

International Information Technology University JSC

Faculty of Information Technology

Approved  
Vice-Rector for Academic and  
Educational Affairs of IITU



JSC, PhD

Umarov T.F.

2020.

## ACADEMIC PROGRAM (SYLLABUS)

**Course (code, title):** SOCIOLOGY OF JOURNALISM

**Major (code, title):** JOUR-B540040;

**Educational program (code, title):** SOCIOLOGY OF JOURNALISM

**Year:** 4\_; **Semester:** \_\_7;

**Number of credits:** \_\_5\_ ECTS

**Lectures:** \_15\_\_ hour

**Laboratory classes:** 15 hours

**Practice Classes:** 15 hours

**T/SIS:** \_\_105\_\_ hours

**Total:** \_\_150\_\_ hours

**Final assessment form:** Written Examination

Almaty 2020

Academic program of the course (code, title) SOCIOLOGY OF JOURNALISM  
has been developed on the basis of Standard Academic Program.

Academic program has been reviewed at the meeting of  
llalck department.

Minutes №. 1 dated «27» 08 2020

Head of the Department: Niyazgulova A. A. 

Author: Adeleke William 

The academic program has been approved at the meeting of IITU SMC

Minutes №. 1 dated «28» 08 2020

Head of the Department  
of Academic and Methodological  
Guidance

 Mustafina A.K.

## THE SYLLABUS

<b>1. GENERAL INFORMATION</b>	
Faculty	Information Technologies
Major code and title	<b>(JUR 5B050040)</b> – Sociology of Journalism
Year- semester	4th year, fall semester 7
Subject category	(SOCIOLOGY 101) INTRODUCTORY
Number of Credits	5
Language of Delivery:	English
Prerequisites:	ENGLISH-UPPER INTERMEDIATE LEVEL
Postrequisites	Final examination
Lecturer	Adeleke William senior lecturer (MSc. Sociology) Room 203; Telephone: (+7 727) 3308566 ext 2014 E-mail: w.adeleke@iitu.kz; available: 12.00-15.00pm Mon-Fri

### **2. COURSE AIMS AND OBJECTIVES**

The main objectives of this course are for the students to:

Describe the structure of the global media, and how the structure affects the content of the media

(2) Identify the basic functions of the media in modern society, and describe the role of the media in democratic societies

(3) Explain how the structure and functions of the media have changed over the years, and how these changes have influenced society

(4) Describe how the media relates to power structures in society, and what interests the media represent in given situations

(5) Critically evaluate the content of a media product, and draw inferences about its manifest and latent meaning

(6) Explain how advertising operates in the media today, and identify positive and negative consequences of advertising on our culture

These objectives contribute to overall course goals:

1) Developing *critical thinking skills*. The class discussions, readings, writing assignments and exams are designed to encourage you to develop and use higher-order thinking skills, including analytical, synthetic and applied thinking.

(2) Understanding the *social structures and processes* that condition our lives. A basic goal of all sociology courses is to help you understand the nature and workings of these social structures, and how they open opportunities and impose constraints on individuals operating within these structures. C. Wright Mills called this using your "sociological imagination;" activities in this course are designed to encourage you to use *your* sociological imagination.

### **3. COURSE DESCRIPTION**

This course has been tailored to the needs of the students of journalism, they will examine several concepts in detail. Sociological concepts addressed include:

Symbols	Gender	Post-modernism
Technology	Power	Deconstruction
Social Change	Citizenship	Social Structure
Globalization	Ethic of Responsibility	Agency

Social Construction  
of Knowledge

Meaning  
Hegemony

Path Dependence  
Images

In addition, the course also addresses several important questions, including: How do new technologies produce social change in the modern world? Who owns the mass media and how are the mass media organized? In what ways does the ownership and organization affect media content? Are there alternative ways to organize the media?

What effect do the media have on the political, economic and social climate in the U.S. and the world? What role does advertising play in the media? What are some of the effects of advertising on people and society?

Are there alternative ways to organize the media?

The course is designed for students of journalism to cultivate sociological imagination, grasp the basic understanding of sociology as a science. They will also gain a full knowledge of sociological subject areas, research methods and directions. In addition, the course details the basic concepts of sociological theories and the most effective ways to gain in-depth knowledge of the diverse aspects of our modern society. During the semester, we will examine the ways in which society and social processes shape our lives.

