (at least 65% of the required information and some errors) – 11-12 points;
- "sufficient", incomplete answer, significant errors (at least 60% of the required information) – 10 points;
- "unsatisfactory", unsatisfactory answer – 0-9 points.

Table of correspondence between rating points and university scale grades:

<i>Number of points</i>	<i>Grade</i>
100-95	Excellent
94	Very good
84	Good
74-65	Satisfactory
64-60	Sufficient
Less than 60	Unsatisfactory
Admission requirements not met	Not admitted

Additional information on the discipline (educational component)

Recommendations for students

When working on a lecture, it is important for students to use the technique of summarising the main concepts, characteristics, classifications, definitions and procedures that the lecturer will discuss. If students listen carefully, record the relevant material, then read this text and apply it when solving problems or preparing for practical classes. If, after that, the student presents their well-reasoned position (opinion), critically evaluates the positions (opinions) of other students, asks questions to the lecturer and students, the amount of learning material they have mastered and the depth of their understanding will increase significantly.

When preparing for a practical class, students must study the lecture material on a specific topic and, preferably, familiarise themselves with additional resources on the Internet. If questions arise or unclear points are identified, it is essential to discuss them with the teacher. Even a well-prepared student should not remain a passive observer during a seminar, but should actively participate in the discussion of the issue. If a student has not familiarised themselves with the course material, they should listen more carefully to the speakers and try to compensate for their lack of preparation for the class with the information they receive. When answering questions, do not be afraid to make mistakes – one of the important tasks of studying the humanities is to develop the ability to think logically and express your own thoughts accordingly. However, it is worth remembering that ignorance of the subject material is a significant shortcoming in a student's work and will negatively affect their overall rating. A responsible attitude towards preparation for each seminar allows you not only to correctly master the educational material, but also to optimise the procedure for passing the semester control.

Distance learning

Synchronous distance learning is possible using video conferencing platforms and the Sikorsky educational platform for distance learning at the university.

Inclusive learning

Permitted

The working programme of the academic discipline (syllabus):

Approved by the Department of Sociology (Minutes No. 12 of 24 May 2024)

Approved by the Methodological Commission of the Faculty (Minutes No. 9 of 26 June 2024).

Topics of Modular control work

1. The emergence of mass communication and internet sociology as a field of knowledge.
2. Methods of sociological research in mass communications.
3. Public speaking as a form of mass communication.
4. Basic concepts of the emergence of language.
5. The importance of literacy for the development of mass communications and the Internet.
6. Losses and achievements of written and printed culture.
7. The evolution of electronic means of communication.
8. Basic sources for the study of mass communication and the Internet.
9. The 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 communication.
12. Mythological models of mass communication.
13. Semiotic models of mass communication.
14. Language as a natural dynamic sign 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 basic forms of social communication.
18. The influence of D. Lasswell on the development 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. A. Molla's concept of "mosaic culture".
23. Understanding mass society and mass culture within the framework of leading sociological theories.
24. Analysis of E. Toffler's views ("The Third Wave").
25. The main ideas of the information society in R. Bell's concept.
26. The place of mass communication in the structure of the social system.
27. Interaction between the media and the state (based on an analysis of the work "Four Theories of the Press").
28. The media and politics: analysis of mutual influence.
29. Analysis of P. Bourdieu's work "On Television and Journalism"
30. The 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 the media.
34. The essence and types of mass communication effects.
35. The main ideas of M. Castells' work "The Internet Galaxy"
36. Challenges and threats of "Internet-centrism".

Exam questions:

1. Subject, object, and tasks of the sociology of mass communications and the Internet.
2. Key concepts in the sociology of mass communications and the Internet: "communication", "interaction", "information", "masses", "Internet".
3. Specifics of sociological analysis of mass communications.
4. Basic mass communication revolutions.
5. The importance of book printing for the development of social communication. Electronic means of communication.
6. Name and describe the main periods of development of social communication (according to M. McLuhan).
7. Define the role of electronic means of communication in the development of mass communication.
8. Describe the main mass communication revolutions.
9. What is the essence of the concept of the "global village"?
10. Analyse cinema as a form of communication.
11. The influence of leading scientific schools on the development of mass communication sociology. (The Chicago School of D. Dewey. D. Mead. Logical positivism. K. Popper. The Toronto School of Communication (G. Innis, M. McLuhan)
12. British cultural studies (S. Hall).
13. Psychoanalytic theories. Behaviourism. Interactive symbolism.
14. The main elements of the mass communication process: communicator, communicant, message, channel, feedback.
15. Code as a system of sign organisation.
16. Describe communication barriers.
17. Describe the most important types of communication deviations caused by the communicator, the communicant, the message, and the communication channels.
18. Models in the sociology of mass communication.
19. Criteria for differentiating models of mass communication.
20. Linear models of mass communication. G. Lasswell's model.
21. Cyclical models of mass communication.
22. Mythological models of mass communication.
23. Identify the positive and negative aspects of Osgood and Schramm's cyclical (circular) model of communication.
24. Analyse the problem of message interpretation in different communication models.
25. The concepts of mass society and mass culture.
26. Define the concept and main features of mass communication.

27. The concept of the information society.
28. Informational, normative, identifying, and culture-creating functions of mass communication.
29. Analyse the core values of mass culture.
30. Describe the forms and characteristics of mass culture.
31. Indicate the peculiarities of the manifestation of mass and elite culture.
32. Identify the main ideas of Ortega y Gasset's work "The Revolt of the Masses".
33. Name the signs of E. Toffler's "third wave" civilisation.
34. Formulate your attitude towards the idea of an "electronic cottage".
35. Interaction between the media and the state.
36. The audience as an object of informational influence.
37. Virtualisation of social relations.
38. Explain the role of the media in politics (the fourth estate).
39. Basic interpretations of the concept of "mass audience".
40. Describe the process of "decolonisation of the public sphere".
41. Analyse P. Lazarsfeld's concept of two-step communication.
42. Identify the main functions of the global network.
43. Business and mass media.
44. Mass media and advertising.
45. Manipulation of consciousness.
46. Concepts and types of effects in mass media.
47. Describe the types of mass communication effects you are familiar with.
48. Provide a definition and typology of mass communication effects.
49. Prerequisites for the emergence of the Internet: the formation and development of the information society.
50. Features of the development of the social space of the Internet.
51. Formation and development of Internet communities.
52. Characteristic properties of network users and the social groups they form.
53. The heuristic potential of cyber sociology.
54. Analyse the advantages and disadvantages of the gamification of society.