APPROVED:
Acting Dean of the Faculty of Economics
and Management
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_____2023

APPROVED:
Acting Vice-Rector for Academic
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_____2023

APPROVED:
Director of the Education and Research
Institute of Innovative Educational Technologies
_____ Sviatoslav PYTEL
_____2023

SYLLABUS
of the course on
"COMMUNICATION IN PUBLIC ADMINISTRATION"
(in the foreign language)

degree of higher education – master
branch of knowledge - 28 "Public Management and Administration"
speciality - 281 "Public Management and Administration"
educational and professional program - "Public Management and Administration"

Department of Management, Public Administration and Personnel

Form of training	Year	Semester	Lectures (hr.)	Seminars (hr.)	Idivid. SW (hr.)	Training, CPIT (hr.)	Indep. SW (hr.)	Total (hr.)	Credit (sem.)
Full-time	1	1	30	14	4	4	68	120	1
Part-time	1	1.2	10	6	-	-	104	120	2

Ternopil - 2023

The syllabus is compiled on the basis of the educational and professional program "Public management and administration" for training applicants of the second (master's) degree of higher education in branch of knowledge 28 "Public management and administration" on speciality 281 "Public management and administration", approved by the Academic Council of WUNU (Minutes No. 9 of June 15, 2022)

The syllabus is made up by:
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The syllabus is approved at the meeting of the Department of Management, Public Administration and Personnel, Minutes No. 1 of August 29, 2023

The Head of the Department of Management,
Public Administration and Personnel,
Doctor of Economic Sciences, Professor   Mykhailo SHKILNYAK

Considered and approved by the Group Providing the Speciality 281 "Public Management and Administration", Minutes No. 1 of August 30, 2023

The Head of the Providing Group,
Doctor of Economic Sciences, Professor   Alla MELNYK

The Guarantor
 of the Educational and Professional Program   Alla VASINA

STRUCTURE OF THE SYLLABUS OF THE EDUCATIONAL COURSE «COMMUNICATION IN PUBLIC ADMINISTRATION (IN THE FOREIGN LANGUAGE)»

1. Description of the course "Communication in public administration (in the foreign language)"

Course - "Communication in public administration"	Branch of knowledge, speciality, DHE	Characteristics of the educational course
The number of Credits ECTS – 4 (full time)	Branch of knowledge - 28 "Public Management and Administration"	**Status of the course** Compulsory **Language of teaching** English
The number of credit modules - 3	Speciality - 281 "Public Management and Administration"	**Year of training:** *Full-time -1* *Part-time -1* Semester: *Full-time -1* *Part-time -1,2*
The number of content modules - 2		**Lectures:** *Full-time – 30 hr.* *Part-time – 10 hr.* **Practical classes:** *Full-time -14 hr.* *Part-time – 6 hr.*
The total number of hours - 120	Degree of Higher Education - Master	**Independent work:** *Full-time – 68 hr.* *Training, CPIT- 4 hr.* *Part-time – 104 hr.* **Individual work:** *Full-time – 4 hr.*
Weekly hours 10 hr., of them auditorium – 3 hr..		The type of the final control – credit

2. THE PURPOSE AND TASKS OF THE COURSE "COMMUNICATION IN PUBLIC ADMINISTRATION (IN THE FOREIGN LANGUAGE)"

2.1. The purpose of studying the course

The purpose of the course "Communication in public administration" is the formation of theoretical knowledge of the principles, tools, mechanisms of communication activities of state authority and local self-government bodies and the development of practical skills and abilities to build a communication system, the use of modern information and communication technologies in the process of management activities to ensure openness, transparency and efficiency of functioning public authority organs.

