

## Public relations and crisis communications Syllabus

### Details of the discipline

<b>Level of Higher Education</b>	The Second (master's level)
<b>Field of Knowledge</b>	<i>B – Culture, arts and humanities</i>
<b>Speciality</b>	<i>B9 History and archaeology; B10 Philosophy</i>
<b>Educational Program</b>	EUROPEAN STUDIES
<b>Status of Discipline</b>	Selective
<b>Form of Learning</b>	Full-time/Distance Learning
<b>Year of Education, Semester</b>	1 year, spring semester
<b>ECTS</b>	4,0 credits
<b>Form of Control</b>	Final test
<b>Schedule</b>	Lecture per two week and Practical classes every week
<b>Language</b>	Ukrainian / English
<b>Information about course leader / teachers</b>	Lecturer: Igor Pygolenko, PhD, associate professor, e-mail: <a href="mailto:pigolenko@gmail.com">pigolenko@gmail.com</a> Practical Classes: Igor Pygolenko, PhD, associate professor, e-mail: <a href="mailto:pigolenko@gmail.com">pigolenko@gmail.com</a>
<b>Course placement</b>	Link to remote Moodle resource: <a href="https://do.ipo.kpi.ua/course/view.php?id=4341">https://do.ipo.kpi.ua/course/view.php?id=4341</a>

### Curriculum of the discipline

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

The purpose of teaching the academic discipline "Public Relations and Crisis Communications" is to form a system of knowledge in PR practice among students, to provide a holistic understanding of the creation of PR materials and the organization of PR events.

The subject of PR is the essence and elements of the public relations system, public opinion, the regularities and coincidences of their emergence, functioning and development, the principles and methods of managing them.

While studying this academic discipline, students will be able to get acquainted with the areas of practical application of the theory of public relations, the specifics of the activities of the public relations service of the organization and the PR-consulting structure, the professional culture of a PR specialist, the structure of communications in public relations, the communicative cycle in public relations.

The knowledge gained by students within the framework of "Public Relations and Crisis Communications" can be used by them not only in the study of specialized disciplines, but also in practical activities during direct work in PR agencies.

#### Competencies acquired during the study of the discipline:

##### General competencies:

- 3K 01. The ability for abstract thinking, analysis and synthesis to make well-founded decisions.

- 3K 06. The ability to search for, process, and analyze information from various sources and to conduct research at the appropriate level.

#### Professional competencies:

- ФК 05. The ability to choose and apply the most effective methodological research strategy.
- ФК 12. The ability to orally and in writing present and discuss the results of scientific research in various forms of scientific communication. Ability to present and discuss the results of research and professional activities in the field of history and archaeology.

#### Program learning outcomes:

- IIPH 20. Summarize the results of one's own scientific research in the fields of history and philosophy and present them in reports and publications in national and foreign languages in compliance with the principles of academic integrity and professional ethics.

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

**Prerequisites.** To successfully study the discipline "Public Relations and Crisis Communications", students must have knowledge and skills in using programs for creating presentations and infographics.

**Postrequisites.** After completing the course "Public Relations and Crisis Communications", students will be able to perform research tasks within the educational component "Work on a Master's Thesis".

To study the discipline, it is desirable for a student to have skills in using programs for creating presentations and infographics.

### 3. The content of the discipline

#### Distribution of hours

Names of sections and topics	Number of hours			
	Total	including		
		Lectures	Seminary	IWS
1	2	3	2	1
<b>Modul 1. Public relations in the modern world. Professional culture of a PR specialist</b>				
Topic 1. The essence, content and specificity of public relations (PR) as an educational discipline	7	0	2	5
Topic 2. Public relations as a social phenomenon	9	2	2	5
Topic 3. Development of public relations as a field of professional activity	9	2	2	5
Topic 4. The history of the development of public relations	7	0	2	5
Topic 5. Public relations in the functional structure of the organization	9	2	2	5
Topic 6. Organization of PR activities	6	0	2	4
Total Modul 1	47	6	12	29
<b>Modul 2. Public and public opinion in public relations. The structure of communications in public relations</b>				
Topic 7. The public in the field of public relations: definition, classification, patterns of functioning.	7	0	2	5

