

Ministry of Education and Science of Ukraine
Sumy National Agrarian University
Faculty of Economics and Management
Department of Marketing and Logistics

Work program (syllabus) of the educational component

COMMUNICATIONS IN THE SCIENTIFIC COMMUNITY


(required MC)

(required / optional)


Implemented within the framework of the educational and scientific program
Food technology
(name)

by specialty 181 Food technology
(code, name)

at the III (educational and scientific) level of higher education

Розробник: 
маркетингу та логістики


Юрій ДАНЬКО, д.е.н., професор, професор кафедри


Розглянуто, схвалено та затверджено на засіданні кафедри маркетингу та логістики	протокол від «10» червня 2023р. № 16	
	Завідувач кафедри 	Наталія МАКАРЕНКО

Погоджено:

Гарант освітньої програми  Оксана МЕЛЬНИК

Декан факультету, де реалізується освітня програма  Наталія БОЛГОВА

Завідувач відділу аспірантури та докторантури, де реалізується освітня програма  Світлана ЯРОЩУК

Рецензія на робочу програму (додається) надана:  Ольга СЕРЕДА

 Наталія МАКАРЕНКО

Методист відділу якості освіти, ліцензування та акредитації  (Надія БАРАНІК)

Зареєстровано в електронній базі: дата: 20.06. 2023 р.

1. GENERAL INFORMATION ABOUT THE EDUCATIONAL COMPONENT

1.	Name MC	Communications in the scientific environment			
2.	Faculty/department	Faculty of Foodtechnologies/Department of Marketing and Logistics			
3.	Status MC	Mandatory			
4.	Program/Specialty(s) that include MC for	ESP Food technology, 181 Food technology			
5.	MC can be offered for (to be filled in for selective MCs)	—			
6.	NQF level	Level 8 NQF			
7.	Semester and duration of study	2nd semester, 10 weeks			
8.	Number of credits ECTS	3 ECTS credits			
9.	Total hours and their distribution day uniform	Contact work (classes)			Independent work
		Lectures	Practical/seminar	Laboratory	
		18	18		54
10.	Language of instruction	Ukrainian, English			
11.	Teacher/Educational Component Coordinator	Danko Yu.I., Doctor of Economics, Professor			
11.1	Contact information	Danko Yu.I., y.danko@snau.edu.ua Room 228 of the main building. Consultations are available every Tuesday from 12:00 to 1:00 p.m.			
12.	General description of the educational component	The discipline is a mandatory part of the training of doctors of philosophy. Studying the discipline provides the opportunity to communicate in the scientific environment, present research results, and use a wide range of information exchange tools. The need to introduce the discipline is due to the intensification of public relations, the development of social networks and other modern means of communication.			
13.	Purpose of the educational component	The purpose of the discipline is to form a complex of knowledge and skills regarding the main theoretical and methodological approaches in the study of the phenomena of communicative practice, the formation of skills for practical participation in various types of communications.			
14.	Prerequisites for studying MC, connection with other educational components of ESP	The discipline is based on MC 3 Management of scientific projects and registration of intellectual property rights and is a prerequisite for MC 4 Academic writing in a foreign language, MC 6 Organization of preparation of scientific publications and writing of a dissertation and MC 4 Pedagogical practice			

15.	Academic Integrity Policy	If a candidate submits another candidate's work as their own, such work is canceled and re-done. In case of plagiarism - re-submission of the corresponding assignment. In case of using text borrowings without proper citation (academic plagiarism) - the work is canceled.
16.	Link to Moodle	https://cdn.snau.edu.ua/moodle/enrol/index.php?id=3499

