SYLLABUS

**Autumn semester 2024-2025 academic year Educational program: "6В03203-Public Relations"**

3 course bachelor's degree

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| **ID**  **and name of course** | | | **Independent work of the student (IWS)** | | | | **Number of credits** | | | | **General number of credits** | **Independent work of the student under the guidance of a teacher (IWST)** | | |
| **Lectures (L)** | **Practical classes (PC)** | | **Lab. classes (LC)** |
| **OIOM 2211**  **Assessment and measurement of public opinion.** | | | 5 | | | | 1,7 | 3,0 | | 0 | 5 | 6 | | |
| **ACADEMIC INFORMATION ABOUT THE COURSE** | | | | | | | | | | | | | | |
| **Learning Format** | | | **Cycle, component** | | **Lecture types** | | | **Types**  **of practical classes** | | | **Form and platform of the final control** | | | |
| *Offline* | | | Basic discipline component of choice | | Problematic, binary and visualized | | | Situational tasks, business games and teamwork | | | Standard written offline IS "Univer" | | | |
| **Lecturer:** | | | Kerimbek Zhylbek Senbekuly, senior lecturer,  UNESCO Chair in Journalism & Communication | | | | | | | |
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| **ACADEMIC COURSE PRESENTATION** | | | | | | | | | | | | | | |
| **Aim**  **of the course** | | | **Expected Learning Outcomes (LO)**  As a result of studying the discipline the student will be able to | | | | | | | | **Indicators of LO achievement (ID)** | | | |
| The goals of the discipline: to introduce students to the institution of public opinion, its importance in the information age; to develop skills in using communication, integrated marketing, PR and other technologies to manage public opinion. | | | 1. To understand the unity of historical, economic, social and technological processes using the example of the dialectic of the development of the public opinion institution. | | | | | | | | 1.1 Freely state the essential constants of the profession, understand the role of public opinion in the structure of science.  1.2 Know and apply the theoretical and practical aspects of mass media science.  1.3 Correctly apply the categorical and conceptual apparatus in the study of media problems and public opinion. | | | |
| 2. To have an idea of ​​the essence and specifics of the public opinion institution, the historical prerequisites for its study. | | | | | | | | 2.1 Explore the features and characteristics of public opinion; develop techniques and skills for an analytical approach to studying and using mass media.  2.2 Analyze the static and dynamic structure of public opinion, indicating the strategy for managing it from the perspective of interested subjects of communication.  2.3 Master the skills of analyzing sociological data from the results of public opinion research to make management decisions. | | | |
| 3. To master the basic methods and techniques of collecting, processing and analyzing sociological data within the framework of public opinion analysis; | | | | | | | | 3.1 Explain the reasons and laws of formation of this or that state of public opinion.  3.2.Develop communication projects (advertising or PR campaigns/events) using public opinion research technologies.  3.3.Study modern achievements in public opinion research. | | | |
| 4. To make operational and long-term adjustments to media content, realizing the impact of public opinion. To propose changes in the content of media content in accordance with the mental characteristics of perception. | | | | | | | | 4.1 Apply and actively use the achievements of Kazakhstan, opinion leaders, citizens in image policy.  4.2 Use methods and techniques for constructing content in accordance with the mentality.  4.3 Study the possibilities of mass media psychology for the future profession. | | | |