Topic 8. Internal PR. Special events in public relations. External PR. Organization of relations with mass media.	9	2	2	5
Topic 9. Anti-crisis PR.	9	2	2	5
Topic 10. PR in the social and political sphere	7	0	2	5
Total Modul 2	32	4	8	20
<b>Modul 3. Communication cycle in public relations: research, planning, implementation, evaluation</b>				
Topic 11. Research work in public relations. Planning in public relations	9	2	2	5
Topic 12. Image formation as a PR task	7	0	2	5
Topic 13. Lobbying as a component of PR	7	0	2	5
Topic 14. PR program. Implementation of the PR program. Evaluation of PR program results	9	2	2	5
Topic 15. PR campaign. Analysis of successful anti-crisis PR campaigns	9	2	2	5
Total Modul 3	41	6	10	25
<b>In total hours</b>	<b>120</b>	<b>16</b>	<b>30</b>	<b>74</b>

#### 4. Training materials and resources

##### 4.1. Basic literature:

1. Віннічук Ольга, Руда Леся, Чабанов Василь. Політичні комунікації та PR: навчально-методичний посібник. Кам'янець-Подільський: Кам'янець-Подільський національний університет імені Івана Огієнка, 2024. 100 с. <http://elar.kpnu.edu.ua/xmlui/handle/123456789/8620>
2. Лівіцька, Оксана, автор. Практика PR-діяльності : навчальний посібник / Оксана Лівіцька ; Міністерство освіти і науки України, Кам'янець-Подільський національний університет імені Івана Огієнка. - Кам'янець-Подільський : Рута, 2020. - 163 с. <https://discovery.kpi.ua/Record/000613203>
3. Паблік рілейшнз: теорія і практика : навч. посіб. / МОН України, Уманський держ. пед. ун-т імені Павла Тичини ; уклад. О. В. Гарматюк. – Умань : Видавець «Сочінський М. М.», 2024. – 266 с. <https://dspace.udpu.edu.ua/handle/123456789/16912>
4. Пиголенко, І. В. Медіація та антикризові комунікації як засоби вирішення конфліктів / Пиголенко І. В., Груба О. Г. // Збірник наукових праць «Соціальні технології: актуальні проблеми теорії та практики». - 2022. - № 96. - С. 6-14. <https://ela.kpi.ua/handle/123456789/52758>
5. Холод, Олександр Михайлович, автор. Комунікаційні технології : підручник для студентів вищих навчальних закладів / О.М. Холод. - Київ : Центр учебової літератури, 2021. - 211 с. <https://discovery.kpi.ua/Record/000640178>

##### 5.1. Other literature:

1. Зв'язки з громадськістю : конспект лекцій для студентів усіх форм навчання спец. 075 – "Маркетинг" / уклад. С. В. Чернобровкіна ; Нац. техн. ун-т "Харків. політехн. ін-т". – Харків : НТУ "ХПІ", 2019. – 40 с. <https://repository.kpi.kharkov.ua/handle/KhPI-Press/42062>
2. Зв'язки з громадськістю на міжнародному ринку [Електронний ресурс] : опорний конспект лекцій : для добувачів першого (бакалавр) рівня вищої освіти освітньої програми "Маркетинг" спец. 075 "Маркетинг" / уклад.: Чернобровкіна С. В. ; Нац. техн. ун-т "Харків. політехн. ін-т". – Електрон. текст. дані. – Харків, 2024. – 64 с. –<https://repository.kpi.kharkov.ua/handle/KhPI-Press/82771>
3. Конспект лекцій з дисципліни "Паблік рілейшнз у бізнесі" : для добувачів першого (бакалавр) рівня вищої освіти освітніх програм "Маркетинг", "Рекламний бізнес" спец. 075 "Маркетинг" / уклад.: С. В. Чернобровкіна ; Нац. техн. ун-т "Харків. політехн. ін-т". – Харків, 2024. – 55 с. <https://repository.kpi.kharkov.ua/handle/KhPI-Press/82770>
4. Королько В. Г. Паблік рілейшнз. Наукові основи, методика, практика : підручник. Київ : Видавничий дім «Скарби», 2001. 400 с.
5. Опалюк О. М., Вержиховська, О. М., Михальська, Ю. А. Сучасні комунікативні технології : Навчально-

