

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"
Заступник керівника
(проректор з науково-педагогічної роботи)


Микола АФАНАСЬЄВ
№02071211



Суспільні комунікації

робоча програма навчальної дисципліни

Галузь знань **29 Міжнародні відносини**
Спеціальність **291 Міжнародні відносини, суспільні комунікації та регіональні студії**
Освітній рівень **перший (бакалаврський)**
Освітня програма **Міжнародні відносини, суспільні комунікації та регіональні студії**

Статус дисципліни **базова**
Мова викладання, навчання та оцінювання **англійська**

Завідувачка кафедри
Міжнародного бізнесу та економічного аналізу



Ірина ОТЕНКО

Харків
2020

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

"APPROVED"
Deputy rector
(vice-rector on scientific and pedagogical work)

Mykola AFANASIEV

Public communications
syllabus of the educational discipline

Subject area	29 International Relations
Specialty	291 International Relations, Public Communications and Regional Studies
Level of education	First (bachelor)
Educational program	International Relations, Public Communications and Regional Studies

Discipline status	base
Teaching language	english

Head of department of international business
and economic analysis
doctor of sciences, prof.



Iryna Otenko

Kharkiv
2020

APPROVED

at the meeting of the of international business and economic analysis department

Protocol № 1 dated August 25, 2020

Compiled by:

Gron O.V., PhD., Associate professor of international business and economic analysis department

Letter update and approve the syllabus of the discipline

Academic year	Date of the meeting of the department	Protocol number	Sign of the Head of the department

Introduction

Communication performs particularly important functions in public life, creating conditions to ensure the work of not only information sphere, but the entire public sphere. The penetration of new communication technologies into all spheres of society and the development of new types of communication processes leads to a rethinking of the place and role of communication in public life. In modern conditions, specialists in any field of activity, performing official duties are involved in communication, in the field of international relations, communication skills are especially important. A specialist in international relations must have the skills of both effective interpersonal communication and knowledge of communication and information processes in society, to know the features of international and intercultural communication. Knowledge of models and types of communication, types of mass communication will help to reach a consensus between individuals, different social groups, mass groups with different levels of awareness, behavior, communication skills. In order to be in demand in the labor market, future professionals need to know the models and theories that explain various communications (interpersonal, mass and organizational), as well as be able to use knowledge in practice to understand new media communication technologies, for effective business and informal communication.

The discipline "Public Communications" is a basic discipline and is studied in accordance with the curriculum for specialists of the educational level "bachelor" specialty 291 "International Relations, Public Communications and Regional Studies" of all forms of education.

The purpose of the discipline

The purpose of teaching the discipline "Public Communications" is for students to acquire theoretical knowledge in the field of public communication and skills of participation in various types of public communications.

The main tasks of studying the discipline "Public Communications" are:

gaining knowledge of the concepts and basic models of public communications;

acquiring effective communication skills and skills for their application depending on the situation;

understanding the dialogical nature of public communications and ethical constraints imposed about this activity.

Characteristics of the discipline

Academic year	1
Semester	2
Number of credits ECTS	5
Final assessment	exam

Structural logical scheme of the discipline study

Previous disciplines	Next disciplines
Philosophy	Fundamentals of intercultural communication
Science of law	Conflict management
	Documentary communication
	Public speaking and speechwriting

Competence and results of discipline study

Competence	Study results
Knowledge and understanding of the subject area and understanding of professional activity	Understand and apply current legislation, international regulations and agreements, reference materials, current standards and specifications, etc. to solve complex

	specialized problems of international relations, public communications and regional studies.
Ability to learn and master modern knowledge	Carry out a description and analysis of the international situation, collect from various sources the necessary information about international and foreign policy events and processes.
Ability to generate new ideas (creativity)	
Ability to identify features and trends, understand the nature, dynamics, principles of organization of international relations, public communications and / or regional studies	Fluent in state and foreign languages at the professional level required for professional discussion, preparation of analytical and research documents
Ability to work in an international context	
Ability to search, process and analyze information from various sources	Conduct a professional discussion on issues of international relations, international communications, regional studies, foreign policy, argue their position, respect opponents and their views
Ability to solve complex specialized problems and practical problems in the field of international relations, foreign policy, public communications, regional research	
Ability to carry out communication and information-analytical activities in the field of international relations (Ukrainian and foreign languages)	
Ability to learn and master modern knowledge	
Ability to analyze the structure and dynamics of international public communications, to identify their impact on the international system, state and public institutions	Know the nature and mechanisms of international communications

The syllabus of the academic discipline

Content module 1. Fundamentals of the theory of social communications

Theme 1. The concept of communication and social communication

- 1.1. The ambiguity of the concept of "communication".
- 1.2. Communication and its functions in society.
- 1.3. The concept of social communication.
- 1.4. Basic conceptual approaches to the study of social communication in modern communication theory.

