



Syllabus of the educational discipline «Public Communications»

Specialty	<i>291 International Relations, Public Communications and Regional Studies</i>
Educational program	<i>International Relations, Public Communications and Regional Studies</i>
Level of education	<i>First (bachelor)</i>
Discipline status	<i>Base</i>
Teaching language	<i>English</i>
Course / semester	<i>1 course, 2 semester</i>
Number of credits ECTS	<i>5</i>
Distribution by types of trainings and hours of study	<i>Lectures – 24 hours. Practical studies (seminars) – 24 hours. Independent training – 102 hours.</i>
Form of final assessment	<i>Exam</i>
Department	<i>Department of International Business and Economic Analysis, building 2, room 35k, +38 (057) 702-18-30, http://www.ea.hneu.edu.ua</i>
Teacher (-s)	<i>Gron Oleksandra</i>
Teacher's contacts	<i>gronsense@gmail.com</i>
Days of the classes	<i>according to the schedule</i>
Consultations	<i>distance; according to the schedule</i>

The purpose of the discipline - gain by students of theoretical knowledge in the field of public communication and skills of practical participation in different types of public communications.

Prerequisites for learning

Preliminary courses: university education, philosophy, political science.

Content of the educational discipline

Theme 1. The concept of communication and social communication. **Theme 2.** Evolutions of social communication and communication revolutions. **Theme 3.** The communicative process and its structure. Basic models of the communicative process and their characteristics. **Theme 4.** The problem of typology of social communication. **Theme 5.** Communications in organizations. **Theme 6.** Mass communication: features, main types, social functions. **Theme 7.** Communicative competence. Socio-psychological foundations of communication in social communications. **Theme 8.** International and intercultural communications. **Theme 9.** Legal regulation of public communications.

Course page on the Moodle platform (personal training system) Posted: syllabus of the discipline, working plan (technological card), lecture materials, tasks for practical classes, tasks for independent students work. <https://pns.hneu.edu.ua>

Recommended literature

1. Griffin E. Communication: theories and practices // Kharkiv: Humanitarian Center. - 2015. - 688 p.
2. Pocheptsov G.G. Propaganda 2.0 / G.G. Почепцов. - Kharkiv: Folio, 2018. - 796 p.
3. Social communications: a textbook / compiled by V.O. Ilganaeva. - H.: HDAK. - 2012. - 178 p.
4. Griffin Emory A. A First Look at Communication Theory. Boston: McGraw-Hill, 2016. – 563 p.
5. West Richard L., Turner Lynn H. Introducing Communication Theory: Analysis and Application. McGraw-Hill, - 2010. - 624 p.

Assessment system of learning outcomes

According to the results of the current control during the semester, the student can get a maximum



of 60 points; the minimum amount of points that allows a student to be admitted to the exam - 35 points. The maximum number of points for the exam - 40, the minimum number of credits - 25 points. More detailed information on assessment is given in the technological card of the discipline.

Accumulation of rating points in the discipline (example)

Types of training	Max points
Work on lectures	12
Solving problems on practical class	12
Homework (Independent work)	10
Written Test	8
Colloquium	10
Presentation	8
Exam	40
Max points	100

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

Discipline policies

The study of the discipline requires work with information sources, preparation for lectures and practical classes to perform all tasks in accordance with the curriculum.

Preparation for practical classes includes: acquaintance with the questions that are submitted to classes on the relevant topic; study of lecture material. The solution of practical problems should show signs of independence of performance by the applicant of such work, absence of signs of recurrence and plagiarism.

The presence of students in practical and lecture classes is mandatory, and their participation in the discussion of all issues is also important. Missed classes must be completed. Students must adhere to educational ethics, respect the participants in the learning process, adhere to discipline and time (term) parameters of the educational process.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (<https://pns.hneu.edu.ua>).

Syllabus approved at the meeting of the International Business and Economic Analysis Department.
Protocol № 2 from September 14th 2020 y.