Public relations and crisis communications
Syllabus

Details of the discipline

Level of Higher Education	*The Second (master's level)*
Field of Knowledge	*05 - social and behavioral sciences*
Speciality	*054 Sociology*
Educational Program	*Conflict Resolution and Mediation*
Status of Discipline	*Selective*
Form of Learning	*Full-time/Distance Learning*
Year of Education, Semester	*1 year, spring semester*
ECTS	*4,0 credits*
Form of Control	*Exam*
Schedule	*Lecture per two week and Practical Classes every week*
Language	*Ukrainian / English*
Information about course leader / teachers	*Lecturer: Igor Pygolenko, PhD, associate professor, e-mail: pigolenko@gmail.com Practical Classes: Igor Pygolenko, PhD, associate professor, e-mail: pigolenko@gmail.com*
Course placement	

Curriculum of the discipline

1. Description of the discipline, its purpose, subject of study and learning outcomes

The purpose of teaching the discipline "Public Relations and Crisis Communications" is to acquaint students with the basic provisions of the theory of public relations, which give a holistic view of public relations not only as a theory but also as a practical activity. During the study of this discipline students will be able to get acquainted with the areas of practical application of the theory of public relations, the specifics of the public relations service organization and PR-consulting structure, professional culture of PR-specialist, structure of communications in public relations, communication cycle in public relations.

Communication with the teacher is possible and will be encouraged in the classroom, as well as in consultation with the teacher, which are held according to the schedule available on the website of the department.

Interdisciplinary links: knowledge gained by students in the course "Public relations and crisis communications" can be used not only in the study of specialized disciplines, but also in practice.

In accordance with the requirements of the OPP, the purpose of the discipline is to form students' abilities:

* *Ability to abstract thinking, analysis and synthesis (GK 01);*
* *Ability to generate new ideas and non-standard approaches to their implementation (creativity), to reflect (evaluate and process) the mastered scientific methods and ways of activity (GK 07);*
* *Ability to analyze, verify, evaluate the completeness of information, if necessary, supplement and synthesize missing information and work in conditions of uncertainty (GK 08);*
* *Ability to adhere to the norms of professional ethics of a sociologist and to be guided by universal values (PC 6);*
* *Ability to use tools for conflict risk assessment and early prevention of conflicts in different spheres of life and at different levels of interaction of social actors (PC 10).*

The task of the discipline is the formation of the following learning outcomes:

1) knowledge:

• *knowledge of the formation and features of public relations as a professional activity;*

• *knowledge and practical skills that a public relations specialist must possess;*

• *features of external and internal communication.*

• *socio-psychological foundations of public opinion management and implementation of anti-crisis communications.*

2) ability:

• *own procedural technologies of public relations;*

• *have the technique of constructing news and forms of submission of information materials;*

• *have the peculiarities of the organizational and functional structure of the public relations service in government, political and public organizations, government agencies, commercial organizations, military and law enforcement agencies, as well as PR-consulting structure.*

• *compilation of information materials: press release, material for publication in the press, media card, media package, congratulations*

3) As a result of mastering the discipline students will be able to:

• *develop the organizational and functional structure of the public relations service in government, political and public organizations, government agencies, commercial organizations, military and law enforcement agencies, as well as the PR-consulting structure;*

• *have the skills to organize and conduct communication events (press conference, briefing, conference, presentation, round table);*

• *have the skills to compile information materials: press release, material for publication in the press, media card, media package, greetings*

2. **Prerequisites and post-requisites of the discipline (place in the structural and logical scheme of education according to the relevant educational program)**

In addition, the discipline "Public Relations and Crisis Communications" uses knowledge from such theoretical sources as: "Sociology", "Political Science", "Marketing", "Social Psychology", "Sociology of Personality", "Conflictology" and others.

3. **The content of the discipline**

Distribution of hours

Names of sections and topics	Number of hours			
		including		
	Total	Lectures	Laboratory (computer workshop)	IW
1	2	3	2	1
Modul 1. Public relations in the modern world. Professional culture of a PR specialist				
Topic 1. The essence, content and specificity of public relations (PR) as an educational discipline	6		2	4
Topic 2. Public relations as a social phenomenon	8	2	2	4
Topic 3. Development of public relations as a field of professional activity	7	2	2	3
Topic 4. The history of the development of public relations	6		2	4
Topic 5. Public relations in the	8	2	2	4

functional structure of the organization				
Topic 6. Organization of PR activities	5		2	3
Total 1	40	6	12	22
Modul 2. Public and public opinion in public relations. The structure of communications in public relations				
Topic 7. The public in the field of public relations: definition, classification, patterns of functioning.	7	2	2	3
Topic 8. Internal PR. Special events in public relations.	8	2	2	4
Topic 9. External PR. Organization of relations with mass media.	6		2	4
Topic 10. Anti-crisis PR.	7	2	2	3
Topic 11. Management of crisis situations.	6		2	4
Topic 12. PR in the social and political sphere	6		2	4
Total 2	40	6	12	22
Modul 3. Communication cycle in public relations: research, planning, implementation, evaluation				
Topic 13. Research work in public relations. Planning in public relations	8	2	2	4
Topic 14. Image formation as a PR task	6		2	4
Topic 15. Lobbying as a component of PR	5		2	3
Topic 16. PR program. Implementation of the PR program. Evaluation of PR program results	8	2	2	4
Topic 17. PR campaign. Analysis of successful anti-crisis PR campaigns	8	2	2	4
Topic 18. The future of PR.	5		2	3
Total 3	40	6	12	22
Total	**120**	**18**	**36**	**66**

4. Training materials and resources

4.1. Basic literature:

1. Королько В.Г. Паблик рілейшнз. Наукові основи, методика, практика: Підручник, 2-е вид.доп. – К.: Вид.дім „Скарби", 2001. – 400 с.
2. Почепцов, Г. Г. Паблік рилейшнз : навчальний посібник / Г. Г. Почепцов. – 2-ге изд., випр. і допов. – К. : Знання, 2004. – 373 с.
3. Слісаренко І.Ю. Паблік рилешнз у системі комунікації та управління: Навчальний посібник. – К.: МАУП, 2001. – 104 с.
4. Тихомирова Є.Б. Зв'язки з громадськістю: Навчальний посібник. – К.: НМЦВО, 2001. – 560 с.
5. Тихомирова Є.Б. PR-формування відкритого суспільства: Монографія. – К.: Наша культура і наука, 2003. – 197 с.

