

Ministry of Education and Science of the Republic of Kazakhstan
S. Toraighyrov Pavlodar State University

MODERN MASS COMMUNICATION THEORIES



TORAIGHYROV UNIVERSITY

БАСПАСЫ

Pavlodar

Ministry of Education and Science of the Republic of Kazakhstan

Pavlodar State University named after S. Toraighyrov

Faculty of State Administration, Business and Law

Department «Management and Political Science»

MODERN MASS COMMUNICATION THEORIES

Educational-methodical manual
for master students of specialty
6M050200 «Political Science»

Pavlodar
Toraighyrov University
2019

UTC 316.28 (075.8)

BBC 66.4 (0) Я73

M

**Recommended for publication by the Academic Council of Pavlodar
State University named after S. Toraighyrov**

Reviewers:

A. A. Akishev – doctor of political science, professor;

T. T. Ismagambetov – candidate of political science, docent, Leading
Researcher, Institute of Philosophy, Political Science and Religious Science
Committee MES RK;

A. K. Tulegulov – candidate of political science, docent, SF
«Strategy» Analytical Centre».

Compiled by: I. A. Kaliyev, A. M. Turlybekova, B. S. Zada

M [Modern mass communication theories : educational-methodical guide
/ I. A. Kaliyev, A. M. Turlybekova, B. S. Zada – Pavlodar :
Toraighyrov University, 2019. – 145 p.]

Communication is a necessary and universal condition of human life and one of the general foundations of the existence of society. For this reason, communication is the subject of research interest, including in the framework of this guide. Since the communicative problematics is very diverse and wide, it became necessary to form a general theory of communication and, within its framework, the theory of social communication

Educational-methodical material is intended for master students of the specialty 6M050200 «Political Science». It is interesting to teachers, students, as well as to a wide range of readers.

UTC 316.28(075.8)

BBC 66.4(0)Я73

© I. A. Kaliyev, A. M. Turlybekova, B. S. Zada, 2019

© PSU named after S. Toraighyrov, 2019

For the accuracy of the materials, grammatical and spelling errors, authors and
compilers are responsible

Content

	Introduction	3
1	The subject of the theory of communication	5
2	Fundamentals of social communication theory	14
3	Dominant communication	19
4	Mass communication	26
5	Mass Communication and Society. QMS and the economy. Concept of modern mass culture and media	40
6	Genesis of Mass Communications. communication revolution	54
7	Modern communication concept	58
8	The main stages of the development of media research: comparative characteristics	61
9	Theory of media effects	69
10	Social constructivism and theory mediareality	78
11	Theories of the Information Society	83
12	Microsociological approaches to the study of communication	96
13	Cultivation theory of Annenberg's school	105
14	Political communication	117
15	PR as a communication	120
	Exam questions	127
	Questions for self-control	130
	Glossary	133
	Literature	141

I. A. Kaliyev, A. M. Turlybekova, B. S. Zada

**MODERN MASS
COMMUNICATION THEORIES**

Educational-methodical manual

Technical Editor: Z. Zh. Shokubayeva

Executive Secretary: Z. S. Iskakova

Sent to the press 12.06.2019.

Font Times.

Format 29,7 x 42 ¼. Offset paper.

8,3 conventional printer's sheet. Circulation: 300 copies.

The order № 3450

«Toraighyrov University» Publishing House

S. Toraighyrov Pavlodar State University

140008, Pavlodar, Lomov Street, 64