To do so, in this course we will explore the structure of ideas that contextualize our lives, the ways in which these ideas are institutionalized in formal and informal social organizations, and how this institutionalization forms a social structure that constrains and enables change.

In this course students will gain expertise in formation of models of social relations and attitudes;

Additionally they will learn to respect the good values of both Kazakhstan and the rest of the world, the skill of social communication, inter-personal relationship, respect for the diverse cultures of Kazakhstan and the world community.

#### 4. LEARNING OUTCOMES

**Students who successfully complete this course will be able to:**

- demonstrate mastery of sociological concepts, analysis and techniques at the highest level;
- apply concepts and techniques in evaluating social problems;
- independently study special sociological literature;
- use computer technologies in sociological research;
- think clearly, sequentially and logically, as required for critical analysis of quantitative problems, in particular social problems;
- process and evaluate effectively both theoretical and real-life quantitative data;
- analyze dynamic relationships.

#### 5. ACADEMIC POLICY:

1. Attendance and active participation in class are all parts of formative assessment throughout the semester. Full credit for attendance and participation includes class discussion and all written assignments; please come prepared to ask and answer questions and comment on class material and readings Attendance/participation is therefore assessed based on the number of lessons attended and participated in by students. Students will be marked down for missing classes and not participating in class.

Expectations and grading:

In their papers students are expected to take concepts raised in the readings and apply them to analyze some sort of empirical material in the way that sociologists would. Thus, students are looking at and for evidence of particular social processes in the material of everyday life.

Absences can be excused if they are for a legitimate reason (e.g. documented illness, official university business, military training etc.)

*Attention Athletes: The attendance and participation policy applies to athletes. We understand that there may be an occasional conflict between class and your games or practices. You, however, need to realize that any athletic activity that causes you to miss more classes than allowed is bound to have a negative effect on your academic performance. If you expect such conflicts, you should speak with the course instructor in good time to decide what to do for the best.*

## 2. Midterm and the final tests

The middle semester tests will include making an abstract, written colloquium on questions and earlier discussed themes.

The final test consists of 5 variants of 30 questions

3. Personal work of the students with the course instructor (CPCII) is the independent creative work of each student, involving content analysis of scientific literature, the Internet, debate on assigned class topics. Grading will consider the extent to which you (students) conform to the assignment, your understanding of the concepts, and the sophistication of your analysis.

4. The final examination is computer based.

**Please note: This syllabus only provides an approximate schedule for the course.**

**I will discuss any changes to the syllabus in class. It is your responsibility to keep up-to-date on class events and requirements.**

**Absence from classes will not suffice as excuse for failure to meet your academic responsibilities.**

**SCHOLASTIC INTEGRITY:** As members of a community dedicated to Honesty, Integrity and Respect, students are reminded that those who engage in scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and expulsion from the University. Scholastic dishonesty includes but is not limited to: cheating, plagiarism, and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts. Since scholastic dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. All scholastic dishonesty incidents will be reported to the Dean of Students. **SEXUAL or RELIGIOUS HARASSMENT, DISCRIMINATION, and VIOLENCE:** In accordance with IITU System regulations, your instructor is a “responsible employee” for reporting purposes under regulations and so must report any instance, occurring during a student’s time in college, of sexual assault, religious harassment, stalking, dating violence, domestic violence, or sexual harassment about which she/he becomes aware during this course through writing, discussion, or personal disclosure. The faculty and staff of IITU actively strive to provide learning, working, and living environment that promotes personal integrity, civility, and mutual respect in an environment free from sexual misconduct and discrimination.