| 5. To be able to reflect counterarguments to criticism of the impact of the mass media | | | | | | | | 5.1 Distinguish between reality and myths related to the impact of the media.  5.2 React to crises and manipulations of various kinds.  5.3 Use innovative methods of modern media psychology. | | | |
| **Prerequisites** | | | "Introduction to Public Relations (PR)", "PR Technologies", "Theory and Practice of Public Relations" | | | | | | | | | | | |
| **Postrequisites** | | | "Reputation and Business Capital", "Country Branding and International PR" | | | | | | | | | | | |
| **Learning Resources** | | | **Literature:**  **Main:**   1. Akhmetova L.S., Principles of Business Communication: textbook - M.: Academy of Natural Sciences, 2015. - 123 p. 2. Technologies of Public Opinion Management: textbook / V.O. Shpakovsky, E.S. Egorova, O.V. Milaeva [et al.]. - M .: Infra-Engineering, 2019. - 240 p. 3. Franz V.A., Public Opinion Management. Textbook - Ekaterinburg: Publishing House of the Ural University, 2016. - 135 p. 4. Yadov V.A., Strategy of Sociological Research - M .: OMEGA-L, 2005. 5. Doctorov B.Z., Pioneers of the World of Opinions: from Gallup to Grushin. – M. Institute of the Public Opinion Foundation, 2005. – 237 p. 6. Lippman U., Public Opinion – M.: Publishing House of the Public Opinion Foundation, 2004. 7. Grushin B.A., Opinions about the World and the World of Opinions: Problems of the Methodology of Public Opinion Research – M.: Politizdat, 1967. – 399 p 8. Kudabay A.A., Manipulative Components of Commercial Advertising” – A.: “Kazakh University”, 2018. – 162 p.   **Additional:**   1. Rahel Zahlmann (2018). Foreign journalism in the era of globalization an ethnographic study of foreign correspondents of the German broadcasting network ARD in Europe.https://www.diva-portal.org/smash/get/diva2:1235888/FULLTEXT01.pdf 2. Лошаков Александр Геннадьевич Зарубежная литература XX века (1940 - 1990-е годы). Практикум: Учебное пособие / Т.В. Лошакова, А.Г. Лошаков. - М.: Флинта: Наука, 2010. - 328 с.: 60x88 1/16. (переплет) ISBN 978-5-9765-0867-5, 1000 экз. - Режим доступа: <http://znanium.com/catalog/product/247737> 3. Кабанова И. В. Зарубежная литература XX века : практические занятия: Практикум / Кабанова И.В., - 3-е изд., стер. - М.:Флинта, 2017. - 472 с.: ISBN 978-5-89349-977-3 - Режим доступа: <http://znanium.com/catalog/product/465640>   **Internet resources:**  httр://sovetnik.ru Magazine «Sovetnik»  httр://www.mediascope.ru Scientific materials  <https://wciom.ru/> News  <https://www.monitoringjournal.ru/index.php/monitoring> Monitoring public opinion: economic and social changes  https://www.ofstrategy.kz/ Public Foundation "Center for Social and Political Studies "Strategy"  <https://molotokrus.ru/sposoby-oprosa-obschestvennogo-mneniya/> Methods of public opinion polling  <https://ciom.kz/> Public Opinion Research Center  <https://opinions.kz/ru> "Public Opinion" Research Institute  <https://www.forbes.ru/society/481362-ekzitpoly-prodemonstrirovali-pobedu-tokaeva-na-vyborah-prezidenta-kazahstan> Exit polls demonstrated Tokayev's victory in the presidential election in Kazakhstan | | | | | | | | | | | |
| **Academic course policy** | | | The academic policy of the course is determined by [the Academic Policy](https://univer.kaznu.kz/Content/instructions/%D0%90%D0%BA%D0%B0%D0%B4%D0%B5%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%B0%D1%8F%20%D0%BF%D0%BE%D0%BB%D0%B8%D1%82%D0%B8%D0%BA%D0%B0.pdf) and [the Policy of Academic](https://univer.kaznu.kz/Content/instructions/%D0%9F%D0%BE%D0%BB%D0%B8%D1%82%D0%B8%D0%BA%D0%B0%20%D0%B0%D0%BA%D0%B0%D0%B4%D0%B5%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B9%20%D1%87%D0%B5%D1%81%D1%82%D0%BD%D0%BE%D1%81%D1%82%D0%B8.pdf) [Integrity of the al-Farabi Kazakh National University .](https://univer.kaznu.kz/Content/instructions/%D0%9F%D0%BE%D0%BB%D0%B8%D1%82%D0%B8%D0%BA%D0%B0%20%D0%B0%D0%BA%D0%B0%D0%B4%D0%B5%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B9%20%D1%87%D0%B5%D1%81%D1%82%D0%BD%D0%BE%D1%81%D1%82%D0%B8.pdf)  **Аcademic honesty.