

# КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ІМЕНІ ТАРАСА ШЕВЧЕНКА

## Інститут журналістики

Кафедра реклами та зв'язків з громадськістю



«ЗАТВЕРДЖУЮ»

Заступник директора

Інституту журналістики

навчально-виховної роботи

Корнєєв В. М

09 2018 року

### РОБОЧА ПРОГРАМА НАВЧАЛЬНОЇ ДИСЦИПЛІНИ

**Методологія та організація соціальнокомунікаційних наукових досліджень  
(англійською мовою) / Methodology and Organization of Social Communication  
Researches**

для здобувачів освітньо-наукового рівня

Доктор філософії

галузь знань  
спеціальність  
освітній рівень  
освітньо-наукова програма  
вид дисципліни

**06 Журналістика**  
061 Журналістика  
третій (освітньо-науковий)  
*журналістика*  
обов'язкова

Форма навчання	денна/заочна
Навчальний рік	2018/2019
Рік навчання	1
Кількість кредитів ECTS	3
Мова викладання, навчання та оцінювання	англійська
Форма заключного контролю	іспит

Викладач: **Цимбаленко Євген Станіславович**, кандидат наук із соціальних комунікацій, доцент, заступник директора з науково-педагогічної роботи

Пролонговано: на 2019/2020 н.р. Цимбаленко Євген Станіславович (підпис, ПІБ, дата) «02» 09 2019 р.

Розробник: Цимбаленко Євген Станіславович, кандидат наук із соціальних комунікацій,  
доцент, доцент кафедри реклами та зв'язків з громадськістю

ЗАТВЕРДЖЕНО

Зав. кафедри реклами та зв'язків з громадськістю

  
\_\_\_\_\_ (В. Ф. Іванов)

Протокол № 1 від «31» 08 2018 р.

Схвалено науково-методичною комісією Інституту журналістики

Протокол № 1 від «10» 09 2018 року

Голова науково-методичної комісії  
Інституту журналістики

  
\_\_\_\_\_ (Волобуєва А. М.)

«10» 09 2018 року

**TARAS SHEVCHENKO NATIONAL UNIVERSITY OF KYIV**

**Institute of Journalism**

Advertising and Public Relations Department

**«CONFIRMED»**

Deputy Director  
of the Institute of Journalism  
for studies and educational work  
Vitalii Kornieiev  
«\_\_\_\_»\_\_\_\_\_2018

**CURRILULUM**

**Methodology and Organization of Social Communication Researches**

**for the obtainers of the PhD educational scientific level**

area of knowledge	<b>06 Journalism</b>
specialty	061 Journalism
educational level	third (educational and scientific)
educational and scientific program	<i>journalism</i>
type of the course	compulsory

Education form	full-time/part-time
Academic year	2018/2019
Year of studies	1
ECTS	3
Language	English
Type of control	exam

Professor: **Yevhen Tsymbalenko**, PhD in Social Communications, Associate Professor, Deputy Director for Scholar Work and International Collaboration

Prolonged: for 20\_\_/20\_\_ \_\_\_\_\_ (\_\_\_\_\_) «\_\_»\_\_ 20\_\_  
(signature, full name, date)

**KYIV – 2018**

Developer: **Yevhen Tsymbalenko**, PhD in Social Communications, Associate Professor  
of the Advertising and Public Relations Department

APPROVED  
Head of the Advertising and Public Relations  
Department

\_\_\_\_\_ (Valerii Ivanov)

Protocol # \_\_\_\_ from « \_\_\_\_ » \_\_\_\_\_ 2018

Approved by the scientific methodical commission of the Institute of Journalism

Protocol # \_\_\_\_ from « \_\_\_\_ » \_\_\_\_\_ 2018

Head of the Scientific and Methodical Commission  
of the Institute of Journalism

\_\_\_\_\_ (Anastasiia Volobuieva)

« \_\_\_\_ » \_\_\_\_\_ 2018

**1. The purpose of the course** is to teach students to apply appropriate scientific methods and to develop the methodology for organizing their own sociocommunicative research using current sources of information in English.

