

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**SUMY NATIONAL AGRARIAN UNIVERSITY**  
**Department of Marketing and Logistics**

**«Affirm»**

**Head of the Department of  
Marketing and Logistics**

\_\_\_\_\_ **M.O. Lyshenko**

« \_\_\_\_\_ » \_\_\_\_\_ **2020**

***CURRICULUM***

**Communications in scientific area**

**Training field:** Postgraduate students

*073 "Management"; 091 "Biology"; 133 " Sectoral Engineering "; 201 "Agronomy"; 202 "Protection and Plant Quarantine"; 204 "Technology of production and processing of livestock products"; 211 "Veterinary Medicine"*

**Faculty:** department of postgraduate and doctoral studies

2020 – 2021

Work program of the discipline «Communication in scientific area ».

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Work program was considered at the Department of Marketing and Logistics  
Protocol from «\_\_» \_\_\_\_\_ 2020 № \_\_

**Head of the Department of**

Marketing and Logistics

\_\_\_\_\_ **prof. M.O.Lyshenko**

**Agreed:**

Head of the Department of Graduate Studies

\_\_\_\_\_ I.V. Lozynska

Methodist of the Educational Department

\_\_\_\_\_ G.O. Baboshyna

Reiterated: date: \_\_\_\_\_

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1. Description of the educational discipline

Name	Knowledge area, field, educational qualification level	Characteristics of the discipline	
		full-time study	part-time study
Number of credits – 2	Knowledge area: <i>Scientific</i>	<i>Variative</i>	
	Specialty: –		
Modules – 2	Field: <i>Academic writing</i>	<b>Year of preparation:</b>	
Content modules: 2		2020-2021	–
Individual scientific task: <i>absent</i>		<b>Course</b>	
		1	–
		<b>Semester</b>	
Total hours – 24		–	+
		<b>Lectures</b>	
Weekly hours for full-time study: classroom – 2		12 hours	–
		<b>Practical, seminar</b>	
		12 hours	–
	<b>Laboratory</b>		
	–	–	
	<b>Individual work</b>		
	66 hours	–	
	Individual tasks: –		
Type of control: <b>exam</b>			
	Qualification level: <i>The third level</i>		

The ratio of the class hours number to the individual work hours number for full-time education is 24/66.

## **2. The purpose and objectives of the discipline**

The curriculum is concluded in accordance with the requirements of the credit module of the organization of training. The program determines the amount of knowledge that the graduate student must acquire in accordance with the requirements of the training and the third educational and scientific level, the algorithm for studying the educational material of the discipline, the necessary methodological support, components and technology for evaluating the academic achievements for graduate students.

The aim of the course is to acquaint the graduate students with the basic theoretical and methodological approaches in the study of the phenomena of communicative practice, to promote the formation of skills of practical participation in various types of communication.

Course objectives: to form knowledge about the history of origin and development of communication theory; apply scientific approaches in the study of communicative phenomena, be able to trace the effect of basic theoretical principles in the practice of communication and communication; to develop skills in the practical application of methods, tools, types, channels and means of communication; provide the necessary theoretical and practical basis for establishing and maintaining communication at all levels.

As a result of studying the discipline, the graduate student should know:

- basic concepts of communication theory;
- features of communication processes at all levels;
- characteristics of communication models and communication technologies.

be able:

- identify barriers to communication and apply their knowledge and skills to eliminate and prevent them and to establish effective communication;
- analyze communication campaigns;
- to determine priority directions of information and communication sphere development;
- generate ideas independently and as part of a team (including interdisciplinary), to convey them clearly to specialists and non-specialists, to conduct discussions;
- organize the work of the team (distribute authority, delegate responsibility), aware of the responsibility for the joint result)

## **3. The program of the discipline**

Content module 1. Theoretical basics of communication.

Topic 1. Introduction to the course "Communication Theory in the Scientific Environment".

The role and place of communication in society. Communication functions. Information as a component of communication. Subject, course object, historiography and source. Basic approaches to the definition of "communication".

#### Topic 2. History of communication theory development.

Historical stages of development and formation of communicative theories. Main theoretical and methodological aspects and communication models: the first stage (from 1916 to the mid-1960s); the second stage (60-80 years of the twentieth century); the third stage (late 80's of the twentieth century. to the present). Scientific approaches to the study of communication theory and practice. The main areas of study of communication science are traditional, general theoretical (applied), philological, psychological and sociological. Basics of traditional scientific approach to the study of communication theory. An overview of the sciences related to the traditional approach to the study of communicability: hermeneutics, homiletics, rhetoric, philosophy, logic, theory of argumentation. General theoretical (applied) approach. Sciences that investigate the applied results of communication processes: semiotics, theory of mass communication, psychoanalysis, theory of international communication.