** Practical/laboratory classes, IWS develop the student's independence, critical thinking, and creativity. Plagiarism, forgery, the use of cheat sheets, cheating at all stages of completing tasks are unacceptable.  Compliance with academic honesty during the period of theoretical training and at exams, in addition to the main policies, is regulated by [the "Rules for the final control"](https://univer.kaznu.kz/Content/instructions/%D0%9F%D1%80%D0%B0%D0%B2%D0%B8%D0%BB%D0%B0%20%D0%BF%D1%80%D0%BE%D0%B2%D0%B5%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%B8%D1%82%D0%BE%D0%B3%D0%BE%D0%B2%D0%BE%D0%B3%D0%BE%20%D0%BA%D0%BE%D0%BD%D1%82%D1%80%D0%BE%D0%BB%D1%8F%20%D0%9B%D0%AD%D0%A1%202022-2023%20%D1%83%D1%87%D0%B3%D0%BE%D0%B4%20%D1%80%D1%83%D1%81%D1%8F%D0%B7%D1%8B%D0%BA%D0%B5.pdf) , ["Instructions for the final control of the](https://univer.kaznu.kz/Content/instructions/%D0%98%D0%BD%D1%81%D1%82%D1%80%D1%83%D0%BA%D1%86%D0%B8%D1%8F%20%D0%B4%D0%BB%D1%8F%20%D0%B8%D1%82%D0%BE%D0%B3%D0%BE%D0%B2%D0%BE%D0%B3%D0%BE%20%D0%BA%D0%BE%D0%BD%D1%82%D1%80%D0%BE%D0%BB%D1%8F%20%D0%B2%D0%B5%D1%81%D0%B5%D0%BD%D0%BD%D0%B5%D0%B3%D0%BE%20%D1%81%D0%B5%D0%BC%D0%B5%D1%81%D1%82%D1%80%D0%B0%202022-2023.pdf) [autumn / spring semester of the current academic year"](https://univer.kaznu.kz/Content/instructions/%D0%98%D0%BD%D1%81%D1%82%D1%80%D1%83%D0%BA%D1%86%D0%B8%D1%8F%20%D0%B4%D0%BB%D1%8F%20%D0%B8%D1%82%D0%BE%D0%B3%D0%BE%D0%B2%D0%BE%D0%B3%D0%BE%20%D0%BA%D0%BE%D0%BD%D1%82%D1%80%D0%BE%D0%BB%D1%8F%20%D0%B2%D0%B5%D1%81%D0%B5%D0%BD%D0%BD%D0%B5%D0%B3%D0%BE%20%D1%81%D0%B5%D0%BC%D0%B5%D1%81%D1%82%D1%80%D0%B0%202022-2023.pdf) , "Regulations on checking students' text documents for borrowings".  **Academic Behavior Rules:** a regular attendance of all types of classes by the student is requires, absence without the reason is prohibited. Lateness and absence in classes are estimated as 0 points. Students will be judged also by their participation in classroom activities. The deadlines for the completion and delivery of assignments (laboratory, individual works, project, presentations, paperworks etc.), examinations are very important. In case of violation of the deadlines, the task is evaluated taking into account the deduction of penalty points. Students who missed classes for a respectful reason (with supporting documents), work out them in office hours of the lecturer. Students who do not complete all types of works are not allowed to pass the final exam.  **Academic values:** students must be honest and ethical in their pursuit of academic goals in accordance with the University Students Honor Code. It is required to perform all tasks independently, forgery. The use of cheat sheets, writing off, cheating and disrespectful attitude towards to others at all stages of knowledge  control - are not allowed. | | | | | | | | | | | |
|  | | | **Basic principles of inclusive education.** The educational environment of the university is conceived as a safe place where there is always support and equal attitude from the teacher to all students and students to each other, regardless of gender, race / ethnicity, religious beliefs, socio-economic status, physical health of the student, etc. All people need the support and friendship of peers and fellow students. For all students,  progress is more about what they can do than what they can't. All students, especially those with disabilities, can receive consulting assistance by personal phone or e-mail of the lecturer. | | | | | | | | | | | | |
| **INFORMATION ABOUT TEACHING, LEARNING AND ASSESSMENT** | | | | | | | | | | | | | | | |
