

Public Relations and Crisis Communications Curriculum (Syllabus)

Course details

Level of higher education	Second (Master's)
Field of knowledge	05 Social and behavioural sciences
Specialisation	054 Sociology
Educational programme	Social Data Analytics
Status of discipline	Elective
Form of study	Full-time (day)
Year of study, semester	1st year, spring semester
Scope of the discipline	5 ECTS credits/150 hours 18 hours of lectures, 36 hours of practical classes, 96 hours of independent work.
Semester assessment/assessment measures	Exam, Modular control work
Class schedule	http://roz.kpi.ua/
Language of instruction	Ukrainian
Information about the course leader/lecturers	Lecturer: Associate Professor, Candidate of Philosophical Sciences, Associate Professor, Ihor Viktorovych Pyholenko, e-mail: pigolenko@gmail.com Practical / Seminar: Associate Professor, Candidate of Philosophical Sciences, Associate Professor, Ihor V. Pyholenko, e-mail: pigolenko@gmail.com
Course location	Link to the Moodle distance learning resource: https://do.ipk.kpi.ua/course/view.php?id=4341

Curriculum

1. Description of the academic discipline, its purpose, subject matter and learning outcomes

While studying this academic discipline, students will be able to familiarise themselves with the areas of practical application of public relations theory, the specifics of the activities of an organisation's public relations service and PR consulting structure, the professional culture of a PR specialist, the structure of communications in public relations, and the communication cycle in public relations.

Communication with the lecturer is possible and encouraged during classes, as well as during consultations with the lecturer, which are held according to a schedule available on the department's website.

Interdisciplinary connections: the knowledge gained by students in the course "Public Relations and Crisis Communications" can be used not only in the study of specialised disciplines, but also in practical activities when working directly in PR agencies.

The aim of the discipline is to achieve the following learning outcomes:

1) knowledge:

- knowledge of the development and characteristics of public relations as a professional activity;
- knowledge and practical skills that a public relations specialist should possess;
- features of external and internal communication.
- socio-psychological foundations of public opinion management and crisis communication.

2) Skills:

- mastering procedural technologies of public relations;
- mastering the techniques of news construction and forms of presenting information materials;
- understanding the organisational and functional structure of public relations services in government bodies, political and public organisations, state institutions, commercial organisations, military and law enforcement agencies, as well as PR consulting structures.
 - compiling information materials: press releases, material for publication in the press, media cards, media packages, greetings.

As a result of studying this discipline, students will be able to:

- develop the organisational and functional structure of public relations services in government bodies, political and public organisations, state institutions, commercial organisations, military and law enforcement agencies, as well as PR consulting structures;
- possess the skills to organise and conduct communication events (press conferences, briefings, conferences, presentations, round tables);
- have the skills to compile information materials: press releases, material for publication in the press, media cards, media packs, greetings.

According to the educational and scientific programme, mastering this discipline contributes to the strengthening of the following competencies and programme learning outcomes:

- LC 03 - Ability to communicate with representatives of other professional groups at various levels (with experts from other fields of knowledge/types of economic activity)
- FC 05 - Ability to discuss the results of sociological research and projects in Ukrainian and foreign languages.
- FC 06 - Ability to adhere to the professional ethics of a sociologist in one's activities and be guided by universal human values.
- FC 08 - Ability to cooperate with European and Euro-Atlantic institutions.
- PRN 06 - Ability to communicate freely, both orally and in writing, in Ukrainian and one of the foreign languages when discussing professional issues, research and innovations in the field of sociology and related sciences, including in the context of cooperation with European and Euro-Atlantic institutions.
- PRN 07 - Resolve ethical dilemmas in accordance with the norms of professional ethics of a sociologist and universal human values.
- PRN 08 - Convey knowledge, personal conclusions and arguments on issues of sociology and related fields of knowledge to specialists and non-specialists, including students, in a clear and unambiguous manner.
- PRN 11 - Summarise the results of one's own scientific research and present them in scientific reports and publications.

2. Prerequisites and post-requisites of the discipline (place in the structural-logical scheme of training under the relevant educational programme)

To study the discipline, it is desirable for students to have skills in using the Word text editor.

In addition, the discipline "Public Relations and Crisis Communications" also draws on knowledge from the following disciplines: "Sociology", "Political Science", "Marketing", "Social Psychology", "Sociology of Personality", "Conflict Studies", etc.

3. Contents of the course

Names of sections and topics	Number of hours			
	Total	including		
		Lectures	Seminars	SRC
1	2	3	4	6
Chapter 1. Public relations in the modern world. Professional culture of a PR specialist				
Topic 1. The essence, content and specifics of public relations (PR) as an academic discipline	6	0	2	4
Topic 2. Public relations as a social phenomenon	7	2	2	3
Topic 3. The emergence of public relations as a field of professional activity	8	2	2	4
Topic 4. History of development of public relations	5	0	2	3
Topic 5. Public relations in the functional structure of an organisation	8	2	2	4
Topic 6. Organisation of PR activities	6	0	2	4
<i>Total for Section 1</i>	40	6	12	2
Section 2. The public and public opinion in public relations. The structure of communications in public relations				
Topic 7. The public in the field of public relations: definition, classification, patterns of functioning.	7	2	2	3
Topic 8. Internal PR. Special events in public relations.	7	2	2	3
Topic 9. External PR. Organising relations with the media.	5	0	2	3
Topic 10. Anti-crisis PR.	8	2	2	4
Topic 11. Crisis crisis situations.	5	0	2	3
Topic 12. PR in the socio-political sphere	5	0	2	3
<i>Total for section 2</i>	37	6	12	19
Section 3. The communication cycle in public relations: research, planning, implementation, evaluation				
Topic 13. Research work in public relations. Planning in public relations	8	2	2	4
Topic 14. Image building as a PR task	5	0	2	3
Topic 15. Lobbying as a component of PR	6	0	2	4
Topic 16. PR programme. Implementation of a PR programme. Evaluation of the results of a PR programme	7	2	2	3
Topic 17. PR campaign. Analysis of successful anti-crisis PR campaigns	7	2	1	4
Topic 18. The future of PR.	4	0	1	3
<i>Total for Section 3</i>	37	6	10	21
Modular control work	6	0	2	4
Exam preparation	30	0	0	30
Total hours	150	18	36	96

4. Teaching materials and resources

To successfully study the discipline, it is sufficient to work through the educational material presented in lectures and familiarise yourself with the literature.