## 5. LITERATURE

### Basic Literature

#### Basic bibliography

1. SOCIOLOGY ANTHONY GIDDENS Cambridge, 2016
2. DANIEL BELL: APPROACHING POST-INDUSTRIAL SOCIETY. New York, 2017
3. GEORGE RITZER-SOCIOLOGY. McGraw-Hill, 2016
4. THE NEW MANUAL COURSE FOR THE JOURNALISTS, New York, 2015
5. ENGLISH LANGUAGE NEWSPAPERS AND JOURNALS

[http://www.bbc.co.uk/worldservice/learningenglish/specials/2009/03/090316\\_specials\\_cojo.shtml](http://www.bbc.co.uk/worldservice/learningenglish/specials/2009/03/090316_specials_cojo.shtml)

<http://www.britishcouncil.org/professionals-specialisms-journalism-intro.htm>

<http://www.slideshare.net/RockyS11/english-for-journalistsdoc>

Supplementary:

Journalism Next: a practical Guide to Digital Reporting and Publishing

Clay Shirky: We the Media: Grassroots Journalism By People, For the People

Here Comes Everybody: The Power of Organizing Without organizations

Media Relations; Issues and Strategies Jane Johnston. Allen & Unwin 2007

Inside Spin: The Dark Underbelly of the PR Industry bob Burton. Allen and Unwin, 2007

Collins Cobuild: Key Words in the Media

**Internet resources:**

Interviews and Talk Shows on BBC/CNN/Russian TV (Hard Talk, Pozner etc)

The New York Times Web resources

Assignment editor.com

Journalism.com

Moreover.com

SPJ-FOIA

Online journalism Review

## 5. LITERATURE

### 6. Course Content

#### Lecture, practical/seminar/laboratory session plans

Abbreviation	Meaning
TSIS	Teacher supervised independent work (TSIS)
SIS	Students' independent work (SIS)
TP	Team project
PA	Practical assignment
LW	Laboratory Work
MCQ	Multiple choice quiz

### 7. COURSE CALENDAR

Week No	Course Topics	Reference Materials	Lectures	Practical sessions	TSIS (hrs)	SIS (hrs)
1	Introduction. Sociology as a Science, Concepts and Questions. <i>Outcome: Students will understand sociology as a science; the basic concepts relating to the journalism profession 1. Define sociology 2. Name some concepts in Sociology of Journalism?</i>		1	1	1	3

2	<p>Development of Sociology to the Modern time. Sociology in Kazakhstan. Reference to -the author: Kaz. 2030</p> <p><i>Outcome: Students will learn how sociology has evolved with time (P. Berger, C.W. Mills, M. Tazhin Understanding Sociology, Sociological Imagination, Sociological Perspectives, Kazakhstan-2030</i></p> <p><i>Q.1. Whose efforts turned sociology into a study discipline 2. who first coined the word 'sociology'?</i></p>		1	1	1	3
3	<p>Sociological Theories and other Paradigms, <i>Outcome: Students will be able to understand and conceptualize sociological as a multi paradigm science: (Structural functionalism, Conflict, symbolic Interactionism, Rational Choice)</i></p> <p><i>Q:1. Define each sociological theory</i></p>		1	1	1	3
4	<p>Sociological Research Methods. <i>Outcome: Where Sociology and journalism meet. Students will learn the concepts of Qualitative and Quantitative Methods and research stages (symbolic interactionism theory) Q: 1. Define qualitative method 2. differentiate between qualitative and quantitative methods?</i></p>		1	1	1	3
5	<p>Sociological data collection, analysis. <i>Outcome: Students will learn the major research instruments: questionnaires, interviews, observations. primary and secondary sources, references (symbolic interaction, functional theories, data journalism, investigative journalism, how to represent data, describe trends) Q: Describe the features of each instrument</i></p>		1	1	1	3
6	<p>Society and Social Interactions. <i>Outcome: Students will learn the evolvement and features of different societies and stages of development (Functional, Conflict, Post-modern theories)</i></p> <p><i>Q: Describe the Kazakhstan society 100 years ago 2. What society is Kazakhstan today?</i></p>		1	1	1	3