2. LEARNING OUTCOMES BY EDUCATIONAL COMPONENT AND THEIR RELATIONSHIP WITH PROGRAM LEARNING OUTCOMES

Learning outcomes for OK: After studying the educational component, the applicant is expected to be able to	Program learning outcomes that the MC aims to achieve		How is it rated? PLO
	PLO1	PLO12	
DLO 1. Develop effective oral communications, including active listening, with specialists and non-specialists in the relevant field based on the principles of effective communication. Critically evaluate information received from various communication channels	X		Research presentation the task he is working on getter
DLO 2. Choose a communication channel, understanding the characteristics of different audiences, using different written communication tools in a scientific or educational context		X	Analytical report based on the results of the applicant's research
DLO 3. Implement effective communication during public speaking, speech presentation, participation in the discussion	X		Panel discussion (if possible) participation of foreign applicants)
DLO 4. Understand intercultural communication as a necessary condition for working in an international context, based on a critical approach, with respect for diversity and differences of cultures		X	Presentation (any) cultural aspect that (regards country, region, city, etc. – at the applicant's choice)

3. CONTENT OF THE EDUCATIONAL COMPONENT (COURSE PROGRAM)

Topic. List of issues to be addressed within the topic	Distribution within the overall budget time		Recommended reading
	Classroom work	Independent work	
	L		

Topic 1. Typology of communication Approaches to the typology of communication. Main forms of typology: type, classification, systematics, taxonomy. Verbal form of communication. The role of language in verbal communication. Nonverbal forms of communication: facial expressions, body movements, clothing. Nonverbal codes. Division of communication by levels.	2	2	4	main sources: 3, 4 regulatory legal acts: 6, 10 additional sources: 12, 13
Topic 2. Communicative process as the basis of communication review The communicative process and its structure are considered, models of communication as transmission, ritual, attraction of age and reception are analyzed; effects of communication as a desired goal in interaction; laws of communication as non-rigid tendencies of communication.	2	2	4	main sources: 1, 4 regulatory legal acts: 5, 6, 7 additional sources: 12, 16
Topic 3. Verbal and nonverbal communication. Features of verbal communication, in particular the specifics of oral verbal communication, their typology, the structure of public speaking and recommendations for speech presentation; types of speeches; communication using written language; speechwriting.	2	2	4	main sources: 2, 4 regulatory legal acts: 10, 11 additional sources: 12, 13
Topic 4. Communicative technologies for promoting scientific results. The concept of "technology", its components: systematicity, mass, algorithmicity. Analysis of basic communication technologies. Development of communication technologies at the present stage. Propaganda. Historical origins of propaganda. Specifics of propaganda. Use of propaganda technologies in election races, military operations and the social sphere. Propaganda campaign: goal and objectives. Public relations - public relations (PR).	2	2	6	main sources: 1, 3 regulatory legal acts: 7, 8, 9 additional sources: 15, 16
Topic 5. Communication channels and barriers in the scientific activity of a marketer The concept of "communication channel". Types of communication channels. Characteristics of the main communication channels. Selection and use of communication channels for carrying out a communicative action. Natural, technical, hybrid, artistic communication channels. Definition of the concept of "communication barrier".	2	2	6	main sources: 3, 4 regulatory legal acts: 6, 10 additional sources: 12, 13
Topic 6. Mass communication. Mass media and information Means	4	4	12	main sources: 1, 4

<p>mass communication and information Features of the process of mass communication as a social phenomenon. The concept of "mass media" (MSC). Classification of MSC. Characteristics of the main types of MSC. Main types and channels of MSC. Correlation of the concepts of "mass media" (MSC) and "mass media" (MSC). Theories of the influence of MSC on the audience. Methods and forms of the influence of MSC on mass consciousness. Theory of social responsibility of MSC. MSC, government, public. Public broadcasting. Printed MSC. Classification and characteristics of printed publications. Main advantages and disadvantages of printed publications in the modern communicative space. Types and types of printed publications: newspaper, magazine, leaflet, press release. Television communication: realities, traditions and modernity. Program product on television. Features of the influence of television news on the audience. Radio. Characteristic features of radio broadcasting. Using the potential of the radio channel in social communication.</p> <p>The role of radio in mass culture. Main communicative discourses.</p>				<p>regulatory legal acts: 5, 6, 7 additional sources: 12, 16</p>
<p>Topic 7. New media in the system of communications in the scientific environment</p> <p>Electronic media. Characteristics of electronic media. Features of using electronic media in communication campaigns. "Cold" and "hot" media (M. McLuhan). Internet and globalization of the communicative space. Information and communicative flows based on Internet technologies. Communicative features of the media "gatherings" (Maidan). Types and forms of public speeches: speech, report, sermon, review of events. Language and ritual signs.</p> <p>Social networks.</p>	2	2	8	<p>main sources: 2, 4 regulatory legal acts: 10, 11 additional sources: 12, 13</p>
<p>Topic 8. International and intercultural communications</p> <p>Culture as a type of communication. Concept and spheres of intercultural communication; concept of uncertainty situation and uncertainty reduction; culture shock. Examples of models of cultural communication. Literary model of Y. Lotman. Socio-communicative function of the text. Mythological model of communication of B. Malinovsky. Theory of ritual. Culturems: components of culture. Elite and mass culture. Types of discourses of cultural communication. Cinema discourse. Theatrical discourse. Intercultural ties.</p>	4	4	6	<p>main sources: 1, 3 regulatory legal acts: 7, 8, 9 additional sources: 15, 16</p>
Total	20	20	50	