5.1. Educational on-line resources:

6. http://www.sociology.kpi.ua/literature - кафедра соціології КПІ ім.Ігоря Сікорського
7. Березнеко, В. В. Соціальні комунікації в контексті становлення громадянського суспільства в Україні В. В. Березнеко // Держава та регіони. Серія Державне управління. – 2009. – № 1. – С. 17-20.
8. Братко, О. С. Паблік-рілейшнз (зв'язки з громадкістю) / О. С. Братко // Маркетингова політика комунікацій : навчальний посібник / О. С. Братко. – Тернополь :Карт-бланш, 2006. – С. 190-224.
9. Владимирська, Г. О. Паблік рілейшнз-створення іміджу / Г. О. Владимирська, П. О. Владимирський // Реклама : навчальний посібник / Г. О. Владимирська, П. О. Владимирський. – К. : Кондор, 2006. – С. 86-

108.

10. Гаман, Т. В. Роль і значення зв`язків з громадськістю у формуванні позитивного іміджу органів державної влади / Т. В. Гаман, О. А. Андрійчук // Університетські наукові записки. – 2011. – № 4. – С. 408-416.

11. Гірченко, Т. Д. Комунікаційна політика / Т. Д. Гірченко, О. В. Дубовик // Маркетинг : навчальний посібник / Т. Д. Гірченко, О. В. Дубовик. – К. : ІНКОС, 2007. – С. 219-249.

12. Глущенко, К. С. Зарубіжний досвід підготовки фахівців у сфері державного PR / К. С. Глущенко // Інвестиції: практика та досвід. – 2016. – № 16. – С. 85-88.

13. Грамотнєв, В. Світова практика використання маркетингу для залучення іноземних інвестицій / В. Грамотнєв // Маркетинг в Україні. – 2003. – № 5. – С. 32-36.

14. Доній, Н. Є. Імідж соціальної служби: напрямки формування та управління / Н. Є. Доній, С. П. Марченко // Науковий вісник ЧДІЕУ. Серія 1 : Економіка : зб. наук. праць. : Вип. № 1 (5). – Чернігів : ЧДІЕУ, 2010. – С. 131-146.

15. Кіндій, М. В. Проблема масштабування та персоналізації PR-заходів підприємства / М. В. Кіндій, Н. Т. Гринів, І. О. Білоконний // Вісник Національного університету "Львівська політехніка" : збірник наукових праць / відп. ред. Н. І. Чухрай. № 863 : Логістика. – Львів : Львівська політехніка, 2017. – С. 77-81.

16. Королько, В. Паблик рилейшнз и репутационный менеджмент / В. Королько // Социология: Теория, методы, маркетинг. – 2001. – № 1-2. – С. 108-116.

17. Королько, В. Особенности национального " пиара" / В. Королько, О. Гавриш // Маркетинг и реклама. – 2002. – № 3. – С. 10-12.

18. Королько, В. Социетальная культура и паблик рилейшнз / В. Королько, О. Некрасова // Социология: Теория, методы, маркетинг. – 2006. – № 4. – С. 161-173.

19. Королько, В. Паблик рилейшнз: проблемы образования (Международный опыт и ураинские реалии) / В. Королько, О. Некрасова // Социология: Теория, методы, маркетинг. – 2004. – № 2. – С. 169-184.

20. Куденко, Н. Паблік рілейшнз на варті позитивного іміджу банку / Н. Куденко // Маркетинг в Україні. – 2001. – № 1. – С. 40-43.

21. Кузмишина, Т. Так как нас все-таки называть? : [общение библиотекаря с

22. Лук'янець, Т. І. Організація роботи з громадськістю (паблік-рілейшнз) / Т. І. Лук'янець // Маркетингова політика комунікацій : навч. посібник / Т. І. Лук'янець. – К. : КНЕУ, 2000. – С. 126-172.

23. Мамалига, С. В. Вплив реклами і «паблік-рілейшнз» на діяльність кондитерської корпорації «Roshen» / С. В. Мамалига, О. М. Герасимчук // Вісник Чернігівського державного технологічного університету : збірник / № 2 (50). – Чернігів : ЧДТУ, 2011. – С. 166-170.

24. Мацкевич, П. Є лише дві альтернативи і один вихід / П. Мацкевич, К. Мацкевич (Сладкевич) // Маркетинг в Україні. – 2011 – № 5-6. – С. 46-50.

25. Мунін, Г. Б. Маркетингові комунікації в туризмі / Г. Б. Мунін // Маркетинг туризму: економіко-організаційні аспекти : підручник / Г. Б. Мунін, В. О. Лук'янов, В. В. Гарагонич. – К. : Кондор, 2011. – С. 270-375.

26. Паблік рілейшнз : конспект лекцій для студентів напряму підготовки 6.030508 "Фінанси і кредит" заочної форми навчання / уклад. : О. В. Рогова. – Чернігів : ЧНТУ, 2014. – 62 с.

27. Пазуха, М. Д. Реклама як складова маркетингових комунікацій у зовнішньоекономічній діяльності / М. Д. Пазуха, М. В. Ігнатович // Реклама у підприємницькій діяльності : навчальний посібник / М. Д. Пазуха, М. В. Ігнатович. – К. : ЦУЛ, 2006. – С. 27-35.