2.2. The task of studying the course

As a result of studying the course "Communication in public administration", applicants for higher education should:

know:

- basic theoretical concepts of communication, communicative process and communication space;

- types, forms, methods of ensuring communicative activity in public administration and its features;

- regulatory and legal bases for the regulation of information and communication activities in public administration;

- principles of formation of internal organizational communication in public administration;

- mechanisms of communicative interaction of public authority organs and local self-government bodies with the public;

- peculiarities of the use of communication technologies in public administration;

- the basic principles of forming and implementing a communication strategy and information/communication campaign by public authority organs and local self-government bodies;

- directions of state information policy and digital development policy;

- peculiarities of the organization of e-governance and e-democracy;

- modern approaches and tools of e-communication in public administration;

be able to:

- reproduce at a professional level systematic knowledge of communication in public administration;

- have an arsenal of effective communication tools and communication methods;

- establish and carry out professional communication at different levels in accordance with the requirements of morality and professional ethics;

- organize and carry out communication in public authority organs and between public authority organs and the public;

- apply modern communication technologies to present and highlight the activities of the public authority organs to the public;

- identify and solve problematic issues in the communication of public administration bodies;

- develop the strategy and tactics of communication with the public for state authority organs and local self-government bodies;

- form and implement strategies and concepts of communication activity of public authority organs;

- analyze and evaluate the state communication policy and present the results of its implementation at the state, regional, and local levels;

- use information and communication resources of public authority organs;

- apply modern information and communication technologies in the field of public administration.

2.3. Name and description of competences, the formation of which

ensures the study of the course

Description of competencies, the formation of which ensures the study of the course:

- to improve and develop professional, intellectual and cultural levels;
- to make well-founded decisions and use modern communication technologies;
- to conduct professional communication in a foreign language;
- to organize information and analytical support of management processes using modern information resources and technologies, in particular, to develop measures for the implementation of electronic governance in various spheres of public management and administration;
- to represent public administration bodies in relations with other state organs and local self-government bodies, public associations, enterprises, institutions and organizations regardless of the forms of ownership and with citizens and establish effective communication with them.

2.4. Prerequisites for studying the course

Acquisition of knowledge according to the program of the entrance professional test in the specialty.

2.5. Studying outcomes

Program studying outcomes obtained during the study of the course "Communication in public administration" allow students in the process of professional realization:

- to determine the priority directions for the implementation of electronic governance and the development of electronic democracy.
- to be able to communicate effectively, argue one's position, use modern information and communication technologies in the field of public management and administration on the basis of social responsibility, legal and ethical norms.
- to communicate in a foreign language on professional topics, discuss public administration problems and research results.
- to represent public administration bodies and other organizations of the public sphere and to present the results of their activities to specialists and general public

3. SYLLABUS OF THE EDUCATIONAL COURSE ON "COMMUNICATION IN PUBLIC ADMINISTRATION (IN THE FOREIGN LANGUAGE)":

Content module 1. Communication in public administration: theoretical, organizational and legal foundations

Theme 1. Theoretical foundations of communication, communicative process and communication space

Concept, subject, object and essence of communication. Purpose, tasks and functions of communication. Types, forms, levels of communication. Classification of communication. Channels, means and methods of communication. Communication networks. Communication process as information exchange. Concepts, main

elements and stages of the communication process. Components of the modern model of the communication process. Information and communication space. Communication activity. Obstacles in communication: types, causes of their occurrence and methods of elimination. Key elements of effective communication. Methods to improve the communication process.

References: [2; 7; 9; 13; 34; 37; 42]

Theme 2. Communication activities of public administration bodies

The essence and peculiarities of communication and communicative space in the system of public power. The main subjects of the communicative space. Communication process in public bodies: main elements, stages. Types and forms of communication in the activities of public administration subjects: appointment of employees and citizens; interview; meeting; advice; round table; seminar; meeting; conference; general meeting; special event; public hearing; public debate; briefing; press conference; press tour; incoming and outgoing correspondence; feedback etc. Means of communication: government communication platform, official websites, social networks, mass media, leaflets, announcements, newsletters and bulletins. Communication methods: publicizing the results of activities of state authority organs and local self-government bodies, informing, posting information on official websites, ensuring filling in thematic pages (sections), persuasion, involvement, education, explanation, clarification, dialogue, mediation, discussion.

Principles of ensuring communicative interaction in public administration. Structural units (communication specialists) responsible for internal and external communication (communication and information policy units, press centers). The main functions of communication units in public administration. The place of the communication unit in the structure of the public authority body and local self-government.