4.1. Basic literature

1. Vinnichuk Olga, Ruda Lesya, Chabanov Vasyl. Political Communications and PR: Teaching and Methodological Guide. Kamianets-Podilskyi: Ivan Ohienko Kamianets-Podilskyi National University, 2024. 100 p. <http://elar.kpnu.edu.ua/xmlui/handle/123456789/8620>
2. Livitska, Oksana, author. PR Practice: A Textbook / Oksana Livitska; Ministry of Education and Science of Ukraine, Ivan Ohienko Kamianets-Podilskyi National University. - Kamianets-Podilskyi: Ruta, 2020. - 163 p. <https://discovery.kpi.ua/Record/000613203>
3. Public relations: theory and practice: textbook / Ministry of Education and Science of Ukraine, Pavlo Tychyna Uman State Pedagogical University; compiled by O. V. Garmatyuk. – Uman: Publisher "Sochinsky M. M.", 2024. – 266 p. <https://dspace.udpu.edu.ua/handle/123456789/16912>
4. Pygolenko, I. V. Mediation and anti-crisis communications as means of conflict resolution / Pygolenko I. V., Gruba O. G. // Collection of scientific works "Social technologies: current problems of theory and practice". - 2022. - No. 96. - P. 6-14. <https://ela.kpi.ua/handle/123456789/52758>
5. Kholod, Oleksandr Mykhailovych, author. Communication technologies: a textbook for students of higher educational institutions / O. M. Kholod. - Kyiv: Centre for Educational Literature, 2021. - 211 p. <https://discovery.kpi.ua/Record/000640178>

4.2 Supplementary literature:

1. Public Relations: Lecture Notes for Students of All Forms of Education, Speciality 075 – "Marketing" / compiled by S. V. Chernobrovkina; National Technical University "Kharkiv Polytechnic Institute". – Kharkiv: NTU "KPI", 2019. – 40 p. <https://repository.kpi.kharkov.ua/handle/KhPI-Press/42062>
2. Public Relations in the International Market [Electronic resource]: lecture notes: for first-level (bachelor's) students of the educational programme "Marketing" speciality 075 "Marketing" / compiled by: Chernobrovkina S. V.; National Technical University "Kharkiv Polytechnic Institute". – Electronic text data. – Kharkiv, 2024. – 64 p. – <https://repository.kpi.kharkov.ua/handle/KhPI-Press/82771>
3. Lecture notes on the discipline "Public Relations in Business": for applicants for the first (bachelor's) level of higher education in the educational programmes "Marketing", "Advertising Business" speciality 075 "Marketing" / compiled by: S. V. Chernobrovkina; National Technical University "Kharkiv Polytechnic Institute". – Kharkiv, 2024. – 55 p. <https://repository.kpi.kharkov.ua/handle/KhPI-Press/82770>
4. Korolko V. G. Public Relations. Scientific Foundations, Methods, Practice: Textbook. Kyiv: Publishing House "Skarby", 2001. 400 p.
5. Opalyuk O. M., Verzhikhovska O. M., Mykhalskaya Yu. A. Modern Communication Technologies: Teaching and Methodological Guide. – Kamianets-Podilskyi: SOPSR, 2021. 206 p. <http://elar.kpnu.edu.ua/xmlui/handle/123456789/5602>
6. Public Relations: A Reference Lecture Notes for Master's Degree Students Majoring in Public Management and Administration (281) Full-Time Program / Compiled by A. L. Sukhorukova. Mykolaiv: MNAU, 2022. <https://dspace.mnau.edu.ua/jspui/bitstream/123456789/12086/1/pablik-rilejshnz-konspekt-281-magistr.pdf>
7. Practice of Advertising and PR Activities. 1. Marketing Communications System. Practicum: a textbook for bachelor's degree students in the educational programme "Advertising and Public Relations" in the speciality 061 Journalism / Igor Sikorsky KPI; compiled by: A. P. Kyrychok. – Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, 2023. – 147 p. <https://ela.kpi.ua/handle/123456789/57280>
8. Practice of Advertising and PR Activities. 3. Media Planning. Workshop: a textbook for bachelor's degree students in the educational programme "Advertising and Public Relations" in the specialty 061 Journalism / Igor Sikorsky Kyiv Polytechnic Institute; compiled by A. P. Kyrychok. – Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, 2023. – 124 p. <https://ela.kpi.ua/handle/123456789/54102>
9. Psychology of PR: electronic methodological recommendations for independent work for applicants for the first (bachelor's) level of higher education, specialisation 053 "Psychology" / compiled by A. V. Kurova. – Odessa: Odessa National University named after I. I. Mechnikov, 2024. – 33 p. <https://dspace.onu.edu.ua/handle/123456789/39138>
10. Advertising and public relations: lecture notes: for students of all specialities and all forms of education / compiled by: Chernobrovkina S. V.; National Technical University "Kharkiv Polytechnic Institute". – Kharkiv, 2024. – 94 p. <https://repository.kpi.kharkov.ua/handle/KhPI-Press/82773>
11. Smirnova K. V. PR management: lecture notes. Odessa, ODECU, 2021. 192 p. <http://eprints.library.odeku.edu.ua/id/eprint/9370>
12. Teletov O. S., Teletova S. Communication convergence of journalism and public relations // *Obraz*. 2024. Issue 1 (44). P. 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. Tikhomirova, E. B. PR management: the problem of staffing Ukraine with PR specialists. Current problems of science, education and society in Ukraine and the world: a collection of abstracts from an international scientific and practical conference (Poltava, 29 September 2022). Poltava: CFEND, 2022. Pp. 48-51. https://evnuir.vnu.edu.ua/bitstream/123456789/20844/1/%d1%81_48-52.pdf
14. Shpylyk, S. V. Information warfare, propaganda and PR: so similar and yet so different... / Svitlana Vasylyvna Shpylyk // Galician Economic Herald – Ternopil: TNTU, 2014. – Volume 47. – No. 4. – pp. 178–188. https://elartu.tntu.edu.ua/bitstream/123456789/6088/2/GEB_2014v47n4_Svitlana_Shylyk-Information_war_178-188.pdf
15. PR and Business Communications of Tourism and Hospitality Enterprises / Butorina V.B., Marusey T.V. Kamianets-Podilskyi: Ivan Ohienko Kamianets-Podilskyi National University, 2025. 153 p. <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 behavioural 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
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 and Innovation Management*, 14(4), 188-199. 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). *Theorising 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-4r738FCB5csEHAwIzZmIedE&redir_esc=y#v=onepage&q&f=false