28. Пивовар, М. Маркетинг у сфері вищої освіти / М. Пивовар, К. Каліцінська // Держава та регіони. Серія Економіка та підприємництво. – 2008. – № 2. – С. 173-178.

29. Почепцов, Г. Г. Паблик рилейшнз и имиджелогия / Г. Г. Почепцов // Информационные войны. – К. : Ваклер, 2000. – С. 216-221.

30. Сапіжак-Голбан, С. Формування іміджу як одне із завдань Public Relations (PR) / С. Сапіжак-Голован // Гуманітарні науки і сучасність : Збірник наукових праць. – К. : КНТЕУ, 2001. – С. 196-204.

31. Слободчуков, Д. Методи і технології протидії "чорному" піару в конкурентній боротьбі підприємств / Д. Слободчуков // Аграрна наука і освіта. – 2007. – № 3-4. – С. 151-155.

32. Спіріна, Л. Паблік рілейшнз та його методи у формуванні репутації банку / Л.Спіріна // Формування ринкових відносин в Україні. – 2008. – № 11. – С. 31-35.

33. Ступницький, О. І. Особливості використання інструментарію PR для стимулювання інноваційно-інвестиційної діяльності / О. І. Ступницький // Актуальні проблеми економіки. – 2009. – № 9. – С. 77-85.

34. Федоров, Т. В. Сучасні концепції паблік рилейшнз та їх зв'язок із репутацією органів державної влади / Т. В. Федорів // Інвестиції: практика та досвід. – 2013. – № 5. – С. 122-124.

35. Шевченко, О. Особливості застосування PR у публічному управлінні / О. Шевченко // Проблеми і перспективи економіки та управління. – 2016. – № 3 (7). – С. 47-56.

5. **Methods of mastering the discipline (educational component)**

LECTURE CLASSES

Lectures take place in the form of a dialogue, when the teacher asks counter-questions to the audience about training material, may ask to give an immediate answer to the current question, or material from previous classes.

List of lectures:

№	The name of the topic of the lesson and a list of main questions
	Modul 1. Public relations in the modern world. Professional culture of a PR specialist
1	**Topic 1.1. Public relations as a social phenomenon** Public relations in the modern world. Interdependence of social subjects, the need to regulate their interaction, establishment of favorable relations between social groups (partners), management of social relations. Socio-economic conditions of functioning of public relations. Scientific definitions of public relations. A variety of definitions. Public relations as a management function aimed at forming public opinion, establishing mutual understanding and goodwill, communication, management, creating an image, creating information. Public relations and related fields of activity. Advertising, publicity, propaganda, press mediation, public activities, marketing, merchandising. **IWS:** General principles of public relations service organization. Directions and features of public relations work in commercial and financial structures (banks, private enterprises, joint-stock companies, insurance companies, etc.). Areas of work with the public in non-profit organizations, educational, cultural, health care institutions (for example, a university, theater, zoo, hospital, nature protection organization).
2	**Topic 1.2. Development of public relations as a field of professional activity** Chronology and dynamics of the development of public relations in the world space: the emergence of the term "public relations" (USA, 1807, Thomas Jefferson), political PR (beginning of the XIX century), regulation of socio-economic relations (30s of the XIX century), organization of work with a press (2nd half of the 19th century). The formation of professional PR (beginning of the 20th century). Ivy Lee, E. Bernays. German, French PR schools. Consolidation of PR - societies (40-60s of the 20th century). PR in the global information society (second half of the 20th century, beginning of the 21st century). Four historical models of PR development according to D. Grüning. Publicity, informing the public, bilateral asymmetric model, bilateral symmetric model. **IWS:** Organization of public relations services in public authorities: Administrations of the Presidents of Ukraine, the USA, and Poland. Analyze the formation and current state of the organization of work of public relations departments in these structures of state power. Public relations centers of law enforcement agencies and special services: Departments of the Ministry of Internal Affairs, SBU (regional and national level): army, Ministry of Emergency Situations. Peculiarities of the organization and directions of work of Public Relations Centers.
3	**Topic 1.3. Public relations in the functional structure of the organization** Socio-economic conditioning of the appearance of the public relations service in government bodies. A typical structure of a public relations department. Place of PR structures (press center, public relations department, press relations department, public relations center) in state authorities. Public relations as a component of state and municipal administration, aimed at optimizing the adoption and implementation of political decisions, a mechanism for gaining and maintaining power and political influence, as mechanisms for taking into account and coordinating interests. The structure of the public relations service of the state organization: the information and analytical