6. Паблік-рілейшнз : опорний конспект лекцій для здобувачів вищої освіти освітнього ступеня «Магістр» спеціальності 281 «Публічне управління та адміністрування» денної форми навчання / уклад. А.Л. Сухорукова. Миколаїв : МНАУ, 2022. <https://dspace.mnau.edu.ua/jspui/bitstream/123456789/12086/1/pablik-rilejshnz-konspekt-281-magistr.pdf>

7. Практика рекламної та PR-діяльності. 1. Система маркетингових комунікацій. Практикум : навчальний посібник для здобувачів ступеня бакалавра за освітньою програмою «Реклама і зв'язки з громадськістю» спеціальності 061 Журналістика / КПІ ім. Ігоря Сікорського ; уклад.: А. П. Киричок. – Київ : КПІ ім. Ігоря Сікорського, 2023. – 147 с. <https://ela.kpi.ua/handle/123456789/57280>

8. Практика рекламної та PR-діяльності. 3. Медіапланування. Практикум : навчальний посібник для здобувачів ступеня бакалавра за освітньою програмою «Реклама і зв'язки з громадськістю» спеціальності 061 Журналістика / КПІ ім. Ігоря Сікорського ; уклад.: А. П. Киричок. – Київ : КПІ ім. Ігоря Сікорського, 2023. – 124 с. <https://ela.kpi.ua/handle/123456789/54102>

9. Психологія PR : електрон. метод. рек. до самост. роботи для здобувачів першого (бакалавр.) рівня вищ. освіти спец. 053 «Психологія» / уклад. А. В. Курова. – Одеса : Одес. нац. ун-т ім. І. І. Мечникова, 2024. – 33 с. <https://dspace.onu.edu.ua/handle/123456789/39138>

10. Реклама та зв'язки з громадськістю : опорний конспект лекцій : для здобувачів усіх спец. усіх форм навчання / уклад.: Чернобровкіна С. В. ; Нац. техн. ун-т "Харків. політехн. ін-т". – Харків, 2024. – 94 с. <https://repository.kpi.kharkov.ua/handle/KhPI-Press/82773>

11. Смірнова К. В. PR менеджмент: конспект лекцій. Одеса, ОДЕКУ, 2021. 192 с. <http://eprints.library.odeku.edu.ua/id/eprint/9370>

12. Телетов О. С., Телетова С. Комунікаційна конвергенція журналістики та паблік рілейшнз // Образ. 2024. Вип. 1 (44). С. 168-177. [https://doi.org/10.21272/Obraz.2024.1\(44\)-168-177](https://doi.org/10.21272/Obraz.2024.1(44)-168-177)

13. Тихомирова Є. Б. ПР-менеджмент: проблема кадрового забезпечення України фахівцями з ПР. Актуальні проблеми науки, освіти і суспільства в Україні та світі : збірник тез доповідей міжнародної науково-практичної конференції (м. Полтава, 29 вересня 2022 р.). Полтава : ЦФЕНД, 2022. С. 48-51. [https://evnuir.vnu.edu.ua/bitstream/123456789/20844/1/%d1%81\\_48-52.pdf](https://evnuir.vnu.edu.ua/bitstream/123456789/20844/1/%d1%81_48-52.pdf)

14. Шпилик С. В. Інформаційна війна, пропаганда та рг: такі схожі й такі різні... / Світлана Василівна Шпилик // Галицький економічний вісник – Тернопіль : ТНТУ, 2014. – Том 47. – № 4. – С. 178-188. [https://elartu.tntu.edu.ua/bitstream/123456789/6088/2/GEB\\_2014v47n4\\_Svitlana\\_Shpylyk-Information\\_war\\_178-188.pdf](https://elartu.tntu.edu.ua/bitstream/123456789/6088/2/GEB_2014v47n4_Svitlana_Shpylyk-Information_war_178-188.pdf)

