

# TARAS SHEVCHENKO NATIONAL UNIVERSITY OF KYIV

## Educational and Scientific Institute of Journalism Social Communications Department

"APPROVED"  
Deputy Director for  
Studies and Educational Work  
Assoc. Prof. Vitalii Kornicev  
" 31 " 08 2022

### SYLLABUS

#### Theory and history of social communications for students

field of knowledge  
specialty  
educational level  
educational program

**06 Journalism**

**061 Journalism**

master's degree

*strategic communications, journalism and media  
communications, digital media, legal journalism, travel  
journalism, art media, brand communications, media  
communications in business*

type of course is

mandatory

The form of study

is full-time

Academic

year 2022/2023

Semester

2

The number of ECTS credits

4

Language of teaching, learning  
and assessment

English \_\_\_\_\_

The form of the final control of the

exam

Teachers: Volodymyr Rizun, Yurii Havrylets

Prolonged: on 20\_\_/20\_\_ a.y. \_\_\_\_\_ (\_\_\_\_\_) " \_\_\_\_ " 20\_\_ a.y.  
(signature, name, date)

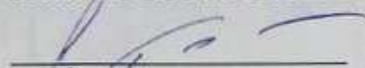
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(signature, name, date)

**KYIV – 2022**

Developer(s): Volodymyr Rizun, D.Sci (Philology), Professor at the Social Communications Department

APPROVED

Head of Social Communications Department

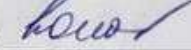
 (Yurii BONDAR)

Protocol dated "08" "07" 2022, № 11

Approved by the scientific-methodical committee of the faculty/institute

Educational and Scientific Institute of Lysakiv

Protocol dated "29" "August" 2022, № 1

Head of the scientific-methodical committee  (Anastasia VOLOBUIEVA)

"29" "August" 2022

**1. The goal of the course** is to develop an understanding of social communications as a tool of social engineering and to introduce the methodology of social communications research.

**2. Prerequisites for mastering or choosing an academic course (if available):**

*Knowledge of the basic requirements for master's education according to the Law of Ukraine "On higher education" and the National qualifications framework.*

**3. Abstract of the academic course:**

Theory and history of social communications (from here on – *THSC*) is a fundamental and professional base for the training of scientists in the field of social communication of the course, which consists of two modules "Social communications as a tool of social engineering" (Module 1) and "Methodology of social communications research" (Module 2).

**4. Educational goals:**

**Objectives:**

- *To form the concept of social communications as a domain of technologized and controlled social interaction, as a tool of social engineering.*
- *To reveal the means, methods, forms, and types of social communications.*
- *Show the role of various social institutions in the formation and development of social communications.*
- *Familiarize students with the history and methodology of the social communications research.*

**The discipline is aimed at forming the following program competencies:**

General Competency 01. Ability to abstract thinking, analysis and synthesis.

General Competency 04. The ability to use foreign languages in the promotion of their research or innovative work.

General Competency 05. Ability to identify and solve problems.

General Competency 06. Ability to make informed decisions.

Functional Competency 01. The ability to use specialized conceptual knowledge of social communications, acquired in the process of study or professional activity, at the level of the latest achievements in innovative activity or research work.

Functional Competency 04. Ability to conduct research or innovative activities in the field of social communications.

**5. Results of the course:**

Learning outcome (1. to know; 2. to be able to; 3. communication; 4. autonomy and responsibility)		Forms (and/or methods and technologies) of teaching and learning <i>Full-time/Part-time</i>	Evaluation methods and threshold evaluation criteria (if necessary) <i>Full-time/Part-time</i>	Percentage in the final grade for the course <i>Full-time/Part-time</i>
Cod e	Learning outcome			
1.1.	<i>Understanding the concept of social communications as a domain of technologized and managed social interaction, as a type of social engineering.</i>	<i>Lectures</i>	<i>Participation in lectures (10 points) / (10 points). In the structure of the exam, 30 points are a knowledge test</i>	<i>75/75</i>
1.2.	<i>Understanding the history and methodology of social communications field.</i>			
1.3.	<i>Understanding the concept of various social institutions' social communication activities</i>			

