

КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ІМЕНІ ТАРАСА ШЕВЧЕНКА
TARAS SHEVCHENKO NATIONAL UNIVERSITY OF KYIV

Інститут журналістики

The Institute of Journalism

Кафедра мульти-медійних технологій та
медіа-дизайну

Department of multi-media technologies and
media-design

«ЗАТВЕРДЖУЮ»

“APPROVED”

Заступник декана/Заступник директора
з навчальної роботи

Vice-Dean on Academic Affairs/
Director on Academic Affairs

Віталій КОРНЕЄВ

Vitaliy KORNEEV

« 30 » 08 2021 року

« 30 » 08 2021

Географічний факультет

The Faculty of Geography

Кафедра країнознавства та туризму

Department of Regional Studies and Tourism

«ЗАТВЕРДЖУЮ»

“APPROVED”

Заступник декана з навчальної роботи

Vice-Dean on Academic Affairs

Володимир Пасько

Vladymyr PASKO

« 30 » 08 2021 року

« 30 » 08 2021

РОБОЧА ПРОГРАМА НАВЧАЛЬНОЇ
ДИСЦИПЛІНИ

Міжнародні комунікації та глобальні медіа

International Communications and Global Media

для студентів

for students of

Галузь знань: 10 Природничі науки

Field of knowledge: 10 Nature Science

Напрямок підготовки: 106 Географія

Subject field: 106 Geography

Освітній рівень: Магістр

Level of Education: Master

Освітня програма: Географічне
країнознавство та
геоглобалістика

Education and
training programme: Geoglobistics and Regional
Studies

Course type: Selective component of ESP

Вид дисципліни: Вибіркова

Type of enrollment: full-time

Форма навчання: Денна

Academic year: 2021/2022

Навчальний рік: 2021/2022

Семестр: 3

Term: 3

Кількість кредитів ECTS: 6

ECTS credits number: 6

Мова викладання,
навчання та оцінювання: англійська

Language of instruction,
learning and evaluation: English

Форма заключного
контролю: Залік

Form of final evaluation: Pass-fail examination

Викладачі: PhD, доцент Захарченко А.П.

Instructor: PhD, Ass.Prof. Zakharchenko A.P.

Пролонговано:

Prolonged:

на 20 /20 н.р. () « »
20 р.

for 20 /20 ac. year () « »
20 .

на 20 /20 н.р. () « »
20 р.

for 20 /20 ac. year () « »
20 .

КИЇВ – 2021

KYIV – 2021

Розробник: Захарченко А.П., PhD, доцент кафедри мульти-медійних технологій та медіа-дизайну

Developed by:

Zakharchenko A.P., PhD, assistant professor at multi-media technologies and media-design department

ЗАТВЕРДЖЕНО


Зав. кафедри мульти-медійних технологій та медіа-дизайну



(Вікторія ШЕВЧЕНКО)

APPROVED

Head of Regional Studies and Tourism Department



(Shevchenko V.E.)

Протокол № __ від «__» _____ 2021

Minutes # __ from «__» _____ 2021

Схвалено науково - методичною комісією Інституту журналістики

Approved by the Scientific and methodical commission of the Institute of Journalism

Протокол від «31» серпня 2021 року №1
Голова науково-методичної комісії

Minutes of «31» August 2021 №1
Head of scientific and methodical commission



(Анастасія ВОЛОБУЄВА)



(Volobueva A. M.)