Theme 2. Evolutions of social communication and communication revolutions

- 2.1. Communication in society.
- 2.2. Historical milestones of the emergence and development of communication in society.
- 2.3. "Communication revolutions".
- 2.4. Evolution of information and communication systems and change of historical epochs.
- 2.5. The main patterns of development of social communication.

Theme 3. Communicative process and its structure. Basic models of the communicative process and their characteristics.

- 3.1. The structure of the communicative act and its "components".
- 3.2. Structure and models of the communicative process.

- 3.3. Evolution of communicative models.
- 3.4. Basic elements of the communicative process.

Theme 4. The problem of typology of social communication

- 4.1. Levels, types and forms of communication.
- 4.2. Interpersonal communication.
- 4.3. Intercultural communication and its main forms.
- 4.4. Verbal communication.
- 4.5. Nonverbal communication.

Theme 5. Barriers to communication.

- 5.1. Communication barriers.
- 5.2. The concept and typology of communication barriers.
- 5.3. The main factors and conditions that ensure the effectiveness of interpersonal and business communication.
- 5.4. Overcoming communication barriers.
- 5.5. The main positions of the communicator: open, removed, closed.

Content module 2. Applied aspects of social communication

Theme 6. Communications in organizations

- 6.1. The essence of the organization and the specifics of business communications.
- 6.2. Forms of organizational communication. Horizontal and vertical communications.
- 6.3. Communication networks. Informal communication.
- 6.4. Written and oral business communication.
- 6.5. Identification of stakeholders of the organization.

Theme 7. Public relations (public relations)

- 7.1. The concept of public. Public Opinion.
- 7.2. Public relations. The role of pr-specialist.
- 7.3. Public relations - differences from advertising, journalism, propaganda.
- 7.4. Grunig's communication models.
- 7.5. Planning of a public relations program. PR tools.
- 7.6. The concept of image. The image of the state in international relations.

Theme 8. Mass communication: features, main types, social functions

- 8.1. The essence and basic conditions of mass communication.
- 8.2. Mass communication and audience.
- 8.3. The main social functions of mass communication.
- 8.4. Basic theories of studying mass communication.
- 8.5. The main types of mass communication.
- 8.6. Basic models of mass communication.
- 8.7. Modern means of mass communication.

Theme 9. Communicative competence. Socio-psychological basis of communication in social communications

- 9.1. Representative system in social communication.
- 9.2. General requirements for the communicator and the addressee (audience).
- 9.3. Socio-psychological scenarios of behavior in social communications. Psychological adjustment to the partner.
- 9.4. Public communication: informing, persuasion.
- 9.5. Ethical aspects of social communication.

Theme 10. International and intercultural communications

- 10.1. International communication: essence and typological features. Differences in international communications.
- 10.2. Foreign policy communications.

- 10.3. Information relations as a component of international communication.
- 10.4. Public diplomacy.
- 10.5. Intercultural communication.
- 10.6. Intercultural relations.

Theme 11. Legal regulation of public communications

- 11.1. The concept of legal regulation.
- 11.2. Publicity and the right to secrecy.
- 11.3. Types of confidential information.
- 11.4. Legal regulation of advertising.
- 11.5. Problems of legal regulation of public relations.

The list of practical (seminar) classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the discipline".

Teaching and learning methods

Among the teaching methods used are various methods aimed at activating and stimulating educational and cognitive activities of higher education students, namely: problem lectures, lectures-discussions, presentations, case studies, debates, brainstorming, various individual and group projects, work in small groups, individual research work during the creative task.

The system of the study results assessment

Evaluation of the results of the study of the discipline "Communication Technologies in International Relations" is carried out according to the accumulative (100-point) evaluation system.

Evaluation is carried out by the following types of control:

current control carried out during the semester during lectures, practical, seminar classes and independent work of students and is estimated by the amount of points scored (maximum amount - 60 points; minimum amount that allows a student to be admitted to the exam - 35 points);

final control in the form of an exam.