	service, the division for work with appeals and complaints of citizens, the television, radio, photo department, the editorial office of its own publication.
	PR units in large state structures. Structure and functions. Press service of the President. State Committee for Information Policy, Television and Radio Broadcasting of Ukraine. The National Council on TV and the Republic of Moldova. The Council on Information Policy under the President of Ukraine, the Department of Press and Information of the Regional State Administration, the Press Center under the Head of the Regional State Administration. PR service in the city executive committee. PR services of the Departments of law enforcement agencies.
	Organization of work of PR consulting structures. PR consulting. Advantages and disadvantages of PR consulting structures. Areas of activity. Common in the organizational structures of the public relations department in the organization and the PR consulting structure.
	Reasons for applying to PR - consulting structures. Advantages and disadvantages for the organization in the course of engaging a PR manager for temporary cooperation. Integration of functions of PR departments and PR consulting structures.
	IWS: Public relations status. Organizational structure and responsibilities of the public relations unit. PR department of the organization: advantages and disadvantages.
Modul 2. Public and public opinion in public relations. The structure of communications in public relations	
4	**Topic 2.1. The public in the field of public relations: definition, classification, patterns of functioning.**
	The public is a group of people who in one way or another are connected with the vital activities of an organization or institution.
	Typology of public groups. External and internal public. Typology of the public according to D. Hendricks (media workers, the public of the organization itself, the local community, investors, state administration bodies, consumers, the public of special interest groups. Definition of the public according to D. Grunig (non-public, latent public, informed public, active public).
	The audience as an active public. Factors of a situational nature in the transformation of a latent public into an audience (James Grunig): awareness of the problem, awareness of limitations, level of inclusion in the situation.
	Methods of determining target groups of the public (geographic, demographic, psychographic, taking into account hidden power, taking into account status, taking into account reputation, taking into account membership, taking into account role in decision-making).
	Priority groups of the public as those that have exceptional weight in the implementation of a certain PR program.
	IWS: What are the means of internal public information? Typology of the public according to D. Hendriks. Definition of the public according to D. Grunig. Factors of a situational nature in the transformation of a latent public into an audience.
5	**Topic 2.2. Internal and external PR. Organization of relations with mass media.**
	Internal public information system. Newspaper, bulletin, bulletin board, reports, Intranet, announcement.
	Corporate culture. Special events in the organization - holidays, anniversaries, meetings. Definition of special events. A special event is an action of the organization with the aim of creating a favorable attitude towards the organization or individuals. Examples of special events. Conference (meeting, congress, "round table") as informational events aimed at the target audience. Conditions of organization and conduct. Presentation as a presentation of materialized information. Invitation. Meeting. Press conference. Informal communication. Complementary communication. Parting Exhibitions, festivals, fairs, seminars, competitions, etc.
	Specially organized forms for submission of news and information materials. Briefing, press conference as a meeting of journalists with representatives of organizations for the purpose of presenting a factual, commenting, problematic situation to the mass media. Stages. Planning and conditions of media notification. Conditions for organizing and holding a briefing, press conference.

Meeting and accommodation of journalists. Questions and answers. Actions of the organization after the press conference. Clipping – analysis of materials that appeared in the mass media.

IWS: What are the means of internal public information? What are the components of the concept of "corporate culture"? What is "corporate style"? How does the image of the head of the organization affect the image of the organization? What are the means of effectively motivating employees?

| 6 | **Topic 2.3. Anti-crisis PR. Management of crisis situations.**
The importance of well-adjusted communication becomes especially clear during crisis situations. But during crises, as a rule, even well-established information flows are destroyed. A crisis situation is always the main event in all the news of the day(s). It is the media during crisis situations that select, structure and disseminate information about the crisis and the behavior of the state leadership during the crisis. And, in this way, the media shape the opinion of the public about the government and its ability to solve crises.
In such a situation, the main task of the government is to develop and apply an anti-crisis response system and write an anti-crisis communication strategy.
IWS: Errors of organizations in crisis conditions. Practical actions aimed at overcoming the crisis. Communication plan as an integral part of the overall success plan, crisis team, spokesperson (press secretary). |

Modul 3. Communication cycle in public relations: research, planning, implementation, evaluation

| 7 | **Topic 3.1. Research work in public relations. Planning in public relations**
Informal studies: unobtrusive study method, opinion audit and communication audit. Formal research: qualitative and quantitative. Stages of formal research. Problem definition. Choosing a part of the problem that can be measured. Selection of research methods. Study of published literature on similar studies. Development of a hypothesis. Development of experiments. Receiving data. Data analysis. Data interpretation for conclusions and generalizations. Preparation and presentation of the report on the results.
Qualitative research. Historiography, case studies, diaries, in-depth interview, focus group.
Quantitative studies. Content analysis, review research. Fundamentals of quantitative research. A sample is a specially selected group of survey units that should represent the general population of people. Probability, reliability of the research sample. Audience information: cross-sectional surveys, consumer panels, questionnaires. Sociological survey questionnaire. Rules for formulating questions and completing a questionnaire. Factors for conducting research independently. A study of divination. Audience assessment. Diaries, interviews, electronic audience sensors. Evaluation of the Internet audience.
IWS: Qualitative research. Historiography, case studies, diaries, in-depth interview, focus group. Quantitative studies. Content analysis, review research. |

| 8 | **Topic 3.2. PR program. Implementation of the PR program. Evaluation of PR program results**
Programming as the development of a system of constituent elements of sequential deployment of relations with various groups of the public in order to implement the social mission of the organization. Elements of PR activity programming: defining the topic of the action program and preparing appeals; determination of the content of actions and the nature of special events; definition of mass media; selection of principles of effective communication.
The classic formula for planning, conducting and evaluating PR projects is RACE: R is Research (research: analysis and setting of the task), A – Action (action: development of the program and estimate), C – Communication (communication: implementation of the program by means of information and communication), E – Evaluation (evaluation: determining the results and making adjustments to the program).
Message as a key component of any informational or communicative act. Interpretation of the message in the theory of communication. Message as content, as environment, as personality. Compiling a message taking into account time, place, audience, situation. Criteria used by mass media to define a message as news. Influence, proximity, timeliness, news, conflict.
Means of implementation of the PR program. Uncontrolled means of communication as such, which |