4. TEACHING AND LEARNING METHODS

DRN	Teaching methods (work to be carried out teacher during <u>classroom lessons</u> , consultations)	Number of hours	Teaching methods (what types of training activities must be completed by the student independently)	Number of hours
DLO 1. Develop effective oral communications, including active listening, with experts and non-experts in the relevant field based on the principles of effective communication. Critically evaluate information received from different communication channels	lecture-presentation group discussion, case method study)	10	Personalized learning Reading (studying theoretical material) Research and presentation preparation (at the applicant's choice)	12
DLO 2. Choose a communication channel, understanding the characteristics of different audiences, applying different written communication tools in a scientific or educational context	Lecture-presentation Case study method Learning through action	10	Reading (studying theoretical material) Preparation of an analytical report Learning through research	14
DLO 3. Implement effective communication during public speaking, representation speeches, participation in the discussion	Multimedia lecture Learning through action Teacher consultations Group work	10	Reading (studying theoretical material) Peer to peer learning	12
DLO 4. Understand intercultural communication as a necessary condition for working in an international context, based on a critical approach, with respect for diversity and cultural differences	Lecture-discussion Case Method Group work Teacher consultations	10	Reading (studying theoretical material) preparing a presentation Peer to peer learning	12

5. EVALUATION BY EDUCATIONAL COMPONENT

5.1. Diagnostic evaluation not provided

5.2. SUMMATIVE ASSESSMENT

5.2.1. To assess the expected learning outcomes in the discipline, the following is provided:

No.	Summative assessment methods	Points / Weight in the overall score	Date of compilation
1.	Presentation of the research project the applicant is working on	20 points / 20%	4th week
2.	Analytical report on the results of the study,	40 points / 40%	Week 5
3.	Panel discussion	20 points /20%	Week 9
4.	Presentation of profiles in scientific networks, communication with journal editors, participation in conferences	20 points /20%	Week 10
	Total	100 points	

*** List of recommended topics for research into current problems of the development of communicative processes in scientific activity:**

1. Features of presenting a report at a foreign conference
2. Features of business correspondence with a scientific journal
3. Features of business correspondence with a scientific partner
4. Formation of a scientific channel on a social network
5. Creating scientific video content
6. Scientific blog

5.2.2. Evaluation criteria

Presentation	<i><12 points</i>	<i>12-15 points</i>	<i>15-17 points</i>	<i>18-20 points</i>
	little awareness regarding the problem, a short summary is given description. Does not demonstrate independent thinking about selected topic.	Structurally and meaningful presentation unbalanced, however all elements present. Applicant partially corresponds to the question	Demonstrated understanding, depth research problems; the presentation is structured, arguments are consistent, the presentation is meaningful, successively.	Quite deep and/or detailed problem analyzed different views on the problem; all the main points outlined, analyzed different points of view are given own suggestions. Supports the discussion, demonstrates active listening.
	<i><24 points</i>	<i>25-29 points</i>	<i>30 - 35 points</i>	<i>36-40 points</i>