References: [4; 5; 7; 8; 9; 12; 13; 37; 39; 45]

Theme 3. Normative and legal regulation of information and communication activities in public administration

The principles of communication activity in public administration established in the provisions of the Constitution of Ukraine. Provisions of the Civil and Criminal Codes of Ukraine regulating communication activities in the public sphere. Laws of Ukraine regulating communication in the public administration system. Laws of Ukraine regulating the activities of mass media. Normative and legal acts regulating communication of public authority organs and local self-government bodies with the public. The concept of citizens' appeal, its forms and types. Requirements for an appeal of citizens. Citizen's rights when considering an appeal. The procedure and features of consideration of citizens' appeals by public administration bodies. Instructions on proceeding citizens' appeals. Organization of personal appointments of citizens. The procedure for sending and considering an electronic petition.

References: [1; 4; 7; 16; 17; 20-31; 37]

Theme 4. Internal organizational communication in public administration

The essence, structure and peculiarities of building internal communication in public administration bodies. Types, forms and methods of internal organizational communication in public administration. Internal communication process. Information and requirements for it, information flows in public administration

bodies. Organization and management of document circulation in public authority organs and local self-government bodies. Internal communication planning. Organization of business communication in public administration. Communicative culture in public authority organs and local self-government bodies.

References: [3; 7; 9; 10; 12; 19; 42]

Theme 5. Communication with the public in public administration

Coverage of the activities of public administration bodies as a form of direct communication with the public. Forms and procedures for covering the activities of public authority organs and local self-government bodies. Types and methods of consultations with the public (discussions, comments, working groups, meetings with the public, surveys; discussions with target groups; open meetings; public hearings, conferences, seminars, forums, round table meetings, meetings, debates, etc.). Tools of interaction of officials of public administration organs with the public. The procedure for conducting consultations with the public on issues of formation and implementation of the state policy. Public opinion and its importance in public administration. Study, evaluation and consideration of public opinion when making management decisions. A tentative plan for conducting consultations with the public. Concepts, types, classification and structure of collegial advisory bodies. Activities of public councils under state authority organs and local self-government bodies: main tasks, functions, powers, formation of representatives. Participation of the public council in management decision-making and tools of its interaction with public authorities. Communication with mass media, public events.

References: [1; 3-10; 12; 13;15; 18; 19; 32- 37; 45]

Content module 2. Formation and implementation of communication activities of public administration bodies based on modern technologies

Theme 6. Communication technologies in public administration

The essence, forms and types of communication technologies in public administration. Technologies of formation of internal organizational and external communication systems in public administration. Construction of online communication of public administration bodies. Communication in social networks. Crisis communication in public administration. Communication strategies in public administration: purpose, tasks, tools, methods of development and adoption. Formation and implementation of the communication strategy of the public administration body. Key performance indicators and communication strategy evaluation methods. Communication/information campaigns (stages of preparation and implementation).

References: [7; 9; 13; 19; 34; 34; 36; 37; 45]

Theme 7. State information policy and state policy on digital development

Main areas, subjects, guarantees and rights for information. Mass information and mass media. Information products and information service. Liability for violation of information legislation. Priorities of state policy in the information sphere: ensuring information security; protection and development of the information space of Ukraine, the constitutional right of citizens for information. Openness and transparency of public administration bodies to the public.

State policy on digital development. Purpose, goals and tasks of digital development and electronic democracy in Ukraine. Legislative support for the

development of electronic governance. Regulatory and legal principles of providing electronic administrative services. Development of the digital economy (main goals and directions of digital development, principles of digitalization). Digital strategies and integration into the EU digital single market. Formation and development of digital skills and digital competences in society. Strategies for implementing e-democracy tools. Technologies of electronic governance.