	do not allow the organization to control their distribution (articles, press releases, photo materials, press conferences). Controlled as disseminating information about the organization at its expense and according to its requirements. Means of printed information, audiovisual communication, interpersonal communication. **IWS:** Evaluation research as a process of evaluating an action plan in the field of public relations. Stages of evaluation of the PR program. Interpretation of PR program evaluation results. Requirements for a PR program evaluation specialist-interpreter.
9	**Topic 3.3. PR campaign. Analysis of successful anti-crisis PR campaigns** The definition of PR is a campaign as a special event. PR campaign as coordinated, long-term events designed to achieve a certain goal or a number of interdependent goals aimed at a long-term goal reflected in the organization's mission. PR campaign model for the development of a successful organization: formulation of the organization's mission, positioning, formation of corporate culture, creation of positive relations with the public, maintenance of a positive reputation. Tasks of PR campaigns (positioning, resolution of crisis situations, repair of reputation). Types of PR-campaigns: public notice, raising public awareness, public education, strengthening position and behavior, change of opinion, change of behavior. Principles of a successful campaign: assessment of needs, goals and abilities of priority groups of the public; systematic planning and implementation of the campaign; constant monitoring and evaluation to understand what is working and where additional efforts are needed understanding the interdependent roles of mass media and interpersonal communication; selection of appropriate media for each of the priority audiences, with some understanding of the ability of these media to deliver the campaign message. Elements of a successful campaign: education, engineering, reinforcement, empowerment, evaluation. Campaign planning. Setting goals, budget schedules, strategy development, contingency planning, internal strategy development. Implementation of the campaign. Adaptation of tactics to strategy, informing, solving problems. Campaign evaluation. Monitoring, analysis. Examples of successful PR campaigns. **IWS:** Defining a PR campaign as a special event. PR campaign model for the development of a successful organization. Tasks of PR campaigns. Types of PR campaigns. Principles of a successful campaign. Elements of a successful campaign.

SEMINAR CLASSES

The main objectives of the seminars are to consolidate and deepen the knowledge that received in lectures and in the process of independent training of students, assistance and development in students' skills of independent and analytical thinking, the ability to lead a discussion, to defend one's own point of view, to generalize the received information.

№	The name of the topic of the lesson and a list of main questions
	Modul 1. Public relations in the modern world. Professional culture of a PR specialist

1	**Topic 1. The essence, content and specificity of public relations (PR) as an educational discipline**
	    1. Interpretation of the concept of PR.
	    2. PR as a science and field of activity.
	    3. The subject and object of PR as a science.
	    4. Principles and functions of PR.
	    5. Connection of PR with other disciplines and spheres of activity.
	IWS: General principles of public relations service organization. Directions and features of public relations work in commercial and financial structures (banks, private enterprises, joint-stock companies, insurance companies, etc.).

2	**Topic 2. Public relations as a social phenomenon**

	1. Public relations as science and activity 2. Object and subject of public relations 3. Functions of public relations 4. Public relations and related fields of activity. **IWS:** Areas of work with the public in non-profit organizations, educational, cultural, health care institutions (for example, a university, theater, zoo, hospital, nature protection organization).

3	**Topic 3. Development of public relations as a field of professional activity**
	    1. The history of the term "public relations".
	    2. Scientific schools of PR.
	    3. Historical models of PR development.
	    4. Development of PR in Ukraine.
	    5. Branches of PR functioning.
	
	IWS: Analyze the formation and current state of the organization of work of public relations departments in these structures of state power. Public relations centers of law enforcement agencies and special services: Departments of the Ministry of Internal Affairs, SBU (regional and national level): army, Ministry of Emergency Situations. Peculiarities of the organization and directions of work of Public Relations Centers.

4	**Topic 4. The history of the development of public relations**
	    1. The main categories of PR: action, campaign, environment.
	    2. The origins of PR in the USA. Predecessors of PR.
	    3. The first PR firms, the appearance of professionals - PR men.
	    4. The emergence and development of PR in Ukraine.
	
	IWS: Organization of public relations services in public authorities: Administrations of the Presidents of Ukraine, the USA, and Poland.

5	**Topic 5. Public relations in the functional structure of the organization**
	    1. Laws regulating PR activities.
	    2. Professional activity of a PR specialist.
	    3. Areas and features of the work of a PR specialist.
	    4. Ethical principles of work of a PR specialist.
	    5. Regulatory and legal documents regulating the activity of a PR specialist.
	
	IWS: General principles of public relations service organization. Directions and features of public relations work in commercial and financial structures (banks, private enterprises, joint-stock companies, insurance companies, etc.). Areas of work with the public in non-profit organizations, educational, cultural, health care institutions (for example, a university, theater, zoo, hospital, nature protection organization).

6	**Topic 6. Organization of PR activities**
	    1. PR activity: main forms and directions.
	    2. PR service: organizational structure.
	    3. Functions of PR specialists.
	    4. Principles, ethics and legal basis of activity of PR specialists.
	
	IWS: Choose and elaborate the structural diagram of the company's PR service.

Modul 2. Public and public opinion in public relations. The structure of communications in public relations	

7	**Topic 7. The public in the field of public relations: definition, classification, patterns of functioning.**
	    1. Society as a group of people.
	    2. Typology of public groups.
	    3. The audience as an active public.
	    4. Methods of determining target groups of the public.
	
	IWS: What are the means of internal public information? Typology of the public according to D. Hendriks. Definition of the public according to D. Grunig. Factors of a situational nature in the transformation of a latent public into an audience.

8	**Topic 8. Internal PR. Special events in public relations.**
	    1. Internal public information system.
	    2. Corporate culture.
	    3. Media.
	    4. Means of public relations in the organization of effective relations with mass media.
	IWS: What are the means of internal public information? What are the components of the concept of "corporate culture"? What is "corporate style"? How does the image of the head of the organization affect the image of the organization? What are the means of effectively motivating employees?

9	**Topic 9. External PR. Organization of relations with mass media.**
	    1. Information space of Ukraine.
	    2. Ethics of the organization's relations with mass media.
	    3. Briefing, press conference as a meeting of journalists with representatives of organizations.
	    4. Press tour as an action for journalists.
	    5. Media map as systematized data about mass media.
	IWS: Reveal the conditions of influence on the public through public relations programs (identification and understanding of public opinion; definition of target groups; taking into account the "laws" of public opinion formation). What is the difference between influencing the public through messages in advertising, propaganda, public relations? Give a reasoned answer.

