**SYLLABUS**

**Fall semester 2022-2023 academic years**

**on the educational program “6B03203 - Public Relations”**

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| **Discipline’s code** | **Discipline’s title** | **Independent work of students (IWS)** | **Number of credits** | | | | | **Number of credits** | **Independent work of student with teacher (IWST)** |
| **Lectures (L)** | **Practical training (PT)** | | **Laboratory (Lab)** | |
| **MDPR4323** | Метаданные в PR | 98 | 15 | 0 | | 30 | | 3 | 7 |
| **Academic course information** | | | | | | | | | |
| **Form of education** | **Type of course** | **Types of lectures** | | | **Types of practical training** | | **Form of final control**  Exam in the system «Univer» s | | |
| Combined (distant and online) | Academic | Informational and problem | | | Situational tasks, games and teamwork | |
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| **Aim of course** | **Expected Learning Outcomes (LO)\***  As a result of studying the discipline the undergraduate will be able to: | **Indicators of LO achievement (ID)**  (for each LO at least 2 indicators) |
| to form students' ability to apply big data arrays for PR content on Internet platforms. The course will cover aspects of effective processing of data arrays, pairing their elements according to criteria and objectives, pairing with non-text documents. The course allows you to create a fully processed metadata for communication purposes in line with the program "Digital Kazakhstan". | 1. Review and understand aspects of effective processing of data sets; | 1.1. Recognize the meaningful elements of public relations  1.2. name types of text and explain the principles of classifying elements by criteria and objectives, pairing with non-text documents by type.  1.3. understands the relationship between text form and content, knows the units of structural and semantic database of text analysis. |
| 2. Analyze scientific text at the level of fully processed metadata for communication purposes; | 2.1. define global and national models of PR and its communication task  2.2. to interpret the formal and content criteria of Internet technology and mobile access determines the emergence of new models of communication, their constant transformation.  2.3.identify the type of scientific information in the text as an auxiliary communication in the marketing mix. |
| 3.Argumentatively prove that the text belongs to a particular style and type of domestic socio-economic discourse of corporate practice of CO; | 3.1. Identify CO communication models and argue your position.  3.2. Identify functionally meaningful and contemporary models of developed industries, as well as the latest models of professional activity mediated by the Internet and argue their choice. |
| 4 | 4.1. determine the theme, communication task, micro-themes in the public relations specialist - get the opportunity to create interactive complex communication of various levels, coverage, formalization, communicate directly with any target audiences, including the global, through the text of the CO.  4.2 Determine ways to develop information research impact of the technical and technological component on the formation of new models of CRM, the impact of Internet communication, legitimate and essential to the theory and practice. |
| 5. | 5.1 to analyze the special virtual characteristics of the classic elements of public relations models on the Internet and to build its structural and semantic model.  5.2 restore the content of the text of the basic communicative and communicative characteristic of web hypertextuality to condition equal interaction of subject and object, interactivity and multimedia on the basis of the structural and semantic model of the text. |
| **Prerequisites** |  | |
| **Post requisites** |  | |
| **Information resources\*\*** | **Literature:\*\***  1.  2.  3.  4.  5.  6.  7.  **Internet resources:**  Internet resources (at least 3-5)  1. http://elibrary.kaznu.kz/ru | |

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| **Academic policy of the course in the context of university moral and ethical values** | **AcademicBehaviorRules:**  All students are required to register for the MOOC. The deadlines for completing the modules of the online course must be strictly observed in accordance with the schedule for studying the discipline. Leave in case of current MOOC or SPOC courses.  **ATTENTION!** Failure to meet deadlines results in loss of points! The deadline for each task is indicated in the calendar (schedule) for the implementation of the content of the training course, as well as in the MOOC. Leave in case of current MOOC or SPOC courses.  **Academicvalues:**  - Practical trainings/laboratories, IWS should be independent, creative.  - Plagiarism, forgery, cheating at all stages of control are unacceptable.  - Students with disabilities can receive counseling at e-mail \*\*\*\*\*\*\*@gmail.com. |
| **Evaluation and attestation policy** | **Criteria-basedevaluation:**  assessment of learning outcomes in relation to descriptors (verification of the formation of competencies in midterm control and exams).  **Summativeevaluation:** assessment of work activity in an audience (at a webinar); assessment of the completed task. |