Current control includes evaluation of students' work during:

lectures: active work in class (1 point for each class) provided active participation in the discussion of the lecture topic, students' answers to questions posed by the teacher. Total number of points 12.

practical and seminar classes: active work in class (1 point for each class) provided that the student performs practical tasks, student participation in solving cases, discussions, debates. Total number of points - 12;

written test, the maximum score is 8 points. The test contains three tasks: 1 theoretical (2 points), two situational tasks (each is evaluated in 3 points);

Colloquium: Students have one colloquium at the end of the semester. The maximum score for the colloquium is 10 points. The colloquium includes tasks on all topics of the discipline. Colloquium structure: 1) 8 test tasks (maximum score for each task - 0.5 points); 2) 2 situational tasks (maximum score for every 3 points);

independent work: performing a creative task. The results of the research on the chosen topic are presented in class, PowerPoint programs or other programs for creating presentations should be used for the presentation. Maximum score - 5 points, evaluates the correctness of the results of the study, the quantity and quality of the analyzed sources of information, creative approach in the process of presenting the results, the ability to communicate in public;

practical tasks proposed for independent solution. Each task is evaluated in 1-3 points depending on the complexity of the tasks, provided the correct execution and correct conclusions. The number of tasks for independent work is 10, the maximum number of points for all homework is 13.

Final control of knowledge and competencies of students in the discipline is carried out on

the basis of a semester exam, the task of which is to test students' understanding of the program material in general, logic and relationships between topics, ability to creatively use accumulated knowledge, ability to formulate their attitude to a problem within the academic discipline, etc.

Exam task covers the program of the discipline and provides the determination of the level of knowledge and the degree of mastery of competencies by students.

Each exam task includes: 10 tests (each test 1 point - a total score of 10 points), one stereotypical task (5 points), two diagnostic tasks (each of which is evaluated 7 points) and one heuristic task (11 points), which provide a solution of typical professional tasks of a specialist in the workplace and allow to diagnose the level of theoretical training of the student and the level of his competence in the discipline.

The result of the semester exam is evaluated in points (maximum number - 40 points, minimum number of credits - 25 points) and is affixed in the appropriate column of the examination "Information of success". The final grade is set according to the scale given in the table "Grade scale: national and ECTS".

Forms of assessment and distribution of points are given in the table "Rating-plan of the discipline".

Evaluation scale

Total points for all the educational activities	Estimate	Estimate of the national scale	
		for exam, course project (work), practice	for test
90 – 100	A	perfectly	accepted
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactorily	
60 – 63	E		
35 – 59	FX	unsatisfactorily	not accepted

Rating plan of the discipline

Theme	Forms and types of education		Forms of evaluation	Max rating
1	2		3	4
Content module 1. Fundamentals of the theory of social communications				
Theme 1. The concept of communication and social communication	<i>Classroom work</i>			
	Lecture	Lecture on questions: 1.1. The ambiguity of the concept of "communication". 1.2. Communication and its functions in society. 1.3. The concept of social communication. 1.4. Basic conceptual approaches to the study of social communication in modern communication theory.	Work on lectures	1
	Seminar session	Seminar on issues: 1. Ukraine in the world information and communication space. 2. The importance of communication skills in specialists in international relations	Active participation in the discussion	1
	<i>Independent work</i>			
Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material.	Homework check		
Theme 2. Evolutions of social communication and communication revolutions	<i>Classroom work</i>			
	Lecture	Lecture on questions: 2.1. Communication in society. 2.2. Historical milestones of the emergence and development of communication in society. 2.3. "Communication revolutions". 2.4. Evolution of information and communication systems and change of historical epochs. 2.5. The main patterns of development of social communication.	Work on lectures	1
	Practice session	Task: Analysis of the evolution of information and communication systems.	Active participation in practical tasks	1
	<i>Independent work</i>			
Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Communication revolutions. Drawing up a "map" of the development of communication systems in society.	Homework check	1	
Theme 3. Communicative process and its structure. Basic models of the communicative process and their characteristics	<i>Classroom work</i>			
	Lecture	Lecture on issues: 3.1. The structure of the communicative act and its "components". 3.2. Structure and models of the communicative process. 3.3. Evolution of communicative models. 3.4. Basic elements of the communicative process.	Work on lectures	1
	Practice session	Task: Communication models. Situational tasks: recommendations for the rules of effective communication.	Active participation in practical tasks	1
	<i>Independent work</i>			
Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Evolution of communicative models. Task: Development of the scheme of communicative process of a certain situation	Homework check	1	