10	**Topic 10. Anti-crisis PR.**
	    1. Crisis situation
	    2. Crisis stages
	    3. Typology of crises
	IWS: Errors of organizations in crisis conditions. Practical actions aimed at overcoming the crisis.

11	**Topic 11. Management of crisis situations.**
	    1. Management in crisis.
	    2. Practical actions aimed at overcoming the crisis.
	    3. Communication plan
	IWS: Communication plan as an integral part of the overall success plan, crisis team, spokesperson (press secretary).

12	**Topic 12. PR in the social and political sphere**
	    1. Political and social advertising, targeted programs and projects.
	    2. Manipulation of consciousness as a factor in creating public opinion and
	    3. stereotypes
	    4. "Black" and "dirty" PR technologies.
	    5. Psychological aspects of government PR in modern conditions.
	    6. PR measures in the state administration system.
	IWS: Analyze the "Black" and "Dirty" PR technologies that were used during the last parliamentary elections.

**Modul 3. Communication cycle in public relations: research, planning, implementation, evaluation**

13	**Topic 13. Research work in public relations. Planning in public relations.**
	    1. Public relations and public research.
	    2. Types of public opinion research.
	    3. Qualitative research.
	    4. Quantitative studies.
	IWS: Qualitative research. Historiography, case studies, diaries, in-depth interview, focus group. Quantitative studies. Content analysis, review research.

14	**Topic 14. Image formation as a PR task**
	    1. Objects and methods of image formation.
	    2. Image support and correction, image protection from external influences.
	    3. Control of communication channels, current information monitoring.
	    4. Psychological features of image formation.
	    5. PR image advertising

	IWS: Practical task on developing the image of the company manager.

15	**Topic 15. Lobbying as a component of PR**
	   1. Planning a lobbying campaign
	   2. Lobbying tools
	   3. Methods and techniques of lobbying
	   4. Media support of the lobbying campaign
	IWS: Try to put the so-called key information on one sheet.

16	**Topic 16. PR program. Implementation of the PR program. Evaluation of PR program results**
	   1. PR programming.
	   2. Elements of PR programming.
	   3. Means of implementation of the PR program.
	   4. Evaluation of program implementation results.
	IWS: Practical tasks for the development of a PR program for the situation: solemn celebration of the city day; solemn celebration of the anniversary of the university; election campaign for the post of city mayor; the opening of a new bookstore, the opening of a new sports club or others at the request of students.

17	**Topic 17. PR campaign. Analysis of successful anti-crisis PR campaigns**
	   The purpose of the PR campaign.
	   Defining the PR campaign audience.
	   Means of implementing the proposed PR campaign.
	   Amount of resources for the PR campaign.
	IWS: Defining a PR campaign as a special event. PR campaign model for the development of a successful organization. Tasks of PR campaigns. Types of PR campaigns. Principles of a successful campaign. Elements of a successful campaign

18	**Topic 18. The future of PR.**
	   1. Post-industrial era: information society, global communications.
	   2. Verbal communications in PR: public speaking, rules for composing text materials.
	   3. Non-verbal communications in PR. PR and the latest information technologies.
	   4. PR and the Internet. Convergence of mass media and the Internet. Internet representation and PR.
	   5. Advantages and disadvantages of the Internet as a PR technology.
	IWS: Is there a future in PR technologies?

6. Independent work of student

The student's independent work is designed to prepare questions for seminars, analysis of individual sources. The teacher also offers for processing modern scientific articles and journalistic materials related to the latest trends in the field.

Policy and control

7. Course policy (educational component)

Attending classes

For students who want to demonstrate excellent learning outcomes, active work on lectures is required, at the same time it is not necessary to attend advanced actions.

Students will be actively involved in seminars. The student's rating is largely formulated for the results of his work in practical (seminar) classes. Each common practical lesson (regardless of the reasons for promotion) reduces the final rating of the student in the discipline. There is no specific participation in the promotion of seminars that require students to independently study relevant topics (tasks) and additional communication with this introduction with the teacher. However, a student who has missed a practical session may receive a low rating that does not invite such a student to close (in case of 2 non-certifications). In such cases, with advanced seminars must be studied, and practical tasks are performed by the student. Control of knowledge (understanding) of the student of the missed subjects (performance of tasks) took place during communication with the teacher according to the schedule of consultations or on call. The student who performs the relevant tasks receives the appropriate points for the rating, depending on the quality of answers and creative tasks.

Students who have offered practical classes cannot allow the use of the final rating, at the same time (during the semester) correct the relevant topics and perform the tasks proposed for missed classes. You should not wait for the approach of the test-examination session for appropriate communication with the teacher. This should be done as soon as the student is ready to demonstrate their knowledge and navigation with missed engagement topics.

Topics and assignments for seminars are offered by Syllabus, available from the student's personal account in the "Moodle" system.

The use of laptops and smartphones is allowed during the review and seminar classes, but only for the purposes determined by the topics of work and relevant thematic tasks.

In the internship, the student can use pre-created written notes with questions about the issues of involvement (or intended tasks), individual nomination positions, reading from a sheet of paper that correspond to the quality and evaluation.

Academic integrity

The policy and principles of academic integrity are defined in Section 3 of the Code of Honor of the National Technical University of Ukraine "Kyiv Polytechnic Institute named after Igor Sikorsky". Details: https://kpi.ua/code. 3

Norms of ethical behavior

Norms of ethical behavior of students and employees are defined in Section 2 of the Code of Honor of the National Technical University of Ukraine "Kyiv Polytechnic Institute named after Igor Sikorsky". Details: https://kpi.ua/code.