2.	<i>The ability to design social institution's social communication activity</i>	<i>Seminars, individual work</i>	<i>Participation in seminars (9+27 points) / Participation in seminars (12 +24 points).</i>  <i>Project: project development (6 points).</i>  <i>In the structure of the exam during the project discussion, this skill is equal to 10 points</i>	10/10
3.	<i>The ability to convince the head of a social institution/organization to implement communication activities in his/her work</i>	<i>Individual work, consultations</i>	<i>Project: project presentation (2 points)</i> <i>In the structure of the exam during the project discussion, this skill is equal to 5 points</i>	5 / 5
4.	<i>The ability to independently create innovative social communication projects</i>	<i>Independent work, consultations</i>	<i>Project: designing a project plan (6 points).</i> <i>In the structure of the exam during the project discussion, this skill is equal to 10 points</i>	10/10

**6. Juxtaposition of the course's learning outcomes with program learning outcomes** (optional for non-mandatory courses that are not included in the specialization blocks)

<b>Learning outcomes of the course (code)</b>	<b>1.1</b>	<b>1.2</b>	<b>1.3</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Program learning outcomes (name)</b>						
PRT01. Analyze and summarize research results and draw conclusions about regularities.						+
PRT04. Use foreign languages to promote your research or innovative work.				+	+	+
PRT05. Develop a "road map" for solving the identified problem.				+		
PRT06. Draw conclusions about the effectiveness of research.						+
PRT10. Apply specialized conceptual knowledge of social communications when planning scientific work or developing an innovative project.	+	+	+			
PRT13. Conduct an audience survey as part of a planned scientific study.						+

## 7. Evaluation Scheme.

### 7.1. Student evaluation forms:

#### - semester evaluation:

**1. Participation in lectures (10 lectures) – 40 points:**

*Participation in lectures - 10 points;*

*Answering questions during the exam - 30 points.*

**2. Participation in seminars (9 seminars) – 36 points:**

*Participation in seminars - 9 points;*

*Preparing assignments for seminars -  $27 = 3 \text{ points} \times 9$ .*

**3. Individual work (Preparing and presenting the project) - 24 points:**

*Project preparation during individual work - 14 points;*

*Presenting the project on the exam - 10 points.*

#### - final evaluation in the exam form:

*Exam (final test and project discussion) – 40 points*

#### - conditions for admission to the exam:

**A student who scored at least 36 points during the semester is admitted to the exam.**

**A student who did not score the critical-calculated number of points (20) is admitted to the admission colloquium. If, according to the results of the colloquium, the student scores 36 or more points, he is admitted to the exam.**

**A full-time student who missed classes but completed individual work can receive a maximum of 41 points per semester (27 points for self-completed seminar assignments and 14 points for project preparation).**

**The passing score for project acceptance is 8 points.**

**The exam is considered passed if student receives at least 24 points.**

### 7.2. Evaluation organization:

- **Participation in lectures (10 lectures) – 10 points.**

*Each student who attended the lecture receives 1 point per lecture (in part-time form - 5 points per lecture). This is due to the novelty of the course and the lack of educational and methodological literature, so the lecture remains the main source of new systematized material.*

- **Participation in seminars (9 seminars) – 36 points:**

*9 points – participation in the discussion during the seminar. For each seminar, the student receives 1 point. Preparation of assignments for the seminar (assignments are provided by the professor).*

*The professor develops assignments that students perform during seminars or individually, and evaluates the completed assignments as follows: 0 points - the assignment is not completed at all; 2 points – performed with errors; 3 points - well done.*

- **Individual work.**

*Students use 60 hours of individual work to prepare for seminars, study lecture content, and to prepare a project. These hours are not evaluated separately, they are included in the evaluation of seminars, lectures, and the exam.*

*20 hours of individual work are subject to separate assessment and are worth a maximum of 14 points.*

**20 hours of individual work are distributed by the student to design a project plan on the topic "Communication activity of [name of the organization]". The project and its presentation are submitted to the professor electronically until a deadline indicated by professor.**

*When preparing this project, it is necessary to stem from the fact that the educational process in universities, according to the National Framework of Qualifications, should provide scientific training*

*for masters and prepare masters to participate in the innovative activities in media entities, as well as from the fact that masters should be able to conduct elementary research in production and innovate. Students should submit the project and the presentation of it in a way specified by the professor. **In the attached file's title, student should first indicate his or her last name.***

#### *PLAN AND STRUCTURE OF THE PROJECT "Communication activity of [name of the organization]"*

The proposed project is based on elementary requirements for the development of innovative projects; however, the proposed project is not innovative in the full sense, but it can be considered as the basis of innovative development.