«31» серпня 2021 року

«31» August 2021

ЗАТВЕРДЖЕНО

Зав. кафедри країнознавства та туризму

APPROVED

Head of Regional Studies and Tourism Department



(Ольга ЛЮБИЦЕВА)
(прізвище та ініціали)



(Olga LYUBITSEVA)

Протокол № 1 від «30» серпня 2021 року

Minutes # 6 from «30» august 2021

Схвалено науково - методичною комісією географічного факультету

Approved by the Scientific and methodical commission of the Faculty of Geography

Протокол від «30» серпня 2021 року № 6
Голова науково-методичної комісії

Minutes of «30» august 2021 # 6
Head of scientific and methodical commission



(Наталія КОРОГОДА)



(Natalia KOROHODA)

«30» серпня 2021 року

«30» august 2021

INTRODUCTION

1. The goal of the discipline is to provide students with complex of theoretical knowledge and vocational skills of media and social networks data analysis within Ukrainian informational space as a part of the global info-space, including analysis of communications efficiency, informational campaigns and marketing analysis of social media content.

2. Admission requirements:

1. Basic knowledge of Ukrainian media market situation, current social and political situation in Ukraine.
2. Basics skills in using Excel, PowerPoint, abilities of clearly articulating opinions.

3. Course summary: Digitalization and mediatization are evidently powerful global trends having peculiar manifestations in Ukraine. Domestic communications market experiences growing demand for media-analytics. The latter is provided by media services of political, commercial brands and political technologists. The required skills include abilities to follow communication trends, identify informational campaigns, assess the communication efficiency. **The course is taught in English**

4. Objectives include:

- teaching students how to assess the efficiency of communication based of media-data based on critical thinking and substantiation of stands, search, processing, analysis and synthesis of information from different sources (GC2, GC5, PC1, PC13);
- familiarizing students with skills in analyzing information campaign customers covering global international and domestic environment, gaining knowledge autonomously and applying knowledge in practice (GC3, GC7, PC5, PC13);
- assisting students in mastering the techniques of marketing analysis of social media data by forming data bases and processing them by means of appropriate software, including for geospatial interpretations (GC3, GC5, PC5, OC13, PC14).

5. Course learning results

Learning results (1. knowledge; 2. skills; 3. communication; 4. Autonomy and responsibility)		Teaching forms	Methods of evaluation	Share of final grade
Код	Результат навчання			
1.1	<i>To know: - Structure of media-analytics market - Structure of informational flows in Ukrainian media-space - Principles of measurement of media-communications efficiency - Methods of sampling and variables choice</i>	<i>Lectures</i>	<i>Examination test, 60% correct answers</i>	20%
2.1	<i>Skills of: - automatic monitoring systems usage</i>	<i>Seminar/practice class</i>	<i>Project method</i>	5%
2.2	<i>Skills of: - elaborating the technical tasks of the analysis on the basis of inquiries of the client.</i>	<i>Seminar/practice class</i>	<i>Project method</i>	10%
2.3.	<i>Skills of: - identification of strong and weak points of commercial or political brand communications</i>	<i>Seminar/practice class</i>	<i>Project method</i>	15%
2.4.	<i>Skills of: - assessing the informational campaign results and quality of its operating</i>	<i>Self-preparatory assignment</i>	<i>Project method</i>	15%
2.5.	<i>Skills of: - Conducting the marketing analysis of the content of social networks, making decisions based on the prospects of certain goods and services.</i>	<i>Self-preparatory assignment</i>	<i>Project method</i>	15%
3.1.	<i>Communication:</i>	<i>Pass-fail examination</i>	<i>Project method</i>	20%

- Present team results of media research, motivating the team to mutual work of the presentation.			
In total:			100%

6. Correlation between course learning results and programme results (optional for elective disciplines that are not part of the specialization units)

Program learning outcomes in this discipline are not provided for OP

7. Evaluation scheme.

7.1 Forms of evaluation:

- throughout-the-term evaluation:

Knowledge control is carried out based on the ECTS system, which foresees two-level evaluation of the mastered material, namely: **evaluation of theoretical knowledge** – learning results (**knowledge** 1.1), amounting for 20% of the total grade and **evaluation of practical skills**– learning results (**skills** 2.1–2.5); (**autonomy and responsibility** 4.1), accounting up to 70% of final grade.