8. **Types of control and rating system for evaluation of learning outcomes (RSO)**

The student's rating in the discipline consists of points obtained for:

1) answers, solving problems and supplementing the answers of other students in the process of discussion at seminar classes, active participation in lectures;

2) completion of an individual task, control papers, writing theses for a conference or science day at the faculty, participation in the All-Ukrainian Olympiad in sociology or political science.

A student receives the highest rating if he actively participates in seminar classes, mostly provides complete and reasoned answers, presents them logically, expresses his own position on debatable issues, presents it clearly and logically.

Proper preparation of a student for a practical lesson will take an average of 1.5-3 hours.

The teacher evaluates the student's work in each practical lesson. The final number of points for work in practical classes is issued by the teacher in the electronic campus.

Detailed criteria for evaluating the student's learning outcomes are defined in the regulation on RSO in the discipline.

The student can appeal the teacher's assessment by submitting a corresponding complaint to the teacher no later than the next day after the student has been informed of the teacher's assessment. The complaint will be processed according to the procedures established by the university.

Scores	Grade
100-95	Excellent
94-85	Very good
84-75	Good
74-65	Satisfactorily
64-60	Enough
Less than 60	Unsatisfactory
Requirements of certification are not met	Not certified

A rating system for evaluating learning outcomes

The rating of a student in the discipline "Public Relations and Crisis Communications" consists of points received for: reports, answers, solving tasks and supplementing the answers of other students in the process of discussion at seminar classes.

Distribution of study time by types of classes and tasks in the study discipline according to the working study plan

Semester	Academic hours		Allocation of study hours		Control measures			
	Credits	Academic hours	Lectures	Sem.	MKW	HKW	Ref.	Semester certificate
1	4	120	18	36	1	-	-	exam

Calculation of weight points

RSE in the academic discipline consists of the sum of points for control measures during the semester R D =100.

RD consists of points that the student receives for the following types of work:

1. answers in practical classes;
2. active steam work;
3. MKW.

The RSE in the academic discipline consists of the sum of the student's points for all completed control measures during the semester (R$_D$).

R $_D$ = r$_{сем.}$+ r$_{акт}$+r$_{мкр}$= 54+36+10=100 point.

1. Answers at seminar classes.

Weighted score – 3 points when answering one question. The maximum number of points for all seminar classes is rsem = 3 points*18 = 54 points.

When answering each question, the student receives:

- "excellent", complete answer (at least 90% of the required information) if the student demonstrates deep knowledge of the material, explains it logically and consistently, gives well-founded conclusions, freely operates with specific data, easily and convincingly answers the questions - 3 points ;

- "good", a sufficiently complete answer (at least 75% of the required information), or a complete answer with minor inaccuracies, answers most of the questions - 2 points;

– "satisfactory", incomplete answer (at least 60% of the required information) and significant errors, answers the questions poorly or does not answer at all - 1 point;

- "unsatisfactory", no work at the seminar - 0 points.

2. Activity of work in seminar classes.

The weighted point is 2. The maximum number of points for 50% of practical classes is equal to 2 points*18 = 36 points.

The student actively participates in the discussed questions of the topic of the practical lesson - 2 points.

The student takes part in the discussed questions of the topic of the practical lesson - 1 point.

The student does not take part in the discussed questions of the topic of the practical lesson - 0 points

3. Modular control work

Weight score is 10.

Evaluation criteria:

• "excellent", a full answer (at least 90% of the required information) to all questions of the modular control work; the student freely navigates the presented material - 9-10 points;

• "good", the student provided answers to 75% of the questions of the modular test; answers to all test questions need clarification - 7-8 points;
• "satisfactory", the student provided answers to 60% of the questions of the modular test; answers need significant clarification, insufficient mastery of the material - 5-6 points;
• "unsatisfactory", the answer does not meet the requirements for 5 points, the student is not oriented in the material, an extremely limited answer - 0 points.

Incentive points (no more than 10 points for all types of work):
• for scientific research activities (participation in conferences, "Days of Science of the FSP", contests of student works, publications);
• participation in faculty Olympics in the academic discipline and all-Ukrainian Olympics.

2. The procedure for attestation and credit control

According to the results of educational work in the first 8 weeks, the "ideal" student should score 20 points. At the first certification, the student receives "credited" if his current rating is 20 or more points. At the second certification, the student receives "credited" if his current rating is 40 or more points. A necessary condition for admission to the credit is the enrollment of all tasks at the seminars, as well as the MKR.

In order to draw up an attestation for an educational discipline, each teacher uses a accumulative report, in which the points awarded for all types of classroom and independent tasks completed by the student (practical classes, MKR, express control, etc.) are entered. Rating points are entered in the border control information (1st, 2nd attestation) and credit.

In the event that this indicator does not meet the requirements, the certification information displays "not certified."

When receiving less than 40 points, the student must complete additional work in the form of writing and defending work on a topic assigned by the teacher.

The assessment has the form of a list of questions to which the student must answer. The questions are different in content, correspond to the topics of lectures, seminars, independent work, self-control questions.

Thus, the student's overall (final) rating is calculated as the sum of actually received points for the specified types of work. The maximum possible total score of a student is 100 points.

In order for the student to receive the appropriate grades (ECTS and traditional), his rating grade (RD) is translated according to the table:

RD	ECTS	Mark
95 – 100	Excellent	Excellent
85 – 94	Very good	Good
75 – 84	Good	
65 – 74	Satisfactorily	Satisfactorily
60 – 64	Enough	
RD < 60	Unsatisfactory	Unsatisfactory

Questions to the MKW.