7	<p>Social Groups. Organizations and Social Institutions. <i>Outcome: Students will learn the concept of groups, different organizations and major social institutions: media as a social institution. M. Weber's theory of bureaucracy</i></p> <p><i>Q:1. Name the features of bureaucratic administration 2. Name the major social institutions discussed</i></p>		1	1	1	3
8	<p>Post Modern Society of 4th Industrial Revolution:</p> <p><i>Outcome: to familiarize students with Concepts and versatilities of Industrial 4.0; the IOT, big data analytics, connectivity, cyber physical objects; media and the shape of the future; IOT and smart cities (theoretical base: Symbolic interactions; Positivism, Daniel Bell-post modernism)</i></p> <p><i>Q:Think of one social problem that you can fix with IOT insights</i></p>		1	1	1	3
9	<p>Social Stratification, Social Injustice.</p> <p><i>Outcome: Students will learn to conceptualize social stratification, ruling elite and media control; supporting theories (Post Modern Neo-liberalism, Marxist conflict paradigm)</i></p> <p><i>Q:Is stratification a social construct; natural tendency; or a choice: Explain? Is Globalization truly helping the poor?</i></p>		1	1	1	3
10	<p>Sociology of Sustainable Development. Roles of the media in promoting responsible consumption, restraint in promoting culture of overconsumption, sustainable paradigm</p> <p><i>Outcome: Students will be introduced to the instructor's proposed paradigm</i></p> <p><i>Q: As students of finance critique the proposed solution.</i></p>		1	1	1	3
11	<p>Socialization of Youths and Personality Development. <i>Outcome: Students will learn the significance of nature and nurture in the process of personality formation, media roles in the formation of youths culture, media communication, advertising, entertainment culture, (Symbolic Interaction theory)</i></p> <p><i>Q: 1. Explain the concept of nature and nurture 2. Define ascribed and achieved status 3. Describe the agents of socialization</i></p>		1	1	1	3

12	Family and Gender Policy in Kazakhstan. <i>Outcome: Students will be familiarized with the types and new trends in family structures, factors affecting relationships; media propaganda of family values, (Kazakhstan policy on Family and the rights of women)(Feminist theory) Q:1.Describe types of marriage. 2.Explain how rational choice is redefining family institution.</i>		1	1	1	3
13	Sociology of Culture. <i>Outcome: Students will be introduced to the concepts of culture, material and non material, social facts (E. Durkheim), the significance of changes in cultures to a society's development, media contents, local/foreign movies, adverts, TV-shows as forms of culture diffusion by media. (Functionalist theory, symbolic) Q. Describe material and non material culture 2.Define: norms, sanctions, values and taboo</i>		1	1	1	3
14	Sociology of Communication. <i>Outcome: Students will learn the significance of effective communication in all spheres of life, manipulative roles of mass communication in forming public opinions .media trust by society (C. Cooley, H Mead Symbolic Interaction theory) Q: Define communication 2.What makes Communication effective? 3. Do people really trust the media info? 4. What is emotional intelligence?</i>		1	1	1	3
15	Sociology of Economics and work. <i>Outcome: Students will learn the concept of work environment, division of labor, global, liberal capitalism, role of china in the world, media coverage of chino-american economic standoff. (Durkheim) (Conflict and Functional Theories) Q. Explain the concept of structure and agent (Giddens) 2. Discuss the 4th Industrial Revolution</i>		1	1	1	3
	Final examination		1	1	1	3
	<b>Total hours</b>		<b>15</b>	<b>15</b>	<b>15</b>	<b>45</b>

2.4 Performance levels as per course curriculum shall be assessed according to the evaluation chart approved by the academic credit system:

Letter Grade	Numerical equivalent	Percentage (%)	Grade interpretation in the traditional system
A	4,0	95-100	Excellent
A-	3,67	90-94	
B+	3,33	85-89	Good

B	3,0	80-84	Good
B-	2,67	75-79	
C+	2,33	70-74	Satisfactory
C	2,0	65-69	Satisfactory
C-	1,67	60-64	
D+	1,33	55-59	
D	1,0	50-54	Satisfactory
F	0	0-49	Fail