**2. Prerequisites for mastering or choosing the course (if any):**

1. Have basic knowledge of the theory and history of social communications.
2. Have basic knowledge of the scientific research basics.
2. To be able to apply the methods of scientific researches.
3. B2-C1 level of English.

**3. The summary of the course:** The purpose of the course is to cover issues of methodology and organization of the research. There are presented concepts, rules, specifics of planning, methods and structures of theoretical and applied scientific researches. The emphasis is put on the field of social communications in general and journalism in particular.

The discipline is based on the requirements for writing a PhD thesis. It summarizes the conceptual apparatus of the scientist.

Teaching in English is conditioned by the need to possess and actively use the world scientific achievements of the chosen field of knowledge, which are mostly given in English and presented in many scientific services in open access.

Within the course's curriculum, a number of general and professional competences are considered:

CC1<sup>1</sup>. The ability to conduct research at the appropriate level.

SC2<sup>2</sup>. The ability to develop and implement projects, including personal research, to rethink existing and create new holistic knowledge and / or professional practices and address significant social, scientific, cultural, ethical and other issues.

**4. The tasks (studies objectives):**

Among the main tasks and competencies that will determine the professional level of a future PhD are: the ability to design and implement projects, including their own research, which make it possible to rethink existing and create new holistic knowledge and / or professional practices, to unleash meaningful social, scientific, cultural, ethical and other issues.

During the seminars and independent work, the following tasks are set for the students: to be able to develop a research methodology, to adhere to it and apply it at every stage of the scientific research, to solve a complex and / or socially significant problem as well as to demonstrate the ability to use the most relevant theories and methodology for conducting sociocommunicative research.

The course allows to conduct their own researches as an innovative complex project in the field of social communications and implement the project autonomously.

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<sup>1</sup> Common Competences.

<sup>2</sup> Specialty Competences.

## 5. The results of the course:

Studies Results (1. know; 2. be able; 3. communicate; 4. Be autonomous and responsible)		Forms (and/or methods and technologies) of teaching and studying	Assessment methods and its threshold (if applicable)	Percentage in the summative assessment
Code	Studies results			
1.1	<i>To be able to manage time for organizing study resources for their own researches</i>	<i>Lectures, independent work</i>	<i>Exam</i>	<i>20 %</i>
1.2	<i>To be able to identify major mistakes when writing a research paper</i>	<i>Lectures, independent work</i>	<i>Exam</i>	<i>20 %</i>
1.3.	<i>To understand how to prevent mistakes when conducting their own research</i>	<i>Lectures, practical seminars, independent work</i>	<i>Exam</i>	<i>20 %</i>
1.4	<i>To know the correct English translation of basic scientific methods. To know the content of each structural component of a research paper.</i>	<i>Lectures, practical seminars, independent work</i>	<i>Exam</i>	<i>20 %</i>
1.5	<i>To be able to work in a research team, to prepare a research paper or participate in a project.</i>	<i>Lectures, practical seminars</i>	<i>Exam</i>	<i>20 %</i>
	<i>Total</i>			<i>100%</i>

## 6. The correlation of the course results with the program results

Program studies results (title)	Course studies results (code)				
	1.1	1.2	1.3	1.4	1.5
<i>PSI<sup>3</sup>. To establish and substantiate the connection between such components of the study as relevance (focus on solving a complex and / or socially significant problem), object, purpose, tasks.</i>	+		+		+
<i>PS4. To demonstrate the ability to use the most advanced conceptual and methodological knowledge in the field of sociocommunicative research activities cross-disciplinary.</i>		+	+	+	

**7. Assessment scheme.** The control of students' knowledge is carried out by the module-rating system. During the semester, 20% is given to in-class studies, 80% to independent work. For the semester, the student can obtain a maximum of 60 points with the recommended minimum of 36 points and a critical-calculated minimum of 20 points. During the final exam, it is possible to obtain a maximum of 40 points and a minimum of 24 points. The minimum score for the exam: 20. The student fails if they receive less than 24 points for the exam.

<sup>3</sup> PS – Practical Skills.