**An innovative project** is a system of interconnected goals and means of achieving them. It is a set of research, development, production, organizational, financial, commercial, and other activities, appropriately organized (bound by resources, timeframes, and participants), issued with a set of project documentation. It should provide an effective solution to a specific scientific and technical problem, expressed in quantitative terms, and lead to innovation.

Innovative projects are accompanied by appropriate documentation in accordance with:

<http://mon.gov.ua/activity/innovacijna-diyalnist-ta-transfer-texnologij/innovacijni-proekti/pro-innovacijni-proekti.html>

So, an innovation project is a set of documents that defines the procedure and set of all necessary measures (including investment) related to the creation and implementation of an innovative product.

State registration of an innovative project is carried out at the initiative of the subject of innovative activity in accordance with the procedure determined by the Cabinet of Ministers of Ukraine, a specially authorized central executive body in the field of innovative activity. This body maintains the State Register of Innovative Projects.

A necessary condition for entering a project into the State Register of Innovative Projects is its qualification as innovative.

The requirements for the plan and structure of the project were made based on the order of the Ministry of Education and Science №. 1764 dated 13.12.2013.

**SEE Annex.**

**Evaluation of the project and presentation.** If the project is completed in accordance with the requirements for it and submitted on time (the date is determined by the professor), the student receives 14 points. Projects not completed in accordance with the requirements are not evaluated and are returned to the student for revision. The revised project is evaluated, but it is considered as submitted out of time.

Presentations are reviewed during the exam and are evaluated with 10 points, which are included in the exam grade.

***WARNING! Project texts with linguistic and spelling errors are not considered and are returned to the student for revision. Projects, fully completed, but submitted after the deadline date, may be evaluated with max. 10 points.***

#### **Exam evaluation.**

The exam includes the discussion of the project in the form of a presentation (10 points), as well as an examination final test, which consists of ten questions, the value of each answer is 3 points (30 points):

- 0 points – assignment not completed;
- 1 point – assignment was completed, but incorrectly;
- 2 points – assignment was completed with errors;
- 3 points – assignment was completed properly.

#### **7.3. Rating compliance scale**

<b>Excellent</b> / Відмінно	90-100
<b>Good</b> _/ Добре _	75-89

<b>Satisfactory</b> / Задовільно	60-74
<b>Unsatisfactory</b> / Незадовільно	0 -59
<b>Passed</b> / Зараховано	60-100
<b>Not passed</b> / Не зараховано	0-59

### **Admission colloquium.**

Students who did not score 20 points during the semester are invited to the admission colloquium.

A student can earn extra-points by completing all the assignments mentioned in this syllabus, he / she must complete them and submit them to the colloquium.

**8. The structure of the academic course. Thematic lesson plan. 8.1. Full-time.**

No	Topic number and title*	Number of hours		
		Lectur es	Seminars/ consultations, assessment	Individual work
Lectures				
1	The concept of social communications. Prerequisites for the emergence of this concept and its interpretation in Ukrainian science. Types of social communications. Social communications as an engineering discipline (Module 1)	2		
2	Concept of social communication system (SCS). Social communication system of modern society. Social Communication Institute as the main figure of the SCS (Module 1)	2		
3	Institutionalization in the social communication sphere of Ukraine. Organizational and operational principles of social communication structures. Professionalization of human resources in the system of social communications (Module 1)	2		
4	Modern trends in the development of the social communications science. (Module 2)	2		
5	Methodological foundations of the development of the social communications science (Module 2)	2		
6	Discussion of projects ( (Module 1)	10		
Seminars				
1	Church and social communications: the concept's origin and the phenomenon's nature (Module 1)		4	12
2	Question formulation and literature review (Module 2)		2	6
3	Research methodology in communication projects (Module 2)		8	28
4	Research results and their discussion (Module 2)		2	8
5	Conclusions based on research results (Module 2)		2	6
Consultations				
1	Consultations		2	
Individual work				
1	Preparation of the project "Communication activity of [name of the organization]"			20
Exam				
	Based on lecture materials			
	EVERYTHING	20	20	80