1. General principles of public relations service organization.
2. Areas and features of public relations work in commercial and financial structures (banks, private enterprises, joint-stock companies, insurance companies, etc.)
3. Areas of work with the public in non-profit organizations, educational, cultural, health care institutions (for example, a university, theater, zoo, hospital, nature protection organization).
4. Organization of public relations services in public authorities: Administrations of the Presidents of Ukraine, the USA, and Poland. Analyze the formation and current state of the organization of work of public relations departments in these structures of state power.
5. Public relations centers of law enforcement agencies and special services: Departments of the Ministry of Internal Affairs, SBU (regional and national level): army, Ministry of Emergency Situations. Peculiarities of the organization and directions of work of Public Relations Centers.
6. Define the concept of public opinion. Determine the most appropriate in your opinion. Give an opinion in favor of the definition you have chosen.
7. List the characteristic features of public opinion and reveal the meaning of these characteristics.
8. Define the concepts of "orientation", "interests", and "settings" of an individual.
9. Reveal the essence of M. Ray's theory of persuasion.
10. State and reveal the laws of public opinion formation
11. H. Kentril.
12. What are the means of internal public information?
13. What are the components of the concept of "corporate culture"?
14. What is "corporate style"?
15. How does the image of the head of the organization affect the image of the organization?
16. What are the means of effectively motivating employees?
17. Reveal the conditions of influence on the public through public relations programs (identification and understanding of public opinion; definition of target groups; taking into account the "laws" of public opinion formation).
18. What is the difference between influencing the public through messages in advertising, propaganda, public relations? Give a reasoned answer.
19. Management in crisis. Errors of organizations in crisis conditions.
20. Practical actions aimed at overcoming the crisis.
21. Communication plan as an integral part of the overall success plan, crisis team, spokesperson (press secretary).
22. Qualitative research. Historiography, case studies, diaries, in-depth interview, focus group.
23. Quantitative studies. Content analysis, review research.
24. The purpose of the PR campaign.
25. Defining the PR campaign audience.
26. Means of implementing the proposed PR campaign.
27. Amount of resources for the PR campaign.

Question

1. Public relations as a type of scientific and cognitive and organizational and practical activity.
2. Peculiarities of formation and institutionalization trends of PR in the first half of the 20th century.
3. Features of the development of specialized PR services and firms in Europe and America in the second half of the 20th century.
4. Ethno-cultural foundations of PR: significance of PR in everyday life.
5. State, main directions of development and problems of institutionalization of PR in Ukraine.
6. PR and related activities.
7. Technological specificity of PR: peculiarities of scientific-cognitive and social-practical functions of PR.
8. The specificity of managerial, nationalist and communicative approaches to understanding the content and development of PR theory.
9. PR as a factor in the democratic development of society.
10. Social risk factors associated with professional activity in the field of PR.
11. Requirements for the personal qualities of a PR specialist.
12. Education and peculiarities of professional training of PR specialists.
13. The concept of the public in PR.
14. Typology of public groups as a problem of PR theory.
15. Technological features of determining target and priority groups of the public.
16. Concept of public opinion. The role, significance and functional features of public opinion in social life.
17. Formation of public opinion as a technological task and function of PR.
18. Types of public opinion research.
19. Methods of sociological research of public opinion.
20. The concept of communication in public relations. Basic elements of the communication process.
21. Verbal communications in public relations. Specifics of public speaking.
22. Rules for compiling test materials.
23. The importance of non-verbal communication in public relations.
24. Concept of mass communication. Functions of mass communications.
25. Information agencies and the press as means of mass communication. Their role and importance in the organization of public relations.
26. Information agencies: their purpose and features of functioning.
27. The specifics of the press as a means of mass information, its advantages and disadvantages.
28. Radio and television as mass media, their advantages and disadvantages.
29. Work with the press as a direction of public relations.
30. Materials for the press: information messages (backgrounders), press releases, media kits.
31. Materials for the press: author's, review and advertising articles.
32. Press materials: biographies and photos.
33. Specifics of work with radio and television.
34. Reportage as a genre of information journalism.
35. Interview as a genre of informative journalism.
36. Conversation, review, commentary as genres of analytical journalism.
37. Essay, essay, feuilleton, pamphlet as genres of literary journalism.
38. Means of intra-organizational communication: newsletters, reports, notice boards, communication with the manager.
39. PR in economic activity: tasks and main directions development
40. The role and significance of PR in the development and implementation of marketing policies of economic entities.
41. The role and significance of PR in the development and implementation of the advertising policy of economic entities.
42. Relations with the state as a direction of professional activity in the PR sphere.
43. Power distribution technology and opportunities and means of influence on the activities of legislative, executive and judicial authorities.
44. The essence and principles of lobbying.
45. Methods and rules of lobbying.
46. Peculiarities of PR in non-state political institutions.
47. The role and significance of PR in the development of the social base of political parties.
48. The role and significance of PR in the development and implementation of the electoral strategy of political parties, political movements and coalitions.

49. The importance of PR for the development of the spiritual sphere of social life: peculiarities of PR technologies in the fields of sports, concert and theater activities, show business, tourism, education.
50. Image as a category of PR theory. The role and importance of image.
51. Creating an image as a technological problem of public relations.
52. PR image advertising: organizational and technological features.
53. The concept and essence of publicity in PR theory.
54. Publicity functions.
55. The concept of image maker in PR theory.
56. Organization of special events as a technological problem of PR: techniques and presentations.
57. Organization of special events as a technological problem of PR: conferences, round tables, open days.
58. Organization of special events as a technological problem of PR: exhibitions, expositions.
59. PR management: organizational principles of PR services.
60. PR management: technological features of PR campaign planning and programming.
61. Organization of promotions and effective communications as means of PR program implementation.
62. PR management: technological features of evaluating the implementation progress and main results of the PR program.
63. PR in crisis situations: informing about risk as a means of preventing crisis situations.
64. Public relations in crisis situations: features of crisis management through the organization and development of effective communications.

Work program of the discipline (syllabus):

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Approved by the Department of Sociology (protocol № 13 from 12.07.2022)

Approved by the Methodical Commission of the faculty (protocol № 1 from 31.08.2022)