#### Content module 2. Practical aspects of communication.

#### Topic 3. Communication typology.

Approaches to the typology of communication. The main types of typology: type, classification, taxonomy, taxonomy. Verbal form of communication. The role of language in verbal communication. Non-verbal forms of communication: facial expressions, body movements, clothing. Non-verbal codes. Distribution of communication by levels. Intra-personal / auto-communication type of communication. Basic principles of interpersonal communication. Interpersonal adaptation. Microcommunication and its forms - order, copy, communication. Medicommunication as a social-communicative form (fashion, negotiations, group hierarchy). Management and dialog functions of the copper communication level. Macro communication. Interaction of cultures and information aggression are macro-communicative forms of modern information society.

#### Topic 4. The communicative process as the basis of communication.

The communication process and its structure are considered, the models of communication are analyzed as transmissions, rituals, attraction of age and reception; the effects of communication as a desirable target for interaction; laws of communication as non-rigid communication trends. Forms of communicative action: dialogue, management, imitation (imitation). Postcommunication processes. The concept of "discourse".

#### Topic 5. Communication technologies.

The concept of "technology", its components: systematic, mass, algorithmic. Analysis of basic communication technologies. Development of communication technologies at the present stage. Propaganda. Historical origins of propaganda. Specificity of propaganda. Use of propaganda technologies in electoral races, military operations and the social sphere. Advocacy Campaign: Purpose and Objectives. Public Relations - Public Relations (PR). Scientific and historical principles of public relations. Communication and advertising direction in the field of public relations. PR communication in business. Performance. Performance theory. Political performance during the election race. Practical use of communication strategies and performance technologies in modern society. Development of NLP technologies.

### Topic 6. Business Communication

Autocommunication, interpersonal, group and mass communication; stages of preparation of types of business communication: business conversation, negotiations, office telephone conversation, discussion, meeting; spatial norms of business communication. Communication management.

### 3. The discipline structure

Title of module/topic	Number of hours											
	Full-time						Part-time					
	Total	Incl.					Total	Incl.				
		L	P	Lab	Ind.	I.w.		L	P	Lab	Ind.	I.w.
<b><i>Module 1 – Theoretical basics of communication.</i></b>												
Topic 1. Introduction to the course "Communication Theory in the Scientific Environment".	15	2	2			11						
Topic 2. History of communication theory development	15	2	2			11						
<b><i>Together for Module 1</i></b>	<b>30</b>	<b>4</b>	<b>4</b>			<b>22</b>						
<b><i>Module 2 – Practical aspects of communication.</i></b>												
Topic 3. Communication typology	15	2	2			11						
Topic 4. The communicative process as the basis of communication	15	2	2			11						
Topic 5. Communication technologies	15	2	2			11						
Topic 6. Business Communication	15	2	2			11						
<b><i>Together for module 2</i></b>	<b>60</b>	<b>8</b>	<b>8</b>			<b>44</b>						
<b>Total</b>	<b>90</b>	<b>12</b>	<b>12</b>			<b>66</b>						

### 3. Lectures

(full-time form)

No	Topic title	Number of hours
1	<p><b><i>Topic 1. Introduction to the course "Communication Theory in the Scientific Environment".</i></b></p> <p>The role and place of communication in society. Communication functions. Information as a component of communication. Subject, course object, historiography and source.</p>	2
2	<p><b><i>Topic 2. History of communication theory development.</i></b></p> <p>Historical stages of development and formation of communicative theories. The main theoretical and methodological aspects and communication models: the first stage (from 1916 to the mid-1960s of the XX century); the second stage (60-80 years of the twentieth century); third stage late 80-ies of the twentieth century. and to this day). Scientific approaches to the study of communication theory and practice.</p>	2
3	<p><b><i>Topic 3. Communication typology.</i></b></p> <p>Approaches to the typology of communication. The main types of typology: type, classification, taxonomy, taxonomy. Verbal form of communication. The role of language in verbal communication. Non-verbal forms of communication: facial expressions, body movements, clothing. Non-verbal codes. Distribution of communication by levels.</p>	2
4	<p><b><i>Topic 4. The communicative process as the basis of communication.</i></b></p> <p>The communication process and its structure are considered, models of communication are analyzed as transmission, ritual, attraction of aga and reception; the effects of communication as a desirable target for interaction; laws of communication as non-rigid communication trends.</p>	2
5	<p><b><i>Topic 5. Communication technologies.</i></b></p> <p>The concept of "technology", its components: systematic, mass, algorithmic. Analysis of basic communication technologies. Development of communication technologies at the present stage. Propaganda. Historical origins of propaganda. Specificity of propaganda. Use of propaganda technologies in electoral races, military operations and the social sphere. Advocacy Campaign: Purpose and Objectives. Public Relations - Public Relations (PR).</p>	2
6	<p><b><i>Topic 10. Business Communication</i></b></p> <p>Autocommunication, interpersonal, group and mass communication; stages of preparation of types of business communication: business conversation, negotiations, office telephone conversation, discussion, meeting; spatial norms of business communication. Communication management.</p>	2
	<b>Total</b>	<b>12</b>