\*Note: topics assigned for independent study should also be noted

**The total volume** is 120 hours, including:

Lectures – 20 hours

Seminars – 18 hours

Consultations - 2 hours

Individual work - 80 hours



## 9. Recommended references:

### *Basic: (Basic)*

1. Тексти лекцій.
2. Різун В.В. Скотникова Т. В. Методи наукових досліджень у журналістикознавстві.— 2-е вид. перероб. і доп.— К.: Преса України, 2008.
3. Церква і соціальна комунікація: Найголовніші документи Католицької Церкви про пресу, радіо, телебачення, інтернет та інші медіа.— Львів: Вид-во Українського Католицького Університету, 2004.— 440 с.
4. Паспорти наукових спеціальностей:  
[http://www.journ.univ.kiev.ua/nauka/naukova\\_stor/Pasport\\_CK\\_VAK.pdf](http://www.journ.univ.kiev.ua/nauka/naukova_stor/Pasport_CK_VAK.pdf)
5. Різун В. В. Начерки до методології досліджень соціальних комунікацій (наукова стаття, оприлюднено 12 лютого 2011 року) [Наукова сторінка професора Володимира Різун] //Інститут журналістики :[сайт] — Електронні дані. — Київ, 2011. — Режим доступу: [http://journlib.univ.kiev.ua/Nacherky\\_do\\_metodologiyi.pdf](http://journlib.univ.kiev.ua/Nacherky_do_metodologiyi.pdf) (дата звернення до статті). — Назва з екрана.
6. Закон України «Про бібліотеки і бібліотечну справу» від 27 січня 1995 року № 32-95-ВР.
7. Закон України «Про видавничу справу» від 5 червня 1997 року № 318-97-ВР.
8. Закон України «Про друковані засоби масової інформації (пресу) в Україні» від 16 листопада 1992 № 2782-ХІІ.
9. Закон України «Про інформацію» від 2 жовтня 1992 року № 2657-ХІІ.
10. Закон України «Про Національний архівний фонд та архівні установи» від 24 грудня 1993 року № 3814-ХІІ.
11. Закон України «Про рекламу» від 3 липня 1996 року № 270-96-ВР.
12. Закон України «Про телебачення і радіомовлення» від 21 грудня 1993 року № 3759-ХІІ.
13. Конституція України.
14. Постанова КМ «Про доповнення переліку галузей науки, з яких може бути присуджений науковий ступінь» від 13 грудня 2006 р. № 1718.
15. Постанова КМ «Про затвердження Державної програми "Інформаційні та комунікаційні технології в освіті і науці" на 2006—2010 роки» від 7 грудня 2005 року № 1153.
16. Постанова КМ «Про затвердження Державної програми розвитку архівної справи на 2006-2010 роки» від 1 лютого 2006 року № 92.
17. Постанова КМ «Про затвердження переліку галузей науки, з яких може бути присуджений науковий ступінь» від 29 листопада 1997 року № 1328.
18. Постанова КМ «Про утворення Центру комунікації» від 25 липня 2005 року № 640.
19. Розпорядження КМ «Про затвердження Положення про Прес-службу Кабінету Міністрів України» від 13 червня 1996 року № 400-р.
20. Розпорядження Президента України «Положення про Прес-службу Президента України» від 8 лютого 2005 року № 48-2005.
21. Указ Президента України «Про Доктрину інформаційної безпеки України» від 8 липня 2009 року № 514-2009.

**PROJECT PLAN**

**(Project title)**

**Terms of project implementation: beginning -  
ending -**

**Performer/performers of the project:**

(City, year)

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## *1. General information*

(The activity of an imaginary social institution is modeled - an organization, enterprise, etc., in the context of which a student proposes to institutionalize communication activity. This project is being developed with the aim of institutionalizing the communication activity of a social institution. It is necessary to describe the general structure of the enterprise, the field of activity, predict the needs of internal and external communication of the team, to justify the need for institutionalization of communication).

## *2. Characteristics of the project*

### **2.1. Keywords.**

(Keywords should define: scientific direction of the project and/or industry/field of application; functional purpose and key features of the final result of the project (innovative product/innovative products) regarding its properties and application).