Educational content

5. Methodology for mastering the academic discipline (educational component)

Lectures

N No	Name of the topic and list of main questions
1	<p>Topic 1. Public relations as a social phenomenon.</p> <p>Public relations in the modern world. Interdependence of social actors, the need to regulate their interaction, establish favourable relations between social groups (partners), manage social relations. Socio-economic conditions for the functioning of public relations.</p> <p>Scientific definitions of public relations. Diversity of definitions. Public relations as a management function aimed at shaping public opinion, establishing mutual understanding and goodwill, communication, management, image creation, and information creation.</p> <p>Public relations and related areas of activity. Advertising, publicity, propaganda, press mediation, public activity, marketing, merchandising.</p> <p>Assignments for independent study: General principles of organising public relations work. Areas and features of public relations work in commercial and financial structures (banks, private enterprises, joint-stock companies, insurance companies, etc.). Areas of public relations work in non-profit organisations, educational institutions, cultural institutions, healthcare institutions (using the examples of a university, theatre, zoo, hospital, nature conservation organisation).</p>

2	<p>Topic 2. The emergence of public relations as a field of professional activity.</p> <p>Chronology and dynamics of the development of public relations in the global space: the emergence of the term</p> <p>—Public relations (USA, 1807, Thomas Jefferson), political PR (early 19th century), regulation of socio-economic relations (1830s), organisation of work with the press (second half of the 19th century). The emergence of professional PR (early 20th century). Ivy Lee, E. Bernays. German and French schools of PR. Consolidation of PR societies (1940s-1960s). PR in the global information society (second half of the 20th century, early 21st century).</p> <p>Four historical models of PR development according to D. Grunig. Publicity, public information, bilateral asymmetric model, bilateral symmetric model.</p> <p>Assignment for independent study: Organisation of public relations services in government bodies: the administrations of the presidents of Ukraine, the United States, and Poland. Analyse the formation and current state of the organisation of public relations departments in these government structures. Public relations centres of law enforcement agencies and special services: Departments of the Ministry of Internal Affairs, Security Service of Ukraine (regional and national levels): army, Ministry of Emergency Situations. Features of the organisation and areas of work of public relations centres.</p>
3	<p>Topic 3. Public relations in the functional structure of an organisation</p> <p>Socio-economic determinants of the emergence of public relations services in government bodies. Typical structure of a public relations department.</p> <p>The place of PR structures (press centre, public relations department, press relations department, public relations centre) in government bodies. Public relations as a component of state and municipal administration aimed at optimising the adoption and implementation of political decisions, a mechanism for gaining and retaining power and political influence, as mechanisms for taking into account and coordinating interests.</p> <p>The structure of the public relations service of a state organisation: information and analytical service, department for working with citizens' appeals and complaints, television, radio and photography department, editorial office of its own publication.</p> <p>PR departments in large state structures. Structure and functions. Press service of the President. State Committee for Information Policy, Television and Radio Broadcasting of Ukraine. National Council on Television and Radio Broadcasting. Council on Information Policy under the President of Ukraine. Office of the President.</p>
	<p>of the President. State Committee for Information Policy, Television and Radio Broadcasting of Ukraine. National Council on Television and Radio Broadcasting. Council on Information Policy under the President of Ukraine. Department for Press and Information of the Regional State Administration, press centre under the head of the Regional State Administration. PR service in the city executive committee. PR services of law enforcement agencies.</p> <p>Organisation of the work of PR consulting structures. PR consulting. Advantages and disadvantages of PR consulting structures. Areas of activity. Similarities in the organisational structures of the public relations department in an organisation and a PR consulting structure.</p> <p>Reasons for turning to PR consulting structures. Advantages and disadvantages for an organisation when hiring a PR manager for temporary cooperation. Integration of the functions of PR departments and PR consulting structures.</p> <p>Assignments for independent work: The status of public relations. The organisational structure and responsibilities of the public relations department. The PR department of an organisation: advantages and disadvantages.</p>