**CALENDAR (SCHEDULE) THE IMPLEMENTATION OF THE COURSE CONTENT:**

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| week | Topicname | Number of hours | Max.  score\*\*\* |
| **Module 1**  **Introduction. Communication models in the structure of scientific knowledge about public relations** | | | |
| 1 | **Lec1.**History, theory and practice of PR development in the world and Kazakhstan. |  |  |
| 1 | **Sem 1.**Develop PR -models of Internet communication of public relations |  |  |
| 1 | **Lab 1.**Information management and news construction |  |  |
| 2 | **Lec2.**Forms of joint preparation of metadata by PR, media, bloggers, public organizations, government and business structures. |  |  |
| 2 | **Sem 2.**Name the types of cooperation between PR, media, bloggers, business and government agencies, the public sector |  |  |
| 2 | **Lab 2.**Public Relations in Crisis Situations |  |  |
| 2 | Consultation on the implementation of the SIW 1. SR communication models are essential for understanding practices and generating scientific knowledge in this area. Create a simulation |  |  |
| 3 | **Lec3.**Principles and forms of cooperation PR metadata, media, bloggers, business and government agencies, the public sector as a minimum communicative unit. |  |  |
| 3 | **Sem 3.**Offer model. Formulation of a question to the semantic center of the sentence (the communicative task of the sentence and x types of activities.). |  |  |
| 3 | **Lab 3.**Communication and impact on the public |  |  |
| 3 | **SIW 1.**SR communication models are essential for understanding practices and generating scientific knowledge in a given area. |  |  |
| 4 | **Lec4.**The public as an object of PR in a situation of potential online interactivity, becoming an equal subject, on a par with PR specialists. |  |  |
| 4 | **Sem 4.**Theme |  |  |
| 4 | **Lab 4.**The process of communication and its elements. |  |  |
|  | **Consultation on the implementation of the SIW 2. Forms of communication processes. List the main goals and objectives of PR, PR in Kazakhstan. Case evaluation** |  |  |
| 5 | **Lec5.**Types of scientific information: "classification of objects, phenomena", "whole and its parts", "nature of contacts". |  |  |
| 5 | **Sem 5.**Types of scientific information: "classification of objects, phenomena", "whole and its parts", "nature of contacts". |  |  |
| 5 | **Lab 5.**Sociological research of the audience in PR |  |  |
| **Module 2Internet public relations models** | | | |
| 6 | **Lec 6.**Representation on the Internet of a digital type of multimedia information, in Internet models, thanks to the concept of hypertext. |  |  |
| 6 | **Sem 6.**Distribute Hypertexts as the main unit of Internet communication in PR. Signs of hypertext. Connectivity types. Functional-semantic types of text. |  |  |
| 6 | **Lab 6.**Creative technologies in public relations |  |  |
| 7 | **Lec7.**Internet communication models of public relations are new to scientific knowledge in the field of PR. |  |  |
| 7 | **Sem 7.**What does the use of Internet communication mean to change the traditional models of functioning of the public relations system. . |  |  |
| 7 | **Lab 7.**Designing PR companies |  |  |
| 7 | SIW 3. Consultation on the implementation of the SIW 2. |  |  |
|  | **LEVEL CONTROL 1** |  | **100** |
| 8 | **Lec8.**At present, we refer to public relations as a creative social and humanitarian technology of the transdisciplinary level. |  |  |
| 8 | **Sem 8.**A brief study of the influence of technical and technological components on the formation of new models of SR, the influence of Internet communication theory and practice. |  |  |
| 8 | **Lab 8.**Typical PR tasks. |  |  |
| 8 | **SIW 2. Forms of communication processes. List the main goals and objectives of PR, PR in Kazakhstan.** |  |  |
| 9 | **Lec9.**Foreign experts refer to public relations on the Internet as one of the most promising areas of public relations. |  |  |
| 9 | **Sem 9.**Data from foreign experts on the trends in the development of SS. |  |  |
| 9 | **Lab 9.**Quality levels of PR |  |  |
| 10 | **Lec 10** The Internet for the implementation of professional PR strategies. |  |  |
| 10 | **Sem 10.**Illustrate the diversity of the public relations Internet communication model |  |  |
