

Study course title	<i>Culture and Information Communication</i>
Study course code	KomZ3004
Credits	2
European Credit Transfer and Accumulation System Credits	3
Total Number of Contact Hours	32
Number of Lecture Hours	16
Number of hours for seminars	16

Course developer (-s)

Dr. philol. Prof. Anna Stankevich, Dr. philol. Assoc. prof. Inna Dvoretzkaya

Study course abstract

The course is designed for students of the academic bachelor program “East European Culture and Business Relations”. The aim of the course – to acquaint students with the modern view of the world of communication in its most important manifestations (economics, politics, social life, science, art, everyday culture); expand and consolidate language skills in the corresponding discourse Russian communicative culture.

Course plan

Course structure: lectures – 16 hours, seminars – 16 hours

Themes of lectures:

1. The concept of “information society”.
2. The concept of “post-industrial society”.
3. Techno-centered and culture-centered approach to information and communication.
4. The network nature of the information culture.
5. Symbolic nature of the activities in the information society.
6. Virtualization life as a particular culture of the information society.
7. Development of “post-economic” values.

Seminar Topic:

1. Exposure to personal factors on process of the development of culture of the information society (“demassification” and “personalization”).
2. The nature of the information society as a product political culture.
3. Analysis of the specific processes of the modern economical discourse.
4. Analysis of the specific processes of the modern political discourse.

5. Analysis of the specific processes of contemporary social discourse.
6. Analysis of the specific processes of contemporary cultural discourse.

Independent work of students:

Preparing and conducting the debate on the topic “The logic of the development of modern cultural and information flow: impasse or a breakthrough to a new level”.

Learning outcomes

Assimilated the course students

- demonstrate an understanding of the logic of development of the main cultural and information vectors of the modern world;
- are able to independently analyze and compare specific phenomenon of cultural and socio-political life of our time;
- are able to apply theoretical knowledge in the evaluation of specific phenomena of cultural and socio-political process and explain it in Russian;
- are motivated to work independently in the field of improvement and expansion of vocabulary needed for cultural and information communication

Requirements for awarding credits

Lecture and Seminar attendance (50%). Passed examination (diff. Test) - 50%

Course content

Communication processes in post-industrial information society 8 L

Discourse analysis of modern political, social, social communication process 8 S..

Compulsory reading list

- Gallbraith J.K. The Good Society: the Human Agenda Boston, NY, 1996.
 Giddens A. Modernity and Self-Identity. Cambridge, 1991.
 Drucker P.F. Post-Capitalist Society. NY, 1995.
 Martin W.I. The Information Society. London, 1988.
 Pakulski J., Waters M. The Death of Class. Thousand Oakes. London, 1996. Poster
 M. The Mode of Information: Poststructuralism and Social Context.
 Cambridge, 1990.
 Bell D. The coming post-industrial society: social forecasting experience. Moscow,
 1999.
 Weber M. The Protestant Ethic and the Spirit of Capitalism. M., 1990.
 Gugueva D. Social dichotomy transition to an information society. Spb., 2011.
 Inozemtsev V.L. The modern post-industrial society: nature, contradictions and
 prospects. Moscow, 2000.

Further reading list

Castells M. The Information Age: Economy, Society and Culture. Moscow, 2000.
Kostina A.V. Culture Information Society: Trends and contradictions. Moscow, 2009.
Luman N. Mediacommunications. Moscow, 2005.
McLuhan M. Gutenberg solar system. The creation of man print culture. Moscow, 2003.
McLuhan M. Understanding Media: External Expansion man. Moscow, 2003.
Malkovskaya I.A. Sign communication. Discursive matrix. Moscow, 2004.
Proshak L. On the problem of a holistic reformation of media space: four principles of creation of value construct. Moscow, 2010.
Rakitov A.I. A new approach to the history of the relationship, information and culture: the case of Russia. Problems of Philosophy, 1994, № 4.
Uchonova V.V. Becoming NI. The history of advertising. St. Petersburg, 2002.
Toffler E. Future Shock. Moscow, 2003.

Periodicals and other sources

<https://echo.msk.ru/>

<https://meduza.io/> <https://www.rbc.ru/>

<https://www.novayagazeta.ru/> <https://bbc.com/russian>

<https://www.euronews.com/>