### **2.2. Abstract of the project.**

(Information should be structured by sections:

- title of the project;
- a brief description of the project;
- solving problems at the national, regional, or field level;
- primary technical and economic indicators of the project;
- strengthening of ties between science and production, creation of conditions for preservation, development, and use of scientific and technical potential in Ukraine;
- organizational decisions of a production, administrative, commercial, or other nature that significantly improve the structure and quality of production and/or the social sphere;
- project implementation period;
- project implementation costs and its payback period;
- financial and economic indicators, including: (years, costs);
- conducting research;
- carrying out research and development activities;
- equipment;
- other;

- sources and terms of financing the project:
  - own funds;
  - raised funds;
  - other sources;
- a concise list of works and required amounts of funding;

Table 1. A concise list of works and the required amounts of funding.

№	List of necessary works	Required amounts of financing, thousand hryvnias
	Total	

- assessing the project effectiveness:
  - economic effect (projected payback period of the project);
  - social effect (the number of involved jobs, including those that will be created additionally, trainings for employees, the impact on the social institution's image, its positioning in society, etc.).

### 2.3. Scope of the project.

(Indicated:

international, national, regional, inter-industrial, industrial, local level of the project;  
how problems of a national, regional, or industrial nature are solved).

### 2.4. Direction of the project.

(Addressing the issue of increasing labor productivity, saving resources, expanding connections, social orientation of the project, etc.).

### 2.5. The degree of novelty.

(It is noted:

- one of the following aspects: "has no analogues", "exceeds the level of organizing operational activities in the industry", "has no analogues in Ukraine", "exceeds the level of analogues in all indicators in Ukraine, totally or partially".

## 3. Organizational plan for project development and production organization

### 3.1. The status of work on the project until the moment of its approval.

(Provided as a readiness percentage for each type of work:)

- |  |   |
|--|---|
| - scientific aspects have been investigated and substantiated            | % |
| - technical aspects have been investigated and substantiated             | % |
| - theoretical and experimental studies were carried out                  | % |
| - developed technology, sketch, and technical project                    | % |
| - working documentation was developed, experimental samples were created | % |
| - the necessary rights to intellectual property objects are available    | % |
| - social studies were conducted  | % |
| - availability of operational base                                       | % |
| - availability of necessary human resources                              | % |
| - funds for the project were determined and agreed upon                  | % |
| - location for the project was determined and agreed upon                | % |
| - other types of work  | % |

### 3.2. Calendar plan for performing the activities on the project.

(The information must contain information about the main stages, terms, volumes, and performers of the works (Table 2)).

Table 2. Work plan for the project.

№	Type of works	Performer	Term	Costs, thousand hryvnias

### 3.3. Organization of events.

(Information should be structured by sections:

- a concise list of technological processes;
- description of available and necessary equipment and locations for production;
- the number and qualifications of production human resources (detailed information on the projected need for HR);

## 4. *Expected effectiveness of the project*

### 4.1. Economic efficiency of the project.

(Information should be structured by sections:

- economic relevance of project implementation;
- payback period of the project;
- profitability of the project).

### 4.2. Social effectiveness of the project.

(The social focus of the project is noted).

### 4.3. Other types of effects.

## 5. *Analysis of potential project risks*

(The analysis of potential risks should consider the following factors: political, social, technological, economic, and market. When writing a business plan, it is necessary to consider all these factors in the form of an estimated risk. To prevent risks, it is necessary to identify them, evaluate them, choose methods and tools that will allow to prevent them from happening, or to control them).

### 5.1. The main risk factors of the project.

(The most common risk factors are indicated:

- risks related to the general socio-economic situation (political instability, prospects for economic development in general, financial instability, bad image of the social institution, internal conflicts, etc.);
- production risks (increase in current costs, technological equipment, lack of HR, unpreparedness of the team).

### 5.2. Risk management.

(Specific measures are indicated that will allow you to either completely get rid of or significantly reduce the negative impact of each risk factor on the final result. This section should contain an analysis of the degree of all possible risks for the project. This analysis should explain why each risk is important for the project, show the degree of possible growth for each risk and the steps enabling to reduce risks).

## 6. *General conclusions*

(Arbitrary text with a breakdown into points, volume - no more than 0.5 pages).