Evaluation criteria:

1. Creating a complex search query for monitoring systems, which provides the result relevant to the task of analysis (PH2.1.):
 - 5 points – the student used a variety of logical operators, wrote working queries and achieved the most relevant result possible.
 - 4 points - the student wrote a working query that contains small errors in syntax or provides for not the most relevant result
 - 3 points - the student wrote a working query, which, however, loses a significant array of relevant data and / or contains many irrelevant ones.
 2. Writing a technical task for analysis (PH2.2).
 - 10 points - the student wrote a technical task, defining the list of measured values needed to answer the research questions; by the same criterion determined the list of required diagrams; comprehensively described the approaches to coding each parameter.
 - 8 points – the student made an error in one of the above criteria.
 - 6 points - the technical task performed by the student contains noticeable shortcomings in more than one of the above evaluation parameters, but can provide a certain qualitative result.
 3. Team project to create an analytical presentation on the analysis of the effectiveness of communication of a commercial or political brand (PH2.3.).
 - 15 points – the student made an analytical presentation that clearly answers the research questions, is representative in terms of content relevance, well-structured, has clear and comprehensive explanations of the communication situation.
 - 12 points - the student made a mistake in one of the above criteria.
 - 9 points - analytical presentation performed by the student contains significant shortcomings in more than one of the above evaluation parameters, but can be used for the needs of the customer.
3. Self-preparatory assignments – individual projects for creating analytical presentations (PH2.4. - PH2.5.). During the semester, two presentations are prepared: analysis of the information campaign and marketing analysis of the content of social networks. The evaluation criteria are identical to point 3.

The throughout-the-term grade is formed by the points received by the student in the process of mastering the material in two parts and performing independent work.

Evaluation relevant to forms of control:

	M1	
	Min 36	Max 60
Creating search queries	3	5
Writing a technical task for analysis	6	10
Analytical presentation on the analysis of communication efficiency	9	15
Self-preparatory assignments (Two analytic presentations)	2*9=18	2*15=30

The discipline is evaluated according to the modular rating system. The results of students' learning activities are assessed in accordance with 100-point scale. The total points for work in class constitutes 50% of the throughout-the-term grade. The total points for independent work constitutes 50% of the throughout-the-term grade, ie min. - 36 points, maximum - 60 points. During the final control – pass-fail exam (in written and oral form) the student can get a maximum of 40 points, a minimum of 24 points.

- Final evaluation::

- the form of evaluation – pass-fail examination
- maximum grade – 40 points;
- the pass-fail examination is conducted in writing. Pass-fail examination evaluates in complex the written test (PH1.1.) and presentation of self-preparatory assignments on concept and technical task of individual media-research (PH 3.1). During pass-fail examination the student shall give reasoned answers to questions related to his/her work. Distribution of points on the exam: presentation of the concept - 20 points, test task - 20 points.

- conditions of admission to the final pass-fail exam:

for the mastering off the discipline under the curriculum (assessment of work in class and self-preparatory work) the student shall receive at least 20 points throughout-the-term (the recommended minimum is 36 points). The minimum number of points that are added to the throughout-the term grade constitutes 24 points.

A student who has scored less than the critical-calculated minimum of 20 points is not admitted to pass-fail examination

	Throughout-the-term	Pass-fail examination	Final grade
Minimum	36	24	60
Maximum	60	40	100

7.2 Organization of evaluation:

Assessment of students' knowledge is carried out in two forms: thourout-the-term assessment (seminars, independent work) and final assessment (credit).

Assessment during the seminars is carried out in accordance with the topic of the lesson. Successful completion of the task (seminars, independent work, pass-fail examination) means receiving for work at least 60% of the maximum score.

For students who scored less than the critical-minimum minimum of 20 points, did not complete the individual tasks included in the portfolio, must perform additional tasks agreed with the teacher in order to be admitted to pass-fail examination. The recommended minimum for admission is 36 points.