| 10 | **Lab 10.**Creative ideas generation techniques. |  |  |
| 10 | **SIWT 4 Consultation on the implementation of the SIW4 .**Evaluate the use of the latest models of Internet communication in SO reflects the potential for transformations of patterns, principles, mechanisms for the formation and functioning of public relations as a set of globally open social communication practices in the subject-subject paradigm. Groupproject. |  |  |
|  | **Module 3Big Data in professional communication: characteristics, features, functions** |  |  |
| 11 | **Lec 11** The current trend in the development of professional social communication on the Internet is the use of digital databases . computer \_ information , Internet data (eng. data , big data - lit. "big data") . |  |  |
| 11 | **Sem 11.**Characteristic features of the text-base metadata. |  |  |
| 11 | **Lab 11.**Formation of a favorable image of the organization and leader. |  |  |
| 12 | **Lec 12** The term Linked open Data captures the degree of openness of the associated data. |  |  |
| 12 | **Sem 12.**Means of implementing PR tasks: main organizational forms and practical measures |  |  |
| 12 | **Lab 12.**Means of implementing PR tasks: main organizational forms and practical measures |  |  |
| 12 | SIWT 5. Consultation on the implementation of the SIW 3. |  |  |
| 13 | **Lec 13** The method of working with "big data" can be used as a meta -method and a meta -basis for all formats or genres of journalistic and other (professional) communication. |  |  |
| 13 | **Sem 13.**Features of the text of metadata is a synergetic combination in the final material of fundamentally different formats of information in journalism - informational, news, analytical, research, artistic and journalistic. |  |  |
| 13 | **Lab 13.**Characteristics of PR-tasks. 3 levels of PR tasks. |  |  |
| 13 | **SIW 3 Difference from four offline models of PR Internet communication models of public relations, multi -subject (human-computer/environment) and subject-subjective (human-computer/environment-human). Project work** |  |  |
| 14 | **Lec 14** The use of so-called big data in professional communication has been recorded as one of the current trends: first in journalism, then in SO . |  |  |
| 14 | **Sem 14.**Analytical nature of the presentation of information PR commentary. |  |  |
| 14 | **Lab 14.**The structure of a person's personal image. |  |  |
|  | **SIWT 6. The nature of communications. Prepare an essay "Big Data, Open Big Data, Linked Data, Open Linked Data". Brainstorm** |  |  |
| 15 | **Lec 15** Public relations, in local projects, a priori perform a strategic role in society. |  |  |
| 15 | **Sem 15.**Analysis of the basic elements of the PR-communication model: subject, message, object. It is necessary to fix the obligation for a specialist in the field of PR of such competencies as special skills in searching, analyzing, visualizing information from digital sources of metadata in order to form interactive formats for the unique presentation of PR content and effective interaction with the audience. |  |  |
| 15 | **Lab 15.**The structure of the corporate image. |  |  |
| 15 | **SIWT 7. Consultation on preparation for examination questions.** |  |  |
|  | **LEVEL CONTROL 2** |  | **100** |

Dean \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Head of Department \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Lecturer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**NOTE:**

The total volume of the syllabus is no more than 5 pages, font 10, Times New Roman

\*LO is based on cognitive (1-2), functional (2-3), systemic (1-2) competencies, total 4-7.

The types and number of competencies (out of 5) are compiled according to the level of education.

\*\* Give no more than 5-7 sources of literature (full bibliographic description), in depth for the last 10 years. (in exceptional cases, 20-30% of irreplaceable classical textbooks), for natural directions - 10 years. Humanitarian direction -5 years

Literature and resources:

1. Basic literature

2. Additional reading

3. Software

4. Internet resources

5. Professional databases

\*\*\*Spreading the assessment of students' knowledge is at the discretion of the compilers of the syllabus.

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