## 5. Practical topics

(full-time form)

No	Topic title	Number of hours
1	<p><b><i>Topic 1. Introduction to the course "Communication Theory in the Scientific Environment".</i></b></p> <p>Identify the role and place of communication in society. Describe the communication features. Information as a component of communication.</p>	2
2	<p><b><i>Topic 2. History of communication theory development.</i></b></p> <p>Identify the historical stages of development and formation of communicative theories. Describe the main theoretical and methodological aspects and communication models: the first stage (from 1916 to the mid-1960s of the twentieth century); the second stage (60-80 years of the twentieth century); the third stage (late 80's of the twentieth century. to the present).</p>	2
3	<p><b><i>Topic 3. Communication typology.</i></b></p> <p>Identify approaches to communication typology. The main types of typology: type, classification, taxonomy, taxonomy. Verbal form of communication. The role of language in verbal communication. Non-verbal forms of communication: facial expressions, body movements, clothing. Non-verbal codes. Distribution of communication by levels.</p>	2
4	<p><b><i>Topic 4. The communicative process as the basis of communication.</i></b></p> <p>The communication process and its structure are considered, the models of communication are analyzed as transmissions, rituals, attraction of age and reception; the effects of communication as a desirable target for interaction; laws of communication as non-rigid communication trends.</p>	2
5	<p><b><i>Topic 8. Communication technologies.</i></b></p> <p>Use of propaganda technologies in electoral races, military operations and the social sphere. Advocacy Campaign: Purpose and Objectives. Public Relations - Public Relations (PR).</p>	2
6	<p><b><i>Topic 10. Business Communication</i></b></p> <p>Application of methods of communication, interpersonal, group and mass communication; stages of preparation of types of business communication: business conversation, negotiations, office telephone conversation, discussion, meeting; spatial norms of business communication. Communication management.</p>	2
	<b>Total</b>	<b>12</b>

## 6. Individual work

(full-time form)

No	Topic title	Number of hours
1	<p><b><i>Topic 1. Introduction to the course "Communication Theory in the Scientific Environment".</i></b></p> <p>Basic approaches to the definition of "communication".</p>	11
2	<p><b><i>Topic 2. History of communication theory development.</i></b></p> <p>The main areas of study of communication science are traditional, general theoretical (applied), philological, psychological and sociological. Basics of traditional scientific approach to the study of communication theory. An overview of the sciences related to the traditional approach to the study of communicativity: hermeneutics, homiletics, rhetoric, philosophy, logic, theory of argumentation. General theoretical (applied) approach. Sciences that investigate the applied results of communication processes: semiotics, theory of mass communication, psychoanalysis, theory of international communication.</p>	11
3	<p><b><i>Topic 3. Communication typology.</i></b></p> <p>Intra-personal / auto-communication type of communication. Basic principles of interpersonal communication. Interpersonal adaptation. Microcommunication and its forms - order, copy, communication. Medicommunication as a social-communicative form (fashion, negotiations, group hierarchy). Management and dialog functions of the copper communication level. Macro communication. Interaction of cultures and information aggression are macro-communicative forms of modern information society.</p>	11
4	<p><b><i>Topic 4. The communicative process as the basis of communication.</i></b></p> <p>Forms of communicative action: dialogue, management, imitation (imitation). Postcommunication processes. The concept of "discourse".</p>	11
5	<p><b><i>Topic 8. Communication technologies.</i></b></p> <p>Scientific and historical principles of public relations. Communication and advertising direction in the field of public relations. PR communication in business. Performance. Performance theory. Political performance during the election race. Practical use of communication strategies and performance technologies in modern society. Development of NLP technologies.</p>	11
6	<p><b><i>Topic 10. Business Communication</i></b></p> <p>Autocommunication, interpersonal, group and mass communication; stages of preparation of types of business communication: business conversation, negotiations, office telephone conversation, discussion, meeting; spatial</p>	11

	norms of business communication. Communication management.	
	<b>Total</b>	<b>66</b>