15. PR та бізнес-комунікації підприємств туризму і гостинності / Буторіна В.Б., Марусей Т.В. Кам'янець-Подільський: Кам'янець-Подільський національний університет імені Івана Огієнка, 2025. 153 с. <http://elar.kpnu.edu.ua/xmlui/handle/123456789/8644>

16. Claeys, A. S., & Coombs, W. T. (2020). Organizational crisis communication: Suboptimal crisis response selection decisions and behavioral economics. *Communication Theory*, 30(3), 290-309. [https://scholar.google.com.ua/scholar?output=instlink&q=info:WNgg0ShHocsJ:scholar.google.com/&hl=uk&as\\_sdt=0,5&as\\_ylo=2020&as\\_yhi=2025&as\\_vis=1&scillfp=8397675509704785118&oi=lle](https://scholar.google.com.ua/scholar?output=instlink&q=info:WNgg0ShHocsJ:scholar.google.com/&hl=uk&as_sdt=0,5&as_ylo=2020&as_yhi=2025&as_vis=1&scillfp=8397675509704785118&oi=lle)

17. Edwards, L. (2021). Organised lying and professional legitimacy: Public relations' accountability in the disinformation debate. *European Journal of Communication*, 36(2), 168-182. <https://doi.org/10.1177/0267323120966851>

18. Gavkalova, N., Akimova, L., & Akimov, O. (2023). Anti-crisis management mechanism in the digital age. *Marketing i menedžment innovacij*, 14(4), 188-199. [https://www.zbw.eu/econis-archiv/bitstream/11159/652860/1/1877935387\\_0.pdf](https://www.zbw.eu/econis-archiv/bitstream/11159/652860/1/1877935387_0.pdf)

19. Haupt, B. (2021). The Use of Crisis Communication Strategies in Emergency Management. *Journal of Homeland Security and Emergency Management*, 18(2), 125-150. <https://doi.org/10.1515/jhsem-2020-0039>

20. Sellnow, T. L., & Seeger, M. W. (2021). Theorizing crisis communication. John Wiley & Sons. [https://books.google.com.ua/books?hl=uk&lr=&id=YGUQEAAAQBAJ&oi=fnd&pg=PP9&ots=sVV\\_tbeII2&sig=QYJ-4r738FCB5csEHAwlzZmIedE&redir\\_esc=y#v=onepage&q&f=false](https://books.google.com.ua/books?hl=uk&lr=&id=YGUQEAAAQBAJ&oi=fnd&pg=PP9&ots=sVV_tbeII2&sig=QYJ-4r738FCB5csEHAwlzZmIedE&redir_esc=y#v=onepage&q&f=false)

## Educational content

### 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
1	<p><b>Topic 1. Public relations as a social phenomenon</b></p> <p>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.</p> <p>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.</p> <p>Public relations and related fields of activity. Advertising, publicity, propaganda, press mediation, public activities, marketing, merchandising.</p> <p><b>IWS:</b> 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).</p>
2	<p><b>Topic 2. Development of public relations as a field of professional activity</b></p> <p>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).</p> <p>Four historical models of PR development according to D. Grüning. Publicity, informing the public, bilateral asymmetric model, bilateral symmetric model.</p> <p><b>IWS:</b> 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.</p>
3	<p><b>Topic 3. Public relations in the functional structure of the organization</b></p> <p>Socio-economic conditioning of the appearance of the public relations service in government bodies. A typical structure of a public relations department.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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</p>

	<p>relations department in the organization and the PR consulting structure.</p> <p>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.</p> <p><b>IWS:</b> Public relations status. Organizational structure and responsibilities of the public relations unit. PR department of the organization: advantages and disadvantages.</p>
4	<p><b>Topic 4. The public in the field of public relations: definition, classification, patterns of functioning.</b></p> <p>The public is a group of people who in one way or another are connected with the vital activities of an organization or institution.</p> <p>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).</p> <p>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.</p> <p>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).</p> <p>Priority groups of the public as those that have exceptional weight in the implementation of a certain PR program.</p> <p><b>IWS:</b> 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.</p>
5	<p><b>Topic 5. Internal and external PR. Organization of relations with mass media.</b></p> <p>Internal public information system. Newspaper, bulletin, bulletin board, reports, Intranet, announcement.</p> <p>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.</p> <p>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.</p> <p><b>IWS:</b> 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?</p>
6	<p><b>Topic 6. Anti-crisis PR. Management of crisis situations.</b></p> <p>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.</p> <p>In such a situation, the main task of the government is to develop and apply an anti-crisis response</p>