4	<p>Topic 4. The public in the field of public relations: definition, classification, patterns of functioning.</p> <p>The public as a group of people who are in one way or another connected with the activities of an organisation or institution.</p> <p>Typology of public groups. External and internal public. Typology of the public according to D. Hendrix (media workers, the public of the organisation itself, the local community, investors, government bodies, consumers, 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. Situational factors in transforming a latent public into an audience (James Grunig): awareness of the problem, awareness of limitations, level of involvement in the situation.</p> <p>Methods for identifying target groups of the public (geographic, demographic, psychographic, taking into account hidden power, status, reputation, membership, role in decision-making).</p> <p>Priority public groups as those that are of exceptional importance in the implementation of a particular PR programme.</p> <p>Assignment for the seminar: What are the means of internal public information? Typology of the public according to D. Hendricks. Definition of the public according to D. Grunig. Situational factors in transforming a latent public into an audience.</p>
5	<p>Topic 5. Internal and external PR. Organising relations with the media</p> <p>Internal public information system. Newspaper, newsletter, bulletin board, reports, intranet, announcements.</p> <p>Corporate culture. Special events in the organisation – holidays, anniversaries, meetings. Definition of special events. A special event is an action taken by an organisation with the aim of creating a favourable attitude towards the organisation or individuals. Examples of special events. Conference (meeting, congress, round table) as information events aimed at a target audience. Conditions for organisation and conduct. Presentation as a representation of materialised information. Invitation. Meeting. Press conference. Informal communication. Complementing communication. Parting. Exhibitions, festivals, fairs, seminars, competitions, etc.</p> <p>Specially organised forms of presenting news and information materials. Briefings and press conferences as meetings between journalists and representatives of organisations with the aim of presenting factual, commentary and problem situations to the media. Stages. Planning and conditions for informing the media. Conditions for organising and conducting briefings and press conferences. Meeting and seating journalists. Questions and answers. Actions of the organisation after the press conference. Clipping – analysis of materials published in the media.</p> <p>Assignment for independent study: 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</p>
	<p>of an organisation's leader affect the image of the organisation? What are the means of effectively motivating employees?</p>
6	<p>Topic 6. Crisis PR. Crisis management.</p> <p>The importance of well-organised communication becomes particularly clear during crisis situations. But during crises, even well-established information flows tend to break down. A crisis situation is always the main event in all the news of the day (days). It is the media that, during crisis situations, select, structure and disseminate information about the crisis and the behaviour of the state leadership during the crisis. And thus, the media shape public opinion about the authorities and their ability to resolve crises.</p> <p>In such a situation, the main task of the government is to develop and implement a crisis response system and to draft a crisis communication strategy.</p> <p>Tasks for the crisis response team:</p> <p>Mistakes made by organisations in a crisis. Practical actions aimed at overcoming the crisis. Communication plan as part of the overall plan for overcoming the crisis, crisis team, spokesperson (press secretary).</p>

7	<p>Topic 7. Research work in public relations. Planning in public relations</p> <p>Public relations and public research. Research as the systematic collection of information necessary for a comprehensive understanding of the situation, testing assumptions about the public and the consequences of communicating with it. The relationship between people's knowledge and public opinion. Types of public opinion research. Informal research: unobtrusive study method, opinion audit and communication audit. Formal research: qualitative and quantitative. Stages of formal research. Defining the problem. Selecting a measurable part of the problem. Selecting research methods. Studying published literature on similar research. Developing a hypothesis. Developing experiments. Obtaining data. Analysing data. Interpreting data for conclusions and generalisations. Preparing and presenting a report on the results.</p> <p>Qualitative research. Historiography, case studies, diaries, in-depth interviews, focus groups. Quantitative research. Content analysis, survey research. Fundamentals of quantitative research. Sample – a specially selected group of survey units that should represent the general population. Validity and reliability of the research sample. Information about the audience: cross-sectional surveys, consumer panels, questionnaires. Sociological survey questionnaire. Rules for formulating questions and compiling a questionnaire. Factors for conducting independent research. Predictive research. Audience assessment. Diaries, interviews, electronic audience sensors. Internet audience assessment.</p> <p>Assignments for independent study: Qualitative research. Historiography, case studies, diaries, in-depth interviews, focus groups. Quantitative research. Content analysis, survey research.</p>
8	<p>Topic 8. PR programme. Implementation of a PR programme. Evaluation of PR programme results</p> <p>Programming as the development of a system of components for the sequential deployment of relations with various public groups in order to implement the social mission of the organisation. Elements of PR activity programming: determining the theme of the action programme and preparing appeals; determining the content of actions and the nature of special events; determining the media; selecting principles of effective communication.</p> <p>The classic formula for planning, conducting and evaluating PR projects is RACE: R – Research (analysis and setting of tasks), A – Action (development of a programme and budget), C – Communication (implementation of the programme through information and communication tools), E – Evaluation (determination of results and adjustments to the programme).</p> <p>Communication as a key component of any informational or communicative act. Interpretation of communication in communication theory. Communication as content, as environment, as personality. Composing a message taking into account time, place, audience, situation. Criteria used by the media to define a message as news. Influence, proximity, timeliness, news, conflict.</p> <p>Means of implementing a PR programme. Uncontrolled means of communication as those that do not give</p>
	<p>the organisation to control their dissemination (articles, press releases, photographs, press conferences). Controlled as those that disseminate information about the organisation at its expense and according to its requirements. Means of print media, audiovisual communication, interpersonal communication.</p> <p>Assignment for independent study: Evaluative research as a process of evaluating a public relations action plan. Stages of evaluating a PR programme. Interpretation of the results of evaluating a PR programme. Requirements for a specialist interpreter of a PR programme evaluation.</p>

9	<p>Topic 9. PR campaign. Analysis of successful anti-crisis PR campaigns.</p> <p>Definition of a PR campaign as a special event. A PR campaign as coordinated, long-term events designed to achieve a specific goal or a number of interrelated goals aimed at a long-term goal reflected in the organisation's mission.</p> <p>PR campaign model for developing a successful organisation: formulating the organisation's mission, positioning, shaping corporate culture, creating positive public relations, maintaining a positive reputation.</p> <p>The tasks of PR campaigns (positioning, crisis management, reputation repair). Types of PR campaigns: public communication, public awareness raising, public education, strengthening positions and behaviour, changing opinions, changing behaviour.</p> <p>Principles of a successful campaign: assessment of the needs, goals and capabilities of priority public groups; systematic planning and implementation of the campaign; continuous monitoring and evaluation to understand what works and where additional efforts are needed understanding the interdependent roles of the media and interpersonal communication; selecting appropriate media for each priority audience, with a clear understanding of the ability of these media to deliver the campaign message.</p> <p>Elements of a successful campaign: education, engineering, reinforcement, empowerment, evaluation. Campaign planning. Setting goals, budgets, developing a strategy, planning for unforeseen situations, development internal strategy. Campaign implementation campaign. Adapting tactics to strategy, informing , solving problems. Campaign evaluation. Monitoring, analysis. Examples of successful PR campaigns.</p> <p>Assignments for independent study: Defining a PR campaign as a special event. PR campaign model for developing a successful organisation. Objectives of PR campaigns. Types of PR campaigns. Principles of a successful campaign. Elements of a successful campaign.</p>
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Seminar (practical) classes

The main objectives of the seminar (practical) classes cycle are:

to develop in students:

- knowledge about the development and characteristics of public relations as a professional activity;
- knowledge and practical skills that a public relations specialist should possess;
- the specifics of external and internal communication.
- the socio-psychological foundations of public opinion management and crisis communication.