In case of absence of the student for valid reasons, the working off and re-pass of MC3 are carried out according to "Regulations on the order of an умфдрфешшт of knowledge of students гтвук the credit-modular system of the organization of educational process" from October 1, 2010.

In case of absence of the student at еру seminar, the кудумфте шыыгуы are worked out in writing and submitted in a Google class within 10 calendar days from the moment of carrying out a seminar.

7.3 Grades correspondence scale

Відмінно / Excellent	90-100
Добре / Good	75-89
Задовільно / Satisfactory	60-74
Незадовільно / Fail	0-59
Зараховано / Passed	60-100
Не зараховано / Fail	0-59

8. Course structure. Syllabus

#	Topic*	Hours		
		Lectures	Seminars	Unsupervised work
Module 1. Theoretic basis of media-analytics				
1	Topic 1. <i>Basic concepts of media and communications</i>	2		
2	Topic 2. <i>Media-analytics as a part of communication market, structure of demand and supply of media-analytics services</i>	2		
3	Topic 3. <i>Structure of informational flows of Ukrainian media-space</i>	2		
4	Topic 4. <i>Theoretic basis of the communication efficiency measurement. Content-analysis, discourse-analysis, narrative analysis, messages analysis-аналіз,</i>	2		
5	Topic 5. <i>Working with the monitoring systems, rules of creating search queries</i>	2	4	16
6	Topic 6. <i>Basic units of research, sampling, formulation of technical task for coding</i>	2	4	16
Module 2. Analysis of practical cases				
7	Topic 7. <i>Analysis of communication efficiency</i>	2	4	16
8	Topic 8. <i>Analysis of the information campaign</i>	2	4	16
9	Topic 9. <i>Marketing analysis of social media content</i>	2	4	16
10	Topic 10. <i>Evaluation of the quality of the study</i>	2	2	
	TOTAL	20	22	138

Total 180 hours., including:

Lectures - **20 hours**

Semoinars - **22 hours**

Self-preparatory assignments – 138 hours

9. Recommended literature:

Core:

1. Захарченко А.П. Засади кількісного аналізу інформаційних кампаній / А.Захарченко // Information Society. - 2017. - Issue 26 (July-December). – с.19-30.
2. Austin, E.W. and Pinkleton, B.E. (2015), Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns Routledge, Routledge, New York and London, 398 p. стор.
3. Daymon, C. and Holloway, I. (2011), Qualitative Research Methods in Public Relations and Marketing Communications, Routledge: London, New York, 400 p.
4. Ларионов Е. Краткое руководство по медиаанализу и оценке эффективности PR [Електронний ресурс] / Евгений Ларионов. – Москва: Ассоциация компаний-консультантов в области связей с общественностью, 2015. – 35 с. – режим доступу: http://www.akospr.ru/wp-content/uploads/2015/06/AKOS_Ex-Libris_rukovodstvo_02.09.2015.pdf.

Additional:

5. Захарченко А.П. Интернет-медіа: інтерактивний навчальний посібник для курсу «Підтримка сайту» для студентів відділення «Видавнича справа та редагування». - Тернопіль, «Крок». - 2014. - 198 с.
6. Кузнецова О. Професійна етика журналістів / О. Кузнецова. – ПАІС, 2007. – 246 с.
7. Иванов В. Журналістська етика: підручник / В. Иванов, В. Сердюк. – К.: Вища шк., 2006. – 231 с.
8. Чабаненко М. В. Интернет-ЗМІ як складова система засобів масової інформації України : монографія / М. В. Чабаненко. – Запоріжжя : ЗНУ, 2011. – С. 78-97, 100-120.
9. Потятинник Б. В. Интернет-журналістика : навч. посіб. / Б. В. Потятинник. – Львів : ПАІС, 2010. – С. 107-110.
10. Амзин А. Новостная интернет-журналистика [Електронний ресурс]. – Режим доступу : <http://kebati.ru/journ/journ.pdf> - С. 11-13.