Analytical report	Not all components of the report have been developed and/or the information is presented in an unstructured manner, there is no understanding of the logical structure of the report, and the conclusions are presented in an inappropriate format.	A more detailed description of the problem is provided. (without analysis) insufficient substantiation of the main points, insufficiently consistent argumentation. Only literature from Ukrainian-language sources has been reviewed.	Demonstrated understanding, depth and/or detail of the problem; main problematic aspects are substantiated, arguments are consistent; different points of view are explored. A wide range of literature (domestic and foreign authors) has been reviewed	The problem is sufficiently deeply and/or in detail disclosed, different views on the problem are analyzed; all the main points are stated, the arguments are consistent and weighty; different points of view are analyzed, own proposals are given. A wide list of literature (domestic and foreign authors) has been processed, a publication has been formed (theses or draft of the article)
Panel discussion	<i><12 points</i> Applicants do not participate in the discussion, do not provide feedback, or express an opinion on the problem to the speeches of others.	<i>12-15 points</i> Applicants participate in a group discussion, but feedback is not structured and no recommendations are provided.	<i>15-17 points</i> Applicants actively participate in the discussion, provide structured feedback, and formulate recommendations and suggestions.	<i>18-20 points</i> Applicants actively participate in the discussion, provide feedback, form recommendations and suggestions, moderate the discussion at certain stages, and demonstrate active listening.
Presentation	<i><12 points</i> little awareness regarding the problem, a short summary is given description. Does not demonstrate independent thinking about selected topic.	<i>12-15 points</i> Structurally and meaningful presentation unbalanced, however all elements present. Applicant partially corresponds to the question	<i>15-17 points</i> Demonstrated cultural understanding diversity; the presentation is structured, arguments are consistent, the presentation is meaningful, successively.	<i>18-20 points</i> Quite deep and creatively revealed problem, information submitted in agreement (visually and content-wise), according to the critical approach, demonstrated understanding of the issue and their own suggestions. Supports discussion, demonstrates active listening.

5.3. Formative assessment:

To assess current progress in learning and understand areas for further improvement, the following is provided:

N	Elements of formative assessment	Date
1	Oral feedback on the presentation	after the presentation
2	1) Verbal feedback from the teacher while working on the analytical report 2) written feedback on the analytical report	1) during classes, 2) within 2 weeks after assembly
3	Oral feedback from the instructor and applicants after the panel discussion	after class

6. LEARNING RESOURCES (LITERATURE)

Main sources:

1. Kvit S. Mass communications: a textbook. Kyiv: Publishing house "Kyiv"-Mohyla Academy». 2018. 352 p.
2. Denisyuk S. G. Communicology: textbook. Vinnytsia: VNTU, 2015. 102 p.
3. Fundamentals of speech communication: a textbook. I. A. Kucherenko, L. I. Mamchur; Ministry of Education and Science of Ukraine, Uman State Pedagogical University named after Pavlo Tychyna. – Uman: Vizavi, 2018. 270 p.
4. Psychology of communication: a teaching manual [L. O. Savenkova, V. V. Sgadova, L. L. Borisenko, etc.]; edited by L. O. Savenkova. K.: KNEU, 2015. 309 p.

Regulatory and legal acts:

5. Law Ukraine "About higher education" dated 01.07.2014 No. 1556-VII. URL: <http://zakon5.rada.gov.ua/laws/show/1556-18>
6. National Qualifications Framework. Approved by the Resolution of the Cabinet of Ministers of Ukraine dated November 23, 2011 No. 1341. URL: <http://zakon3.rada.gov.ua/laws/show/1341-2011-%D0%BF>
7. EQF 2017 (European Qualifications Framework) URL: <https://publications.europa.eu/en/publication-detail/-/publication/ceed970-518f-11e7-a5ca-01aa75ed71a1/language-en>; <https://ec.europa.eu/ploteus/content/descriptors-page>
8. ISCED (International standard classification education, ISCED) 2011. URL: <http://uis.unesco.org/sites/default/files/documents/international-standard-classification-of-education-isced-2011-en.pdf>
9. Methodological recommendations for the development of higher education standards. Approved by the higher education sector of the Scientific and Methodological Council of the Ministry of Education and Science of Ukraine, minutes of 03/29/2016 No. 3. URL: <http://edumns.org.ua/img/news/8635/Nak>; <http://uis.unesco.org/en/topic/international-standardclassification-education-isced-5>.
10. ISCED-F (International Standard Classification of Education – Fields, ISCED-F) 2013 URL: <http://uis.unesco.org/sites/default/files/documents/international-standard-classification-of-education-fields-of-education-and-training-2013-detailed-field-descriptions-2015-en.pdf> MON 1254 19.pdf
11. UNESCO (2003). Science for the 21st century: a vision and basis for action. World Conference Declaration on Science and the Use of Scientific Knowledge, scientific agenda, action plan, Budapest and Santo Domingo, 1999. Brasília, Brasil: UNESCO. URL: <http://unesdoc.unesco.org/images/0013/001315/131550e.pdf>.