N z/p	Name of the topic and list of main questions
Section 1. Public relations in the modern world. Professional culture of a PR specialist	
1	<p>Topic 1. The essence, content and specifics of public relations (PR) as an academic discipline</p> <ol style="list-style-type: none"> 1. Interpretation of the concept of PR. 2. PR as a science and field of activity. 3. Subject and object of PR as a science. 4. Principles and functions of PR. 5. The connection between PR and other disciplines and fields of activity. <p>Assignments for independent study: General principles of organising public relations work.</p>
	Directions and features of the work of public relations services in commercial and financial structures (banks, private enterprises, joint-stock companies, insurance companies, etc.).
2	<p>Topic 2. Public relations as a social phenomenon.</p> <ol style="list-style-type: none"> 1. Public relations as a science and activity 2. The object and subject of public relations 3. Functions of public relations 4. Public relations and related fields of activity. <p>Assignment for independent study: Areas of public relations work in non-profit organisations, educational institutions, cultural institutions, and healthcare institutions (using the examples of a university, theatre, zoo, hospital, and nature conservation organisation).</p>

3	<p>Topic 3. The emergence of public relations as a field of professional activity.</p> <ol style="list-style-type: none"> 1. The history of the term "public relations". 2. Scientific schools of PR. 3. Historical models of PR development. 4. The development of PR in Ukraine. 5. Areas of PR activity. <p>Assignment for independent study: Analyse the formation and current state of the organisation of public relations departments in these government structures. Public relations centres of law enforcement agencies and special services: Departments of the Ministry of Internal Affairs, Security Service of Ukraine (regional and national levels): army, Ministry of Emergency Situations. Features of the organisation and areas of work of public relations centres.</p>
4	<p>Topic 4. History of the development of public relations</p> <ol style="list-style-type: none"> 1. Main categories of PR: action, campaign, situation. 2. The emergence of the foundations of PR in the USA. Precursors of PR. 3. The first PR firms, the emergence of professionals - PR managers. 4. The emergence and development of PR in Ukraine. <p>Assignment for independent study: Organisation of public relations services in government bodies: the administrations of the presidents of Ukraine, the United States, and Poland.</p>
5	<p>Topic 5. Public relations in the functional structure of an organisation</p> <ol style="list-style-type: none"> 1. Laws governing PR activities. 2. Professional activities of a PR specialist. 3. Areas and features of the work of a PR specialist. 4. Ethical principles of the work of a PR specialist. 5. Regulatory and legal documents governing the activities of a PR specialist. <p>Assignments for independent study: General principles of organising public relations services. Areas and characteristics of public relations services in commercial and financial structures (banks, private enterprises, joint-stock companies, insurance companies, etc.). Areas of public relations work in non-profit organisations, educational, cultural and healthcare institutions (using the examples of a university, theatre, zoo, hospital and nature conservation organisation).</p>
6	<p>Topic 6. Organisation of PR activities</p> <ol style="list-style-type: none"> 1. PR activities: main forms and areas. 2. PR service: organisational structure. 3. Functions of PR specialists. 4. Principles, ethics and legal basis of PR specialists' activities. <p>Assignment for independent study: Select and develop a structural diagram of a company's PR department.</p>
<p>Section 2. The public and public opinion in public relations. The structure of communications in public relations</p>	
7	<p>Topic 7 The public in the public relations: definition, classification, patterns of functioning.</p> <ol style="list-style-type: none"> 1. The public as a group of people. 2. Typology of public groups. 3. The audience as an active public. 4. Methods for identifying target public groups.
<p>Assignment for independent study: What are the means of internal public information? Typology of the public according to D. Hendricks. Definition of the public according to D. Grunig. Situational factors in the transformation of a latent public into an audience.</p>	

8	<p>Topic 8. Internal PR. Special events in public relations.</p> <ol style="list-style-type: none"> 1. Internal public information system. 2. Corporate culture. 3. Mass media. 4. Public relations tools for building effective relationships with the media. <p>Assignment for independent study: 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 an organisation's leader affect the image of the organisation? What are the means of effective employee motivation?</p>
9	<p>Topic 9. External PR. Organising relations with the media.</p> <ol style="list-style-type: none"> 1. The information space of Ukraine. 2. Ethics of an organisation's relations with the media. 3. Briefings and press conferences as meetings between journalists and representatives of organisations. 4. Press tours as events for journalists. 5. Media map as systematised data on the media. <p>Assignment for independent study: Describe the conditions for influencing the public through public relations programmes (identifying and understanding public opinion; defining target groups; taking into account the "laws" of public opinion formation). What is the difference between influencing the public through advertising, propaganda, and public relations? Give a reasoned answer.</p>
10	<p>Topic 10. Crisis PR.</p> <ol style="list-style-type: none"> 1. Crisis situation 2. Crisis stages 3. Typology of crises <p>Assignment for independent study: Mistakes made by organisations in a crisis. Practical actions aimed at overcoming the crisis.</p>
11	<p>Topic 11. Crisis management.</p> <ol style="list-style-type: none"> 1. Management in crisis conditions. 2. Practical actions aimed at overcoming the crisis. 3. Communication plan <p>Assignment for independent study: Communication plan as part of the overall plan for overcoming the crisis, crisis team, spokesperson (press secretary).</p>
12	<p>Topic 12. PR in the socio-political sphere</p> <ol style="list-style-type: none"> 1. Political and social advertising, targeted programmes and projects. 2. Manipulation of consciousness as a factor in shaping public opinion and 3. stereotypes. 4. "Black" and "dirty" PR techniques. 5. Psychological aspects of government PR in modern conditions. 6. PR measures in the system of public administration. <p>Assignment for independent study: Analyse the "black" and "dirty" PR techniques that were used during the last parliamentary elections.</p>
Section 3. The communication cycle in public relations: research, planning, implementation, evaluation	
13	<p>Topic 13. Research work in public relations. Planning in public relations.</p> <ol style="list-style-type: none"> 1. Public relations and public opinion research. 2. Types of public opinion research. 3. Qualitative research. 4. Quantitative research. <p>Assignments for independent study: Qualitative research. Historiography, case studies, diaries, in-depth interviews, focus groups. Quantitative research. Content analysis, survey research.</p>