1	2		3	4
Theme 4. The problem of typology of social communication	Classroom work			
	Lecture	Lecture on questions: 4.1. Levels, types and forms of communication. 4.2. Interpersonal communication. 4.3. Intercultural communication and its main forms. 4.4. Verbal communication. 4.5. Nonverbal communication.	Work on lectures	1
	Practice session	Consideration of problem situations in groups. Analysis of the feasibility of using verbal and nonverbal communication in different situations. Analysis of performances of famous people.	Active participation in practical tasks	1
	Independent work			
Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the issues: Features of nonverbal communication in different countries. Situational tasks: Dialogue, monologue, maxims of J. Leach and P. Grice	Homework check	1	
Theme 5. Barriers to communication	Classroom work			
	Lecture	Lecture-discussion on questions: 5.1. Communication barriers. 5.2. The concept and typology of communication barriers. 5.3. The main factors and conditions that ensure the effectiveness of interpersonal and business communication. 5.4. Overcoming communication barriers. 5.5. The main positions of the communicator: open, removed, closed.	Work on lectures	1
	Practice session	Practical lesson in the form of a business game: Overcoming communication barriers in different situations.	Active participation in practical tasks	1
	Independent work			
Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: The main factors and conditions that ensure the effectiveness of interpersonal and business communication. Task: Identify communication barriers.	Homework check	1	
Content module 2. Applied aspects of social communication				
Theme 6. Communications in organizations	Classroom work			
	Lecture	Lecture on questions: 6.1. The essence of the organization and the specifics of business communications. 6.2. Forms of organizational communication. Horizontal and vertical communications. 6.3. Communication networks. Informal communication. 6.4. Written and oral business communication. 6.5. Identification of stakeholders of the organization.	Work on lectures	1
	Practice session	Case study: modeling of situations in the process of organizational communications, conflict resolution. Analysis of the rules of constructive criticism.	Active participation in practical tasks	1
			Written test	8
Independent work				
Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Basic indicators of communication efficiency in organizations. Cases: Identifying the organization's stakeholders. Writing a business letter.	Homework check	2	

1	2		3	4
Theme 7. Public relations	<i>Classroom work</i>			
	Lecture	Lecture on questions: 7.1. The concept of public. Public opinion. 7.2. Public relations. The role of pr-specialist. 7.3. Public relations - differences from advertising, journalism, propaganda. 7.4. Grunig's communication models. 7.5. Planning of a public relations program. PR tools. 7.6. The concept of image. The image of the state in international relations.	Work on lectures	1
	Practice session	Debate: "Trial on PR".	Active participation in practical tasks	1
	<i>Independent work</i>			
Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: 7.7. The concept of image. The image of the state in international relations. Task: Compiling a press release.	Homework check	2	
Theme 8. Mass communication: features, main types, social functions	<i>Classroom work</i>			
	Lecture	Lecture on questions: 8.1. The essence and basic conditions of mass communication. 8.2. Mass communication and audience. 8.3. The main social functions of mass communication. 8.4. Basic theories of studying mass communication. 8.5. The main types of mass communication. 8.6. Basic models of mass communication. 8.7. Modern means of mass communication..	Work on lectures	1
	Practice session	Case study: Analysis of advertising messages. Case studies: group work "Definition of manipulative techniques".	Active participation in practical tasks	1
	<i>Independent work</i>			
Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: The concept of "agenda". Review of news releases of domestic and foreign mass media. Framing.	Homework check	2	
Theme 9. Communicative competence. Socio-psychological basis of communication in social communications	<i>Classroom work</i>			
	Lecture	Lecture on questions: 9.1. Representative system in social communication. 9.2. General requirements for the communicator and the addressee (audience). 9.3. Socio-psychological scenarios of behavior in social communications. Psychological adjustment to the partner. 9.4. Public communication: informing, persuasion. 9.5. Ethical aspects of social communication.	Work on lectures	1
	Practice session	Practical lesson: Public communication: informing, persuasion.	Active participation in practical tasks	1
	<i>Independent work</i>			
Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: 9.4. Ethical aspects of social communication. Individual research and public speaking training on selected topics (presentation).	Homework check Presentation	5	