	<p>system and write an anti-crisis communication strategy.</p> <p><b>IWS:</b> 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).</p>
7	<p><b>Topic 7. Research work in public relations. Planning in public relations</b></p> <p>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.</p> <p>Qualitative research. Historiography, case studies, diaries, in-depth interview, focus group.</p> <p>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.</p> <p><b>IWS:</b> Qualitative research. Historiography, case studies, diaries, in-depth interview, focus group. Quantitative studies. Content analysis, review research.</p>
8	<p><b>Topic 8. PR program. Implementation of the PR program. Evaluation of PR program results</b></p> <p>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.</p> <p>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).</p> <p>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.</p> <p>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.</p> <p><b>IWS:</b> 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.</p>

## SEMINAR CLASSES

Didactic methods used are observation and comparison, generalization and abstraction, analogy, induction, deduction, analysis and synthesis, analytical-synthetic, abstract-deductive, concrete-inductive, explanatory-illustrative, reproductive, partially-search, and research.

№	The name of the topic of the lesson and a list of main questions
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<b>Modul 1. Public relations in the modern world. Professional culture of a PR specialist</b>	
1	<p><b>Topic 1. The essence, content and specificity of public relations (PR) as an educational discipline</b></p> <ol style="list-style-type: none"> <li>1. Interpretation of the concept of PR.</li> <li>2. PR as a science and field of activity.</li> <li>3. The subject and object of PR as a science.</li> <li>4. Principles and functions of PR.</li> <li>5. Connection of PR with other disciplines and spheres of activity.</li> </ol> <p><b>IWS:</b> 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.).</p>
2	<p><b>Topic 2. Public relations as a social phenomenon</b></p> <ol style="list-style-type: none"> <li>1. Public relations as science and activity</li> <li>2. Object and subject of public relations</li> <li>3. Functions of public relations</li> <li>4. Public relations and related fields of activity.</li> </ol> <p><b>IWS:</b> 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).</p>
3	<p><b>Topic 3. Development of public relations as a field of professional activity</b></p> <ol style="list-style-type: none"> <li>1. The history of the term "public relations".</li> <li>2. Scientific schools of PR.</li> <li>3. Historical models of PR development.</li> <li>4. Development of PR in Ukraine.</li> <li>5. Branches of PR functioning.</li> </ol> <p><b>IWS:</b> 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.</p>
4	<p><b>Topic 4. The history of the development of public relations</b></p> <ol style="list-style-type: none"> <li>1. The main categories of PR: action, campaign, environment.</li> <li>2. The origins of PR in the USA. Predecessors of PR.</li> <li>3. The first PR firms, the appearance of professionals - PR men.</li> <li>4. The emergence and development of PR in Ukraine.</li> </ol> <p><b>IWS:</b> Organization of public relations services in public authorities: Administrations of the Presidents of Ukraine, the USA, and Poland.</p>
5	<p><b>Topic 5. Public relations in the functional structure of the organization</b></p> <ol style="list-style-type: none"> <li>1. Laws regulating PR activities.</li> <li>2. Professional activity of a PR specialist.</li> <li>3. Areas and features of the work of a PR specialist.</li> <li>4. Ethical principles of work of a PR specialist.</li> <li>5. Regulatory and legal documents regulating the activity of a PR specialist.</li> </ol> <p><b>IWS:</b> 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).</p>
6	<p><b>Topic 6. Organization of PR activities</b></p> <ol style="list-style-type: none"> <li>1. PR activity: main forms and directions.</li> <li>2. PR service: organizational structure.</li> <li>3. Functions of PR specialists.</li> <li>4. Principles, ethics and legal basis of activity of PR specialists.</li> </ol> <p><b>IWS:</b> Choose and elaborate the structural diagram of the company's PR service.</p>