14	<p>Topic 14. Image formation as a PR task</p> <ol style="list-style-type: none"> 1. Objects and methods of image formation. 2. Image support and correction, image protection from external influences. 3. Control of communication channels, ongoing information monitoring. 4. Psychological features of image formation. 5. PR advertising of image <p>Assignment for independent study: Practical assignment on developing the image of a company manager.</p>
15	<p>Topic 15. Lobbying as a component of PR</p> <ol style="list-style-type: none"> 1. Planning a lobbying campaign 2. Lobbying tools 3. Lobbying techniques and methods 4. Media support for a lobbying campaign <p>Homework assignment: Try to summarise the key information on one sheet of paper.</p>
16	<p>Topic 16. PR programme. Implementation of a PR programme. Evaluation of the results of a PR programme.</p> <ol style="list-style-type: none"> 1. PR programming. 2. Elements of PR programming. 3. Means of implementing a PR programme. 4. Evaluation of programme implementation results. <p>Assignments for independent study: Practical tasks for developing a PR programme for the following situations: city day celebrations; university anniversary celebrations; mayoral election campaign; opening of a new bookshop, opening of a new sports club, or others at the students' discretion.</p>
17	<p>Topic 17. PR campaign. Analysis of successful anti-crisis PR campaigns. The future of PR.</p> <ol style="list-style-type: none"> 1. The goal of a PR campaign. 2. Identifying the audience for a PR campaign. 3. Means of implementing the proposed PR campaign. 4. Scope of resources for a PR campaign. 5. The post-industrial era: information society, global communications. 6. Verbal communications in PR: public speaking, rules for writing texts. 7. Non-verbal communication in PR. PR and the latest information technologies. 8. PR and the Internet. Convergence of the media and the Internet. Internet representation and PR. 9. Advantages and disadvantages of the Internet as a PR technology. <p>Assignments for independent study: Defining a PR campaign as a special event. A model PR campaign for developing a successful organisation. The objectives of PR campaigns. Types of PR campaigns. Principles of a successful campaign. Elements of a successful campaign. Is there a future for PR technologies?</p>
18	Modular test

6. Independent work of the student/postgraduate

Independent work by the applicant includes:
preparation for classroom sessions – 62 hours;
preparation for modular control work– 4 hours;
preparation for the exam – 30 hours.
Total – 96 hours.

Questions for independent work for full-time students are specified for each lecture and practical assignment.

Policy and control

7. Academic discipline policy (educational component)

Attendance and completion of assignments

Students who wish to demonstrate excellent learning outcomes must actively participate in lectures, but they do not need to make up for missed lectures.

Students will be required to actively participate in practical classes. The student's rating will largely be based on the results of their work in practical (seminar) classes. Each missed practical class (regardless of the reason for

the absence) lowers the student's final rating for the discipline. There is no specific number of missed practical classes that will require the student to study the relevant topics independently (complete assignments) and communicate with the teacher on this matter. At the same time, a student who has missed practical classes may receive a low rating, which will not allow such a student to take the exam (in the case of 2 non-certifications). In this case, the topics of the missed seminars must be studied, and the practical tasks must be completed by the student. The student's knowledge (understanding) of the missed topics (completion of assignments) will be checked during communication with the teacher according to the consultation schedule or during the exam. Students who complete the relevant assignments will receive the corresponding points for their rating depending on the quality of their answers and the completion of creative tasks.

Students who have missed practical classes can prevent their final rating from being lowered by studying the relevant topics in a timely manner (during the semester) and completing the tasks assigned for the missed classes. There is no need to wait for the exam session to approach to communicate with the teacher. This should be done as soon as the student is ready to demonstrate their knowledge and skills on the missed topics.

The topics and assignments for practical classes are provided in the Syllabus, available from the student's personal account in the Moodle system.

Laptops and smartphones may be used during lectures and practical classes, but only for purposes related to the topic of the class and the relevant thematic assignment.

During practical classes, students may use written notes they have prepared on the topic of the class (or the task), but reading from a piece of paper reduces the quality of the answer and the grade.

Informal education

At the request of the applicant, in conditions that do not facilitate regular attendance of classes, it is permissible to study individual substantive parts of the discipline in asynchronous mode, in particular through distance learning courses and other forms of informal learning. In order for the credits for such courses to be taken into account in the rating system, 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 completion of informal learning, the student must provide a relevant document (certificate) indicating the name of the courses and their duration in hours. The recognition of informal education results is carried out in accordance with the procedure set out in the relevant Regulations of Igor Sikorsky KPI: <https://osvita.kpi.ua/node/179>.

In particular, we recommend taking the online course "Monitoring and Evaluation for NGOs." The course is available on the educational online platform "Зрозуміло!" at the following 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 Honour of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". For more details, see: <https://kpi.ua/code>.

(other necessary information regarding academic integrity)

Standards of Ethical Conduct

The standards of ethical conduct for students and employees are defined in Section 2 of the Code of Honour of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" (.). For more information, please visit: <https://kpi.ua/code>.

8. Types of control and rating system for assessing learning outcomes (RSO)

Ongoing assessment: quizzes on the topic of the lesson, completion of assignments

Calendar control: conducted twice per semester as monitoring of the current status of syllabus requirements.

Semester assessment: exam

Assessment and control measures

A student's grade for the course consists of points awarded for:

1) answers, solving tasks and supplementing other students' answers during discussions in seminars, active participation in lectures;

2) completion of the Modular control work.

Students receive the highest rating if they actively participate in seminars, provide complete and reasoned answers, present them logically, express their own position on discussion issues, and present it clearly and logically.

Proper preparation for a practical class will take an average of 1.5-3 hours.

