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Mass Media and Social Psychology: Tutorial for Master's Students (7M032 – «Journalism and Information»)

**Mass Media and Social Psychology:
Tutorial for Master's Students**



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This Tutorial presents base information about the sociological and psychological features of modern mass media functioning, patterns of socio-psychological processes that underlie individual journalistic creativity, as well as the processes of adequate perception of information by a mass audience; about psychological techniques for communicative problems solving and overcome personal creative difficulties both in relation to the audience and when a journalists work under stressful conditions of modern mass media functioning.

The Tutorial is intended for Master's Students of the Educational program "Journalism" and for university professors, and can be used in the educational process when conducting classes on the Minor «Mass Media and Social Psychology», that includes disciplines "Sociological aspects of the modern mass media functioning" and "Psychology of Mass Communication".

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TABLE OF CONTENTS

Introduction	5
Part 1. "Sociological aspects of the modern mass media functioning"	9
Topic 1. The sociology of mass communication in the system of sociological knowledge	9
Topic 2. The main historical stages in the development of mass communication sociology	14
Topic 3. Basic sociological theories of mass communication	19
Topic 4. Object in the system of mass communication activities	25
Topic 5. The subjects of mass communication	33
Topic 6. Public opinion as a state of mass consciousness	39
Topic 7. The functional and institutional aspects of mass communication	46
Topic 8. Directions and methods for the study of mass communication in the framework of theoretical sociology	52
Topic 9. Directions and methods for empirical sociological studies of mass communication	59
Topic 10. Agitation, propaganda and counter-propaganda as methods of mass communication	66
Part 2. "Psychology of Mass Communication"	75
Topic 11. The subject and methods of psychology of the mass media	75
Topic 12. Mass media in the paradigm of social psychology	83
Topic 13. Psychology of the communication process. The structure of personality as a base for the perception of information	90

Topic 14. Mental processes and states in mass communication	97
Topic 15. Attitudes and stereotypes in the process of mass communication	103
Topic 16. Psychology of Interpersonal Interaction	111
Topic 17. The role of communication in the mental development and professional activities of a person. Psychology of Social Perception	118
Topic 18. Psychology of mass communication creativity	125
Topic 19. Personality as a Media Consumer	132
Topic 20. Psychological factors of the information activities effectiveness	138
Project Work	146
Tests	150
Literature	162
Model Curriculum "Mass Media and Social Psychology"	165

INTRODUCTION

This Tutorial is done within the framework of the scientific research innovative applied school "Intercultural Communication and functional and pragmatic studies of languages and cultures" and scientific research and applied laboratory "The main directions of journalism and PR in the field of mass communication" which are functioning at Kazakh Ablai Khan University of International Relations and World Languages.

The Minor «Mass Media and Social Psychology» is designed for 2nd year Master's Students, Educational program "Journalism". This Module is the part of the Modular Educational Master's Program "Journalism and Information". The Tutorial can also be useful for the students of other Master's humanitarian and social specialties. It includes two disciplines - "Sociological aspects of the modern mass media functioning" and "Psychology of Mass Communication".

With the increasing demand of society for the possession of truthful information, the role of mass media is changing. A variety of application areas are forming, where the communicative impact plays a prominent role. Features of the transmission and perception of information, on the one hand, affect the formation of political and other priorities, on the other hand - affect the mass consciousness, and contribute to the emergence of stereotypes in society. Moreover, at the individual level, there is a process of formation of individual identity on a background of the development of mass society. The psychological and socio-psychological characteristics of behavior and the communicative activity of a person, due to his inclusion in social groups, play a very significant role, since mass communication is based on norms recognized by society.

The **goal of the Minor** is to form a competent social psychologist of the mass media who is able to systematically explore the patterns of social and psychological processes underlying individual journalistic creativity, communicative activity and mass communication in general, as well as the processes of adequate perception of information by a mass audience; who uses psychological and sociological methods of solving basic communication problems and personal creative

difficulties on the basis of professional information and psychological security rules both in relation to the audience and when he works as a journalist in the stressful conditions of the modern mass media functioning.

Minor tasks:

- to study the basic concepts, principles, trends and theories of mass media sociology and psychology which are used in the modern mass communication practice;
- to master the methods and skills of sociological and psychological analysis of mass communications activities, to interpret and apply their results in the process of studying the media and the mass audience activities;
- to form and strengthen the skills of planning and managing the mass communication processes, taking into account sociological and psychological factors.

As a result of mastering the disciplines of the minor, the undergraduate acquires the following **competencies**:

- Scientific-applied professional competence:

- understands the directions and methods of studying mass communication within the framework of theoretical and applied sociology and psychology and applies them in practical professional activities;
- reveals and analyzes the sociological and psychological features of the modern mass media functioning that affect the effectiveness of the media's impact on the audience;
- uses technologies, tools and techniques of theoretical and applied sociology and media psychology to form the value orientations of citizens, their attitude to current events, behavioral qualities and, as a result, public opinion and public consciousness in general;

- Analytical-applied professional competence:

- organizes and conducts editorial sociological and psychological research of mass media; their results are used in the planning and implementation of mass communication activities;

- carries out research on the social and psychological effects of mass media in order to develop effective mass media strategies; creates media products taking into account sociological and psychological factors;
- conducts a sociological and psychological analysis of the mass media target audience, their results are aimed at shaping the editorial policy and relevant media content;
- **Forecasting-analytical professional competence:**
 - generalizes and critically evaluates the sociological and psychological studies results of the mass media actual problems obtained by domestic and foreign researchers, develops its own strategy for the mass media functioning;
- **Research-predictive professional competence:**
 - carries out a forecast of the the mass media further development based on the results of sociological and psychological research.

This Minor provides the following **micro-qualifications**:

- analyst of sociological data of media functioning,
- organizer of sociological research of the media and the audience,
- consultant in the sociology of mass communication,
- organizer of mass media and audience research within the framework of theoretical and empirical psychology,
- expert in the psychology of journalistic communication,
- consultant in the psychology of mass communication.

Theoretical knowledge the sociological and psychological features of modern mass media functioning, patterns of socio-psychological processes that underlie individual journalistic creativity and adequate perception of information by a mass audience; about psychological techniques for communicative problems solving and practical skills of its use in journalism and everyday life will help to form professional competencies of master's students who are able to work in the information and scientific field, to become high-class media specialists.

The Tutorial's structure is determined by the thematic principle. The Tutorial consists of two main Parts: "Sociological aspects of the modern mass media functioning" and "Psychology of Mass Communication". Each part course material covers 10 topics. Each topic is formed by lecture theses, assignments for the seminar (workshop), as well as assignments for Master's Students Independent Work, references and video links.

In the final part of the Tutorial the Topics for the Project Work as well the test questions are given that will allow master's students to test their knowledge on the Module «Mass Media and Social Psychology».

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