<b>Modul 2. Public and public opinion in public relations. The structure of communications in public relations</b>	
7	<p><b>Topic 7. The public in the field of public relations: definition, classification, patterns of functioning.</b></p> <ol style="list-style-type: none"> <li>1. Society as a group of people.</li> <li>2. Typology of public groups.</li> <li>3. The audience as an active public.</li> <li>4. Methods of determining target groups of the public.</li> </ol> <p><b>IWS:</b> 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.</p>
8	<p><b>Topic 8. Internal PR. Special events in public relations. External PR. Organization of relations with mass media.</b></p> <ol style="list-style-type: none"> <li>1. Internal public information system.</li> <li>2. Corporate culture.</li> <li>3. Media.</li> <li>4. Means of public relations in the organization of effective relations with mass media.</li> <li>5. Information space of Ukraine.</li> <li>6. Ethics of the organization's relations with mass media.</li> <li>7. Briefing, press conference as a meeting of journalists with representatives of organizations.</li> <li>8. Press tour as an action for journalists.</li> <li>9. Media map as systematized data about mass media.</li> </ol> <p><b>IWS:</b> 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? 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.</p>
9	<p><b>Topic 10. Anti-crisis PR.</b></p> <ol style="list-style-type: none"> <li>1. Crisis situation</li> <li>2. Crisis stages</li> <li>3. Typology of crises</li> </ol> <p><b>IWS:</b> Errors of organizations in crisis conditions. Practical actions aimed at overcoming the crisis.</p>
10	<p><b>Topic 12. PR in the social and political sphere</b></p> <ol style="list-style-type: none"> <li>1. Political and social advertising, targeted programs and projects.</li> <li>2. Manipulation of consciousness as a factor in creating public opinion and</li> <li>3. stereotypes</li> <li>4. "Black" and "dirty" PR technologies.</li> <li>5. Psychological aspects of government PR in modern conditions.</li> <li>6. PR measures in the state administration system.</li> </ol> <p><b>IWS:</b> Analyze the "Black" and "Dirty" PR technologies that were used during the last parliamentary elections.</p>
<b>Modul 3. Communication cycle in public relations: research, planning, implementation, evaluation</b>	
11	<p><b>Topic 13. Research work in public relations. Planning in public relations.</b></p> <ol style="list-style-type: none"> <li>1. Public relations and public research.</li> <li>2. Types of public opinion research.</li> <li>3. Qualitative research.</li> <li>4. Quantitative studies.</li> </ol> <p><b>IWS:</b> Qualitative research. Historiography, case studies, diaries, in-depth interview, focus group. Quantitative studies. Content analysis, review research.</p>
12	<p><b>Topic 14. Image formation as a PR task</b></p>

	<ol style="list-style-type: none"> <li>1. Objects and methods of image formation.</li> <li>2. Image support and correction, image protection from external influences.</li> <li>3. Control of communication channels, current information monitoring.</li> <li>4. Psychological features of image formation.</li> <li>5. PR image advertising</li> </ol> <p><b>IWS:</b> Practical task on developing the image of the company manager.</p>
13	<p><b>Topic 15. Lobbying as a component of PR</b></p> <ol style="list-style-type: none"> <li>1. Planning a lobbying campaign</li> <li>2. Lobbying tools</li> <li>3. Methods and techniques of lobbying</li> <li>4. Media support of the lobbying campaign</li> </ol> <p><b>IWS:</b> Try to put the so-called key information on one sheet.</p>
14	<p><b>Topic 16. PR program. Implementation of the PR program. Evaluation of PR program results</b></p> <ol style="list-style-type: none"> <li>1. PR programming.</li> <li>2. Elements of PR programming.</li> <li>3. Means of implementation of the PR program.</li> <li>4. Evaluation of program implementation results.</li> </ol> <p><b>IWS:</b> 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.</p>
15	<p><b>Topic 17. PR campaign. Analysis of successful anti-crisis PR campaigns</b></p> <p>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.</p> <p><b>IWS:</b> 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</p>

## 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.

### **Informal education**

At the request of the applicant, in conditions that do not contribute to regular attendance at classes, it is allowed to study individual substantive parts of the discipline in asynchronous mode, in particular through mastering distance courses and other forms of informal learning. To be taken into account in the rating system for evaluating points for such courses, they must correspond in content to certain topics of the syllabus, and their completion must be agreed with the teacher of the discipline. To confirm the completion of informal education, the student must provide an appropriate document (certificate) indicating the name of the courses and their volume in hours. Recognition of the results of informal education takes place in the manner specified in the relevant Regulation of Igor Sikorsky Kyiv Polytechnic Institute: <https://osvita.kpi.ua/node/179>.