The lecturer assesses the student's work at each practical class. The final number of points for work in practical classes is posted by the lecturer on the electronic campus.

Detailed criteria for assessing student learning outcomes are set out in the regulations on the RSO for the discipline.

Students may appeal the teacher's assessment by submitting a complaint to the teacher no later than the day after the student has been informed of the teacher's assessment. The complaint will be considered in accordance with the procedures established by the university.

The conditions for admission to the semester exam are a minimum of 30 points for the semester.

Table of correspondence between rating points and grades on the university scale:

<i>Number of points</i>	<i>Grade</i>
100-95	Excellent
94	Very good
84	Good
74-65	Satisfactory
64-60	Sufficient
Less than 60	Unsatisfactory
Admission requirements not met	Not admitted

9. Additional information on the discipline (educational component) Recommendations for students

Within the framework of the academic discipline "Public Relations and Crisis Communications," lectures and seminars are conducted accordingly. Lectures are conducted using presentations on basic terms, concepts, and theories, taking into account the topics of the classes. The course includes familiarisation with primary sources and their discussion in seminars. The course also provides for the acquisition of practical skills, namely, writing a PR campaign plan, developing a strategy, and formulating and developing recommendations.

Seminar classes involve students preparing presentations on specific topics, participating in discussions, expressing their own opinions, etc. The criteria for assessing the completion of seminar tasks are: logical sequence of answers; completeness of each question; analytical reasoning in answers; references to sources; validity of personal conclusions.

When preparing for a seminar, students should study the lecture material on a specific topic and familiarise themselves with additional sources and articles in periodicals. Even well-prepared students should not remain passive observers during the seminar session, but should actively participate in the discussion of the issue. If a student has not familiarised themselves with the course material, they should listen more carefully to the speakers and try to compensate for their lack of preparation for the session with the information they receive. Students should not refuse to answer the teacher's questions. Even if a student does not know the answer, it is advisable to try to answer, express their opinion based on their own knowledge, experience, the logic of the question, etc. A responsible attitude towards preparation for each seminar allows you to understand the issues covered in the discipline "Public Relations and Crisis Communications".

Extracurricular activities

Students may participate in an informal club for sociologists.

Distance learning

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

Inclusive learning

Permitted

Work programme for the academic discipline (syllabus): Public relations and crisis communications

Compiled by Associate Professor, Candidate of Philosophical Sciences, Associate Professor, Ihor

Viktorovych Pyholenko **Approved by** the Department of Sociology (Minutes No. 12 of 24 May 2024)

Approved by the Methodological Commission of the Faculty of Sociology and Law (Minutes No. 9 dated 26 June 2024)

Rating system for assessing learning outcomes

A student's rating in the discipline "Public Relations and Crisis Communications" consists of points awarded for: reports, answers, problem solving, and additions to other students' answers during discussions in seminars.

Distribution of teaching time by type of class and assignment in the academic discipline in accordance with the working curriculum

Semester	Teaching time		Distribution of teaching hours		Control measures			
	Credits	Academic year	Lectures	Sem.	MC W	DC R	Ref.	Semester exam
1	5	150	18	36	1	-	-	exam

1. Calculation of weighted points

The RSO for an academic discipline consists of the sum of points for control measures during the semester R D

R D consists of points that the student receives for the following types of work:

- answers in practical classes;
- Modular control work;
- Exam

The RS for an academic discipline consists of the sum of the student's points for all control measures completed during the semester (R_D).

$$R_D = r_{\text{sem.}} + r_{\text{mkr}} + r_{\text{exam}} = 25 + 24 + 51 = 100 \text{ points.}$$

1. Answers in seminars.

Weighting score – 5 points for a correct answer (addition to the answer) to one question.

The maximum number of points for participation in seminars is equal to

G sem = 5 points * 5 answers = 25 points For each question answered, the student receives:

- "excellent", complete answer (at least 90% of the required information, if the student demonstrates a deep knowledge of the material, presents it logically and consistently, gives reasoned conclusions, freely operates with specific data, answers the questions easily and convincingly; active participation in the class – 5 points;
- "very good" and "good", a sufficiently complete answer (at least 75% of the required information), or a complete answer with minor inaccuracies, answers most of the questions asked – 4 points;
- "satisfactory" and "sufficient", incomplete answer (at least 60% of the required information) and significant errors, answers questions poorly or not at all, adds to answers of other students – 3 points.
- "Unsatisfactory", no work in the seminar, the student was not ready to answer the questions asked – 0-2 points.

2. Modular test

Weighting – 24 points.

Assessment criteria:

- "Excellent", complete answer (at least 90% of the required information) to all questions of the modular test; the student is well versed in the material presented – 22-24 points;
- "good", the student answered 75% of the questions in the modular test; answers to all questions in the test require clarification – 18-21 points;
- "satisfactory", the student answered 60% of the questions in the Modular control work; answers require significant clarification, insufficient knowledge of the material – 14-17 points;
- "unsatisfactory", the answer does not meet the requirements by 5 points, the student is not familiar with the material, extremely limited answer – 0-13 points.

3. Exam.

Weighting score – 51.

The exam is conducted orally, with 3 questions on the exam. Each question is scored out of 17 points according to the grading system:

- "excellent", complete answer (at least 90% of the required information) – 16-17 points;
- "good", sufficiently complete answer (at least 75% of the required information, or minor inaccuracies) – 14-15 points;
- "satisfactory", incomplete answer (at least 50% of the required information and some errors) – 12-13 points;
- "sufficient", incomplete answer, significant errors – 10-11 points;
- "unsatisfactory", unsatisfactory answer – 0-9 points.

Bonus points (no more than 10 points for all types of work):

- for research activities (participation in conferences, "FSP Science Days", student competitions, publications);
- participation in faculty competitions in academic disciplines and all-Ukrainian competitions.

2. Procedure for conducting attestation and examination control

Based on the results of academic work for the first 8 weeks, an "ideal" student should score 15 points. At the first assessment, the student receives a "pass" if their current rating is 15 points or more. At the second assessment, the student receives a "pass" if their current rating is 30 points or more. A prerequisite for admission to the exam is the completion of all assignments in seminars, as well as the Modular control work.