| **Score-rating letter system of assessment of accounting for educational achievements** | | | | | | | | | **Assessment Methods** | | | | | | |
| **Grade** | **Digital equivalent points** | | | **points,**  **% content** | | **Assessment according to the traditional system** | | | **Criteria-based assessment** - the process of correlating actual learning outcomes with expected learning outcomes based on clearly defined criteria. Based on formative and summative assessment.  **Formative assessment -** type of assessment that is carried out in the course of daily learning activities. It is the current measure of progress. The performance of the tasks, the activity in the classroom during lectures, seminars, practical exercises (discussions, quizzes, debates, round tables, laboratory work, etc.) are evaluated. Acquired knowledge and competencies are assessed.  **Summative assessment** - type of assessment, which is carried out upon completion of the study of the section in accordance with the program of the course. Conducted 3-4 times per semester. This is the assessment of mastering the expected learning outcomes in relation to the descriptors. Learning outcomes  are evaluated. | | | | | | |
| A | 4.0 | | | 95-100 | | Excellent | | |
| A- | 3.67 | | | 90-94 | |
| B+ | 3.33 | | | 85-89 | | Good | | |
| B | 3.0 | | | 80-84 | | **Formative and summative assessment** | | | **Points % content** | | | |
| B- | 2.67 | | | 75-79 | | Activity at lectures | | | 0 | | | |
| C+ | 2.33 | | | 70-74 | | Activity during practical classes | | | 20 | | | |
| C | 2.0 | | | 65-69 | | Satisfactory | | | Independent work | | | 30 | | | |
| C- | 1.67 | | | 60-64 | | Design and creative activity | | | 10 | | | |
| D+ | 1.33 | | | 55-59 | | Unsatisfactory | | | Final control (exam) | | | 40 | | | |
| D | 1.0 | | | 50-54 | | TOTAL | | | 100 | | | |
| **Calendar (schedule) for the implementation of the content of the course.** **Teaching and learning methods** | | | | | | | | | | | | | | | |
| **Week** | **Topic.**  L – lecture. PC –practical class, IWS - Independent work of students, IWST-Independent work of students with a teacher | | | | | | | | | | | | **Number of hours** | **Max. score** | |
| **Module 1.** **Public opinion as a science and practice.** | | | | | | | | | | | | | | | |
| **1** | **L1**. Public opinion as a subject of sociological study. Public opinion and public consciousness. | | | | | | | | | | | | 1 | 0 | |
| **PC 1**. Why study public opinion? | | | | | | | | | | | | 2 | 5 | |
| **2** | **L2.** Public opinion in philosophical and sociological concepts. | | | | | | | | | | | | 1 | 0 | |
| **PC2.** Theories of public opinion. | | | | | | | | | | | | 2 | 5 | |
|  | IWST 1. Consultations on the implementation of IWS 1. Names and companies in the sphere of public opinion. | | | | | | | | | | | | 1 |  | |
| **3** | **L3.** Organization of public opinion research and its inclusion in management practice in the USSR, CIS, RK and abroad. Theoretical and applied research. | | | | | | | | | | | | 1 | 0 | |
| **PC 3**. Kazakhstani and foreign institutes for the study of public opinion. | | | | | | | | | | | | 2 | 10 | |
| **IWS 1.** Names and companies in the public opinion research industry. | | | | | | | | | | | | 1 | 15 | |
| **4** | **L4.** Parameters and characteristics of public opinion. Dynamics of public opinion. | | | | | | | | | | | | 1 | 0 | |
| **PC 4**. Psychological characteristics of public opinion: direction, intensity, breadth and depth (independent study). | | | | | | | | | | | | 2 | 10 | |
| **IWST 2.** Consultations on the implementation of IWS 2. Psychological characteristics of the audience being studied | | | | | | | | | | | | 6 |  | |