Additional:

12. Romanchenko A. P. Elite linguistic personality in the space of scientific discourse: communicative aspects: monograph / A. P. Romanchenko - Odesa: Odessa National University named after I. I. Mechnikov, 2019. 541 p.
13. Weingart, P., & Guenther, L. (2016). Science communication and the issue of trust. Journal of Science communication, 15(5), 1-11.
14. Ynnerman, A., Löwgren, J., & Tibell, L. (2018). Explorations: A new scientific communication paradigm. IEEE computer graphics and applications, 38(3), 13-20.
15. Baram-Tsabari, A., & Lewenstein, BV (2017). Science communication training: What are we trying to teach?. International Journal of Science Education, Part B, 7(3), 285-300.
16. G.G. Shvachych, V.V. Tolstoy, L.M. Petrechuk, Y.S. Ivashchenko, O.A. Gulyaeva, O.V. Sobolenko. Modern information and communication technologies: Textbook. Dnipro: NMetAU, 2017. 230 p.

Scientific literature for analytical review

17. Kopanieva, V. Scientific communication: from open access to open science. Library science. Document science. Informology, 2017. No. 2, pp. 35-45.
18. Bilous, V. S. Information and library service in the structure of modern information communications of higher education institutions. Social and humanitarian bulletin. 2018. Issue 22. Pp. 22- 23.
19. Makeeva O.M. Mass media as subjects of legal communication. Scientific works of the National Aviation University. Series: Legal Bulletin "Air and Space Law", 2019. No. 1(50). P. 30-36.
20. Natarov, O. The use of social networks by academic libraries as a platform for scientific communication (on the example of the representative offices of the National Library of Ukraine named after VI Vernadsky on Facebook. Scientific works of the National Library of Ukraine named after VI Vernadsky, 2018. No. 49. P. 306-329.
21. Samokhina, N., Kudymenko, L., & Martyniuk, O. Library professional periodicals of Ukraine in digital scientific communications. Library Bulletin, 2020. No. 1, pp. 33-39.
22. Bilous, V., Lazarenko, N., & Kolomiets, A. (2017). Integration of university science into the world information space. Bulletin of the Book Chamber, 2017. No. 6. pp. 19-23.
23. Kozak, N. O., & Kuntsevych, A. V. The potential of using the social network Facebook by libraries of higher education institutions as a communication platform (from the experience of the library of the I. Ohienko K-PNU). Scientific works of the Ivan Ohienko Kamyanets-Podilsky National University. Series: Library Science. Book Science, 2018. No. 5. pp. 214-220.
24. Nazarovets, S. A., & Nazarovets, M. A. The danger of the spread of pseudoscientific publications for the development of science in Ukraine. Bulletin of the Odessa National University. Series: Library Science, Bibliography, Book Science, 2017. Issue 1. Pp. 163-174.
25. Medvedeva, A. Scientometrics: role and place in domestic science. Bulletin of the Book Chamber, 2017. No. 3. pp. 50-52.
26. Yezhyzhanska, T. S. PR-communications of publishing houses as an object of scientific reception. Integrated Communications, 2017. No. 3. pp. 35-43.
27. Samokhina, N., Kudymenko, L., & Martyniuk, O. Library professional periodicals of Ukraine in digital scientific communications. Library Bulletin, 2020 No. 1. pp. 33-39.