1	2		3	4
Theme 10. International and intercultural communications	<i>Classroom work</i>			
	Lecture	Lecture on questions: 10.1. International communication: essence and typological features. Differences in international communications. 10.2. Foreign policy communications.	Work on lectures	1
	Lecture	10.3. Information relations as a component of international communication. 10.4. Public diplomacy. 10.5. Intercultural communication. 10.6. Intercultural relations.	Work on lectures	1
	Practice session	Situational tasks: Concepts of cultures according to Hofstede. Case study: Hall's cultural grammar.	Active participation in practical tasks	1
	Practice session	Ukraine's foreign policy communication. Brainstorming, work in small groups: project analysis in the process of public diplomacy.	Active participation in practical tasks	1
	<i>Independent work</i>			
	Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Public diplomacy. Performance of the group research project and preparation of public presentations on selected topics (presentation).	Homework check Project defense	3
Theme 11. Legal regulation of public communications	<i>Classroom work</i>			
	Lecture	Problem solving lecture on questions: 11.1. The concept of legal regulation. 11.2. Publicity and the right to secrecy. 11.3. Types of confidential information. 11.4. Legal regulation of advertising. 11.5. Problems of legal regulation of public relations.	Work on lectures	1
	Practice session	Brainstorming "Publicity and the right to secrecy."	Active participation in practical tasks	1
			Colloquium	10
	<i>Independent work</i>			
Questions and tasks for independent work	Study of lecture material, preparation for the colloquium.	Homework check	-	
			Exam	40

Recommended literature

Main

1. Lectures on the discipline "Public communication" Ed. Gron O.V. // [Electronic resource]. - Access mode: <https://pns.hneu.edu.ua/course/view.php?id=4626>
2. Communicative trends in international relations. Monograph - K .: Center for Free Press, 2016. - 614 p.
3. Foreign policy communication technologies. Textbook. E.A. Makarenko, M.M. Ryzhkov, N.O. Pipchenko. - Kyiv: Center for Free Press, 2016. - 416 p.
4. Griffin E. Communication: theories and practices; Kharkiv: Humanitarian Center, - 2015. - 688 p.
5. Griffin Emory A. A First Look at Communication Theory. Boston: McGraw-Hill, 2016. – 563 p.
6. Pocheptsov G.G. Propaganda 2.0 / G.G. Pocheptsov. - Kharkov: Folio, 2018. - 796 p.
7. Social communications: a textbook / compiled by V.O. Ilganaeva. - H.: HDAK. - 2012. - 178 p.
8. West Richard L., Turner Lynn H. Introducing Communication Theory: Analysis and Application. McGraw-Hill, - 2010. - 624 p.

Additional

9. Bebyk V.M. Information and communication management in a global society: psychology, technology, technology of public relations: Monograph. - K .: MAUP, 2005. - 440 p.
10. Chadyuk O.M. Propaganda of ideas and modern Ukrainian myth-making // Ukrainian society / Vlasyuk O.S., Krysachenko V.S., Stepyko M.T. etc. / Ed. V.S. Krysachenko. - Kyiv: Knowledge of Ukraine, 2005. - P. 734-749.
11. Makarenko E., Ryzhkov M. and others. European communications. Textbook. - Kyiv: Free Press Center, 2010. - 536p.
12. Pocheptsov G.G. From Pokemon to hybrid wars: new communication technologies of the XXI century / G.G. Pocheptsov. - Kyiv: Kyiv-Mohyla Academy, 2017. - 257 p.
13. Sharkov F.I. Communicology: the basics of communication theory: textbook. for bachelors / F.I. Sharkov; International. acad. business and management., Inst. communication. systems and technologies. - M.: - 2010. - 591 p.
14. Thussu Daya K. International Communication: Continuity and Change / Bloomsbury Academic. - 2018 - 392 p.

Information resources

15. Order of the Cabinet of Ministers of Ukraine «Communication Strategy in the field of European Integration for 2018–2021». Access mode: <http://zakon.rada.gov.ua>.
16. The site of S. Kuznets KhNEU. Discipline "Public communications" // [Electronic resource]. - Access mode: <https://pns.hneu.edu.ua/course/view.php?id=4626>
17. The European External Action Service // [Electronic resource]. - Access mode: <http://eeas.europa.eu/>
18. Communication and visibility manual for European Union External Actions. 2010 // [Electronic resource]. - Access mode: https://ec.europa.eu/international-partnerships/system/files/communication-and-visibility-manual_en.pdf