## 7.1 Assessment forms.

### - semester assessment:

	Score
References	20
Own research summary	20
Own research methods description in English	20
Total	60

### - summative assessment:

- assessment type – exam;
- maximum score which students can obtain – 40;
- assessment form – multiple choice test. Questions amount: 20.

### - exam admission conditions:

For the completion of the course (assessment of the in-class assignments and independent work), the student must obtain at least 20 points during the semester (the recommended minimum is 36 points). The minimum number of points to be added to the semester result during the exam is 24 points.

A student, who has scored a total of less than a critical minimum of 20 points, is not allowed to take the exam.

	Semester	Exam	Final Score
Minimum	<b>36</b>	<b>24</b>	<b>60</b>
Maximum	<b>60</b>	<b>40</b>	<b>100</b>

## 7.2. Assessment Organisation.

The assessment of students' knowledge is carried out in two parts: semester assessment (in-class work) and final assessment (exam).

The successful completion of the tasks (seminars, exam) is considered to be the obtaining at least 60 points.

The total score is 100 points (where the semester grade is a maximum of 60 points, the final exam is a maximum of 40 points).

### Exam assessment.

For each correct answer in the test the student gets 2 points. The maximum score for the exam is 40 points.

### Assessment scale:

<b>Excellent</b>	90-100
<b>Good</b>	75-89
<b>Satisfactory</b>	60-74
<b>Fail</b>	0-59

**8. The structure of the course. The thematic plan of the lectures, seminars and independent work.**

#	The number and the title of the topic	Number of hours		
		lectures	Practical seminars	Independent work*
<i>Module 1</i>				
1	<b>Topic 1.</b> Time-management in scholar work.	2		
2	<b>Topic 2.</b> Effective usage of the science metrics sources for the analysis of the chosen topic researches.	2		
3	<b>Topic 3.</b> The main methods of social communications researches in English. “Methods” in the research papers structure.	2		
4	<b>Topic 4.</b> The correlation of the research topic and its contents. The summary and its importance in the foreign journals.	2		
5	<b>Topic 5.</b> The peculiarities of the scientific language. Understanding and changing the words of foreign origin.	2		
6	<b>Topic 6.</b> Writing the summary.		2	
7	<b>Topic 7.</b> Choosing research methods and world practices.		2	
8	<b>Topic 8.</b> Different styles of references. Forming the reference list for their own researches.		2	
9	<b>*Project work (individually)</b>	72 годин (у тому числі):		
	Studying the foreign resources for articles publishing.			10
	Working with the foreign resources based on the research topic.			20
	Getting familiar with the foreign researches’ summaries.			20
	Working with the keywords for own researches.			10
	Providing the draft of the research paper based on the topic of own researches in English.			12
	Discussion.			2+2**
	<b>TOTAL</b>	<b>10</b>	<b>6</b>	<b>72+2</b>

**\*\* 2 hours of consultations**

**Total – 90 hours** including:

Lectures – **10 hours**

Practical seminars – **6 hours**

Consultations - **2 hours**

Independent work – **72 hours**



## 9. Recommended literature:

### *Main: (Basic)*

1. Christensen, L. (2007). *The Hands-on Guide for Science Communicators: A Step-By-Step Approach to Public Outreach*. NY: Springer Science+Business Media, LLC.
2. Templeton, M. (2010). *Public Speaking and Presentations*. USA: The McGraw-Hill Companies.
3. Voronin, A. (2009). *Information systems of decision-making*. Kyiv: NAU.
4. Morze, N. (2015). *Information systems*. Ivano-Frankivsk, Lileya NV.
5. Pavlysh, V. (2013). *The Basics of the Information Technologies and Systems*. Lviv: Lviv Politekhnic Publishing House.
6. Ivanov, V., Ivanov, S., Karasiuk, V. (2014). *The modern information systems and technologies: lectures*. National University Yaroslav the Wise Law Academy of Ukraine.
7. Karpenko, S., Popov, Yu., Tarnavskiy, H., Shportiuk, H. (2004). *Information systems and technologies*. Kyiv: MAUP.