## 2.2 List of assignments for Students Independent Study

№	Assignments (topics) for independent study First Attestation Period	Hours	Literature and other Recommended Readings (links)	Form of submission
1	2	3	4	5
1	Sociological Perspectives, Sociological Imagination		Giddens A. Sociology. Introduction. 2. Lecture Notes; Other Readings 3 George Ritzer-SOCIOLOGY	<i>Quiz;</i>
2	Sociology as a science		Giddens A. Sociology. Introduction. 2. Lecture Notes; Other Readings. 3 George Ritzer-SOCIOLOGY	<i>Power point presentation</i>
3	Research Methods and stages		Giddens A. Sociology. Introduction. 2. Lecture Notes; Other Readings	<i>Essay</i>
4	Development of Human Society		Giddens A. Sociology. Introduction. 2. Lecture Notes; Other Readings	<i>Discussion</i>
5	The Changing World of Digital Transformation		Hand out, Video footage, Lecture Notes; Other Readings	<i>Power point presentation</i>
6	Description of a youth subculture: the sociological portrait		Giddens A. Sociology. Introduction. 2. Lecture Notes and Internet Sources	<i>Essay</i>
7	Family structures and problems		Giddens A. Sociology. Introduction. 2. Lecture Notes and Internet Sources	<i>Quiz</i>
	<b>MidTerm</b>			
	Assignments (topics) for independent study Second Attestation Period			
8	We can end Poverty and Injustice		Giddens A. Sociology. Introduction. 2. Lecture Notes and Internet. 3 John Ritzer-SOCIOLOGY Sources	<i>Discussion</i>
9	Making sense of the Big Data System		Internet	<i>Analysis of potentials</i>
10	Social Stratification in Kazakhstan			<i>Power point presentation</i>
11	New Trends in family Structures			<i>Essay on Rational Choice of women</i>
12	Culture and Social Consciousness			<i>Quiz</i>
13	Communication and Socializing			<i>Simulation</i>
14	Work Place, Unemployment and			<i>discussion</i>

	Social Impact		
15	Nature and Nurture Personality		Quiz

### 2.3 Student performance evaluation system for the course

Period	Assignments	Number of points	Total
1 <sup>st</sup> attestation	<b>Practice:</b> 1 Exercise: Sociological Perspectives, Sociological Imagination 2 Exercise: Sociology as a science 3 Exercise: Research Methods and stages 4 Exercise: Development of Human Society 3 Exercise: The Changing World of Digital Transformation 4 Exercise: Description of a youth subculture: the sociological portrait 5 Exercise: Family structures and problems <b>Mid-term</b> <b>Student independent Study</b>	<b>35</b> 5 5 5 5 5 5 <b>40</b> <b>25</b>	<b>100</b>
2 <sup>nd</sup> attestation	<b>Practice:</b> 1 Exercise: We can end Poverty and Injustice 2 Exercise: Making Sense of the Big Data System 3 Exercise: Social Stratification in Kazakhstan 4 Exercise: New Trends in family Structures 5 Exercise: Culture and Social Consciousness 6 Exercise: Workplace, Unemployment and impact on Society 7 Exercise: Communication and Socializing 8 Exercise: Nature and Nurture Personality <b>Mid-term</b> <b>Student Independent Study</b>	<b>40</b> 5 5 5 5 5 5 5 <b>40</b> <b>20</b>	100
Final exam	<b>Exam</b>	100	
Total	<b>100</b>		

\*Students with less than 80% attendance of any course will be denied access to the final exams and will have to retake such course (s) during the summer semester

2.4 Performance levels as per course curriculum shall be assessed according to the evaluation chart approved by the university academic credit system:

Letter Grade	Numerical equivalent	Percentage (%)	Grade interpretation in the traditional system
A	4,0	95-100	Excellent
A-	3,67	90-94	
B+	3,33	85-89	Good
B	3,0	80-84	
B-	2,67	75-79	Satisfactory
C+	2,33	70-74	
C	2,0	65-69	Satisfactory
C-	1,67	60-64	
D+	1,33	55-59	Satisfactory
D	1,0	50-54	
F	0	0-49	Fail

**Availability of teaching and learning resources for the course**  
**« SOCIOLOGY OF JOURNALISM »** (course title)

major	Textbooks and study guides	Copies available		Lecture notes, methodological guidelines for laboratory, practical sessions, SIS etc.	Copies available	
		In the library	At the Dept		In the library.	At the Dept
	A. Giddens-Sociology	300	0	Lecture Notes		DL
	P. Lavrinenko - Sociology		2	Methodological recommendations for practical work	5	DL
	V.I. Dobrenkov, A. I. Kravchenko - Sociology M., 2010	50		Syllabus DL IITU	10	DL
				Methodological guidelines for students' individual projects	10	DL

5. List of specialized classroom, specialized equipment and software facilities for conducting the course sessions

**« SOCIOLOGY OF JOURNALISM »**

№	№ of rooms (classrooms, laboratories)	Purpose of the classroom facility (study rooms, laboratories)	Devices, equipment and software used for course delivery
1	2	3	4
1	805	Practice, laboratory lectures	PC, OHP
2			