To conduct the assessment of the academic discipline, each lecturer uses a cumulative record sheet, in which the points awarded for all types of classroom and independent assignments completed by the student (practical classes, Modular control work) are entered. The rating points are entered into the interim control record (1st and 2nd assessments).

If this indicator does not meet the requirements, the assessment record is marked as "not certified".

If a student receives less than 30 points, they must complete additional work in the form of writing and defending a paper on a topic assigned by the teacher.

Thus, the student's overall (final) rating is calculated as the sum of the points actually received for the specified types of work. The maximum possible total score for a student is 100 points.

The conversion of rating scores into ECTS and traditional grades for inclusion in the examination record and credit book is carried out in accordance with Table 1.

Table 1

Total points for all types of educational activities	Traditional grade
95 - 100	excellent
85 - 94	Very good
75	good
65 - 74	satisfactory
60	sufficient
Less than 60	Unsatisfactory

Questions for the Modular control work

1. General principles of organising public relations services.
2. Directions and features of public relations services in commercial and financial structures (banks, private enterprises, joint-stock companies, insurance companies, etc.)
3. Areas of public relations work in non-profit organisations, educational, cultural and healthcare institutions (using the examples of a university, theatre, zoo, hospital, nature conservation organisation).
4. Organisation of public relations services in government bodies: the administrations of the presidents of Ukraine, the United States and Poland. Analyse the development and current state of the organisation of public relations departments in these government structures.
5. Public relations centres of law enforcement agencies and special services: Departments of the Ministry of Internal Affairs, Security Service of Ukraine (regional and national levels): army, Ministry of Emergency Situations. Features of the organisation and areas of work of public relations centres.
6. Provide a definition of public opinion. Identify the most accurate one in your opinion. Provide an argument in favour of your chosen definition.
7. List the characteristic features of public opinion and explain the meaning of these characteristics.
8. Define the concepts of "orientation," "interests," and "attitudes" of an individual.
9. Explain the essence of M. Ray's theory of persuasion.
10. Provide and explain the laws of formation of public opinion according to H. Kentril.
11. What are the means of internal public information?
12. What are the components of the concept of "corporate culture"?
13. What is "corporate style"?
14. How does the image of an organisation's leader affect the image of the organisation?
15. What are the means of effectively motivating employees?
16. Describe the conditions for influencing the public through public relations programmes (identifying and understanding public opinion; defining target groups; taking into account the "laws" of public opinion formation).
17. What is the difference between influencing the public through advertising, propaganda, and public relations? Give a reasoned answer.
18. Management in a crisis. Mistakes made by organisations in a crisis.
19. Practical actions aimed at overcoming the crisis.
20. Communication plan as part of the overall plan for overcoming the crisis, crisis team, spokesperson (press secretary).
21. Qualitative research. Historiography, case studies, diaries, in-depth interviews, focus groups.
22. Quantitative research. Content analysis, survey research.
23. The goal of the PR campaign.
24. Identifying the audience for the PR campaign.
25. Means of implementing the proposed PR campaign.
26. Scope of resources for the PR campaign.

Exam questions

1. Public relations as a type of scientific, cognitive, organisational and practical activity.
2. Features of the formation and trends in the institutionalisation of PR in the first half of the 20th century.
3. Features of the development of specialised PR services and firms in Europe and America in the second half of the 20th century.
4. Ethnocultural foundations of PR: the significance of PR in everyday life.
5. The state, main directions of development and problems of institutionalisation of PR in Ukraine.
6. PR and related activities.
7. Technological specifics of PR: features of scientific, cognitive, and socio-practical functions of PR.
8. Specifics 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 activities in the field of PR.
11. Requirements for the personal qualities of a PR specialist.
12. Education and features 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 identifying target and priority public groups.
16. The concept of public opinion. The role, significance and functional characteristics of public opinion in social life.
17. The 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. The main elements of the communication process.
21. Verbal communication in public relations. Specifics of public speaking.
22. Rules for compiling test materials.
23. The importance of non-verbal communication in public relations.
24. The concept of mass communication. Functions of mass communication.
25. News agencies and the press as means of mass communication. Their role and significance in the organisation of public relations.
26. News agencies: their purpose and specific features of operation.
27. The specifics of the press as a means of mass communication, its advantages and disadvantages.
28. Radio and television as means of mass communication, their advantages and disadvantages.
29. Working 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, review and advertising articles.
32. Materials for the press: biographies and photographs.
33. Specifics of working with radio and television.
34. Reporting as a genre of informational journalism.
35. Interviews as a genre of informational journalism.
36. Conversation, review, commentary as genres of analytical journalism.
37. Sketches, essays, feuilletons, and pamphlets as genres of artistic journalism.
38. Means of internal communication: newsletters, reports, notice boards, communication with management.
39. PR in economic activity: tasks and main directions of development.
40. The role and significance of PR in the development and implementation of the marketing policy of economic entities.
41. The role and significance of PR in the development and implementation of advertising policy for economic entities.
42. Relations with the state as a direction of professional activity in the field of PR.

43. The technology of power distribution and the possibilities and means of influencing the activities of legislative, executive and judicial authorities.
44. The essence and principles of lobbying.
45. Methods and rules of lobbying.
46. Features of PR in non-governmental 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 public life: features of PR technologies in the fields of sports, concert and theatre activities, show business, tourism, education.
50. Image as a category of PR theory. The role and significance of image.
51. Image creation as a technological problem of PR.
52. PR advertising of image: organisational and technological features.
53. The concept and essence of publicity in PR theory.
54. Functions of publicity.
55. The concept of an image maker in PR theory.
56. Organising 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: organisational principles of PR services.
60. PR management: technological features of planning and programming PR campaigns.
61. Organising campaigns and effective communications as a means of implementing a PR programme.
62. PR management: technological features of assessing the progress and main results of a PR programme.
63. PR in crisis situations: risk communication as a means of preventing crisis situations.
64. PR in crisis situations: features of crisis management through the organisation and development of effective communications.