## **7. Learning methods**

1. Learning methods for the source of knowledge:

1.1. Verbal: story, explanation, lecture, instruction, work with literature (writing, summarizing, making tables, charts, supporting notes, etc.).

1.2. Visual: demonstration, illustration, observation.

1.3. Practical: practical work, exercise, production and practical methods.

2. Active learning methods - use of computer-aided learning, teamwork: brainstorming, roundtables, problem situations, group research; self-assessment of knowledge, imitation teaching methods (built on imitation of future professional activity), use of educational and control tests, use of supporting lecture notes)

3. Interactive learning technologies - use of multimedia technologies, case-study (method of analysis of specific situations), dialog learning, cooperation of graduate students (cooperation), flash mobs.

## **8. Case Tasks (individual postgraduate`s work)**

1. Prepare a glossary of basic concepts and categories related to the discipline using the reference literature.

2. Prepare a report in 7-8 minutes on TWO proposed communication models (two pages, 1 page per diagram and model description).

3. Prepare a scientific report in the form of a presentation on the topic: "Business correspondence. Its features. "

4. Prepare a scientific report in the form of a presentation on the topic: "Manipulation in communication: causes and ways of manifestation."

5. To prepare a scientific report in the form of a presentation on the topic: "Technology of effective business communication".

6. To prepare a report in the form of a presentation "Social and Gender Specificity of Communicators' Language Behavior".

7. Prepare a report in the form of a presentation "Features of advocacy campaigns in Ukraine"

8. Prepare a report in the form of a presentation "Psychological Wars".

9. Prepare a report in the form of a presentation "Crisis Communication Specificity".

10. Prepare a report in the form of a presentation "Features of the process of mass communication as a social phenomenon".

11. Prepare a report in the form of a presentation "Cold and hot media".

12. Prepare a report in the form of presentation "Internet and globalization of the communicative space".
13. Prepare a report in the form of presentation "Features of image formation".
14. Make a political portrait of the proposed political leader.
15. Prepare a report in the form of a presentation "The Communicative Basis of Election Campaigns".
16. To prepare a report in the form of presentation "Culture as a form of communication".
17. Prepare a report in the form of a presentation "Forced Diplomacy and its Strategy".
18. Prepare a report in the form of a presentation "Integration processes in the field of mass communication in Europe".
19. Prepare a report in the form of a presentation "Globalization of Mass Communication and International Relations".
20. Prepare a report in the form of a presentation "The Place of Ukraine in the World Information and Communication Space".
21. To compile a directory of the main centers of political research of Ukraine.

### 9. Points allocation

Current testing and individual work					I/ W	Module and individual work	Exam	Total	
Module 1 – 15		Module 2 –							
T1	T2	T3	T4	T5	T6	T7	70	30	100
10	5	10	5	10	10	10	(60+10)		

### Rating scale: national and ECTS

Total points	ECTS	National rating	
		For exam, practice	Final test
90 – 100	<b>A</b>	Very good	Passed
82-89	<b>B</b>	Good	
75-81	<b>C</b>		
69-74	<b>D</b>	Satisfactorily	
60-68	<b>E</b>		
35-59	<b>FX</b>	Unsatisfactory with the	Not passed

		possibility of retesting	with the possibility of retesting
1-34	<b>F</b>	Unsatisfactory with the compulsory re-study of the discipline	Not passed with the compulsory restudy of the discipline

### 10. Recommended literature

1. Association of Political Consultants of Ukraine. [Electronic resource]. - Access mode: <http://www.piar.kiev.ua/>.

2. Ukrainian site about PR, marketing and advertising. [Electronic resource]. - Access mode: <http://www.prschik.kiev.ua>.

3. Ukrainian Independent Center for Policy Studies. [Electronic resource]. - Access mode: <http://www.ucipr.org.ua>.

4. The Ukrainian Center for Economic and Political Studies named by Alexander Razumkov. [Electronic resource]. - Access mode: <http://www.uceps.org>.