In particular, it is recommended to study the online course "Monitoring and Evaluation for NGOs" The course is posted on the educational online platform "Zrozumilo!" via the link: <https://courses.zrozumilo.in.ua/courses/course-v1:eef+EEF-037+June23/course/>

### **University policy**

#### **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 (RSE)**

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.

Conditions for admission to the semester control (credit) are the availability of at least 40 points per semester.

Table of correspondence of rating points to grades on the university scale:

<b>Scores</b>	<b>Grade</b>
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

## **9. Additional information on the discipline (educational component)**

### **Recommendations for students**

As part of the academic discipline "Public Relations and Crisis Communications", lecture and seminar classes are held, respectively. Lectures are conducted using presentations on basic terms, concepts, theories, taking into account the subject of classes. The course includes familiarization with primary sources and their discussion at seminar classes. The course also provides for the acquisition of practical skills, namely, writing a PR campaign plan, developing a strategy, forming and developing recommendations.

The seminar session involves the preparation of presentations by students on specific issues, participation in a discussion, expression of one's own opinion, etc. The criteria for evaluating the performance of seminar tasks are: logical sequence of the answer; complete disclosure of each question; analytical reasoning in the answer; links to sources; validity of personal conclusions.

While preparing for the seminar, the student should study the lecture material of a certain topic, familiarize himself with additional sources, articles in periodicals. At a seminar class, even a well-prepared student should not remain a passive observer, but actively participate in the discussion of the issue. If the student has not familiarized himself with the educational material, he should listen more carefully to the speakers, and thanks to the information received, try to compensate for the shortcomings of preparation for the class. Do not refuse to answer the teacher's questions. Even if the student does not know the answer, it is advisable to try to answer, express his opinion based on his own knowledge, experience, logic of the question, etc. A responsible attitude to the preparation for each seminar session makes it possible to understand the issues that are considered in the framework of the discipline "Public Relations and Crisis Communications".

### **Extracurricular activities**

It is possible for students to participate in an informal circle for sociologists.

### **Distance Learning**

Synchronous distance learning is possible using video conferencing platforms and an educational platform for distance learning at the university.

### **Inclusive education**

It is allowed

### **Work program of the discipline (syllabus) Public relations and crisis communications**

Compiled by Igor Pygolenko, PhD, Associate Professor, Associate Professor of the Sociology Department.

Approved by the Sociology Department (protocol № 14 from 23.06.2025).

Approved by the Methodical Commission of the faculty (protocol № 4 from 24.06.2025).

### 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
2	4	120	16	30	1	-	-	credit

#### 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 ( $R_D$ ).

$$R_D = r_{sem.} + r_{akt} + r_{mkw} = 45 + 30 + 25 = 100 \text{ point.}$$

#### 1. Answers at seminar classes.

Weighted score – 3 points when answering one question. The maximum number of points for all seminar classes is  $r_{sem.} = 3 \text{ points} * 15 = 45 \text{ points}$ .

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  $2 \text{ points} * 15 = 30 \text{ points}$ .

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 25.

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 – 22-25 points;

- "good", the student provided answers to 75% of the questions of the modular test; answers to all test questions need clarification – 18+21 points;
- "satisfactory", the student provided answers to 60% of the questions of the modular test; answers need significant clarification, insufficient mastery of the material – 13-17 points;
- "unsatisfactory", the answer does not meet the requirements for 13 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 an 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:

<b>RD</b>	<b>ECTS</b>	<b>Mark</b>
95 – 100	Excellent	Excellent
85 – 94	Very good	Good
75 – 84	Good	
65 – 74	Satisfactorily	Satisfactorily
60 – 64	Enough	
<b>RD &lt; 60</b>	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.