| **5** | **L5.** Characteristics of the audience and models of response formation in mass surveys: information, predisposition, opinion. Spiral of silence. | | | | | | | | | | | | 1 | 0 | |
| **PC 5.** Overcoming psychological barriers. | | | | | | | | | | | | 2 | 5 | |
| **SIW 2.** Psychological characteristics of the audience being studied (independent study). | | | | | | | | | | | | 1 | 15 | |
| **6** | **L6.** Methods of studying public opinion. Subjects and objects of public opinion. Observation and focus group. In-depth interview. | | | | | | | | | | | | 1 | 0 | |
| **PC 6.** Survey program. Sampling in public opinion polls. | | | | | | | | | | | | 2 | 5 | |
| **IWST 3.** Consultations on implementation IWS 2. Public survey program plan. | | | | | | | | | | | | 6 | 15 | |
| **7** | **L7.** Interviewing and questionnaires in public opinion polls. Mass polling. Press, mail, telephone and online polling. | | | | | | | | | | | | 1 | 0 | |
| **PC 7.** Conducting questionnaire surveys and interviews. | | | | | | | | | | | | 2 | 5 | |
|  | **IWS 3.** Drawing up a program for questionnaire surveys and interviews. | | | | | | | | | | | |  |  | |
| **Midterm control 1.** | | | | | | | | | | | | | | **100** | |
| **Module 2. Formation and study of public opinion in various areas.** | | | | | | | | | | | | | |  | |
| **8** | | **L8.**Technologies of public opinion formation. Influencing public opinion. | | | | | | | | | | | 1 | 0 | |
| **PC 8.**Manipulation and public opinion. | | | | | | | | | | | 2 | 5 | |
| **9** | | **L9**. Public opinion and mass media. Mass media as an organizer and expresser of public opinion. | | | | | | | | | | | 1 | 0 | |
| **PC 9.** Public opinion on the pages and on air of mass media. | | | | | | | | | | | 2 | 5 | |
| **10** | | **L10.** Specifics of public opinion management in various areas of social communications: politics, economics, culture, sports, etc. | | | | | | | | | | | 1 | 0 | |
| **PC 10**. Mentality and public opinion. | | | | | | | | | | | 2 | 10 | |
| **SIWT 4.** Consultation on the implementation of SIW 4. Focus groups | | | | | | | | | | | 2 | 10 | | |
| **11** | | **L11.** Public opinion in business. Objectives and tasks of public opinion in the business sphere. | | | | | | | | | | | 1 | 0 | | |
| **PC 11.** Defining target settings for business research of public opinion. | | | | | | | | | | | 2 | 10 | | |
|  | | **SIW 4.** Organization of a focus group and study of the opinion of the focus group (independent research). | | | | | | | | | | |  |  | | |
| **12** | | **L12**.Public opinion in politics.Goals and objectives of public opinion in the sphere of politics. | | | | | | | | | | | 1 | 0 | | |
| **PC 12**.Definition of target settings for political research of public opinion. | | | | | | | | | | | 2 | 5 | | |
| **13** | | **L13**. Public opinion management during election campaigns | | | | | | | | | | | 1 | 0 | | |
| **PC 13**. Exit polls. | | | | | | | | | | | 2 | 5 | | |
| **IWST 5.** Consultation on the implementation of SIW 5. | | | | | | | | | | |  |  | | |
| **14** | | **L14.** Public opinion in civil initiatives. | | | | | | | | | | | 1 | 0 | | |
| **PC 14.** Definition of target settings for public opinion research in NGOs[non-governmental organizations]. | | | | | | | | | | | 2 | 5 | | |
| **IWS 5.** Submission of a completed public opinion research project. | | | | | | | | | | | 2 | 10 | | |
| **15** | | **L15.** Processing the results of public opinion research. | | | | | | | | | | | 1 | 0 | | |
| **PC 15.** Sources of errors and mistakes in its study. | | | | | | | | | | | 2 | 5 | | |
| Midterm control 2. | | | | | | | | | | | | | | **100** | | |
| **Final control (exam)** | | | | | | | | | | | | | | **100** | | |
| **TOTAL for course** | | | | | | | | | | | | | | **100** | | |

**Dean of the Faculty** K.A. Auesbayev

**Head of the Department** O.Zh. Oshanova

**Lecturer** Zh.S.Kerimbek