References: [4-10; 18 ; 29; 30; 33; 38; 39;43; 44; 45]

Theme 8. Modern information and communication technologies in public administration in conditions of digitalization

The essence and tools of e-democracy (e-appeals, e-petitions, e-voting, e-consultations on policy and legislation). The essence and components of information and analytical support of public management and administration. Organizational technologies of public administration support. Technologies for supporting digital communication of public servants. Provision of public services using modern information and communication technologies. Concepts and main characteristics of electronic services. Central bodies of executive power responsible for formation and realization of e-governance policy implementation. Electronic parliament in Ukraine and in the world. Development of information society and electronic governance. Indices of the development of electronic governance and electronic participation. Information security in electronic governance. Implementation of electronic governance at the local level in Ukraine. Formation of information society and programs of informatization of territorial communities. Electronic participation: information technologies for involvement of citizens in the process of making managerial decisions. Digitization in territorial communities: the community in a smartphone.

References: [8; 15; 18; 22; 30; 32; 33; 36; 38; 39; 41; 42; 44; 45]

4. THE STRUCTURE OF CREDIT OF THE COURSE "COMMUNICATION IN PUBLIC ADMINISTRATION (IN THE FOREIGN LANGUAGE)"

(full-time education)

	Number of hours					
	Lectures	Seminars	Individual work	Training, CPIT	Independent work	Control measures
Content module 1. Theoretical foundations of communication, communicative process and communication space						
Theme 1. Theoretical foundations of communication, communicative process and communication space.	2	1	0,5	2	8	Tests, oral reports, solving practical tasks
Theme 2. Communication activities of public	4	1	0,5		8	Tests, oral reports,

administration bodies						solving practical tasks
Theme 3. Normative and legal regulation of information and communication activities in public administration	4	2	0,5		8	Tests, oral reports, managerial situations
Theme 4. Internal organizational communication in public administration	4	2	0,5		8	Tests, oral reports, solving practical tasks
Theme 5. Communication with the public in public administration	4	2	0,5		8	Tests, oral reports, solving practical tasks
Content module 2. Formation and implementation of communication activities of public administration bodies based on modern technologies						
Theme 6. Communication technologies in public administration.	4	2	0,5	2	8	Tests, oral reports, solving practical tasks
Theme 7. State information policy and state policy on digital development.	4	2	0,5		10	Tests, oral reports, solving practical tasks
Theme 8. Modern information and communication technologies in public administration in conditions of digitalization	4	2	0,5		10	Tests, oral reports, solving practical tasks
Total	**30**	**14**	**4**	**4**	**68**	

(part-time education)

	Number of hours		
	Lectures	**Seminars**	**Independent work**
Content module 1. Theoretical foundations of communication, communicative process and communication space			

Theme 1. Theoretical foundations of communication, communicative process and communication space.	1	0,5	13
Theme 2. Communication activities of public administration bodies	1	0,5	13
Theme 3. Normative and legal regulation of information and communication activities in public administration	1	0,5	13
Theme 4. Internal organizational communication in public administration	1	0,5	13
Theme 5. Communication with the public in public administration	1	1	13
Content module 2. Formation and implementation of communication activities of public administration bodies based on modern technologies			
Theme 6. Communication technologies in public administration.	1	1	13
Theme 7. State information policy and state policy on digital development.	2	1	13
Theme 8. Modern information and communication technologies in public administration in conditions of digitalization	2	1	13
Total	**10**	**6**	**104**

5. THEMES OF PRACTICAL CLASSES

Practical class No. 1
Theme 1. Theoretical foundations of communication, communicative process and communication space

Goal: to acquire the skills of theoretical substantiation of the essence of communication and communication space and learn approaches to building an effective communication process

Issues for discussion:
1. Concept, tasks and functions of communication.
2. Types, forms, levels of communication.
3. Classification of communication.
4. Channels, means and methods of communication.
5. Communication process as information exchange.
6. Information and communication space.
7. Communication activity.
8. Obstacles in communication: types, causes of their occurrence and methods of elimination.
9. Key elements of effective communication. Methods to improve the communication process.
Programmed control
Solving solving practical tasks
References: [2; 7; 9; 13; 34; 37; 42]

Theme 2. Communication activities of public administration bodies
Goal: to understand the essence and features of communication in public administration and to learn the means and methods of communication activities in public authority organs

Issues for discussion:

1. The essence and peculiarities of communication and communicative space in the system of public power.

2. Communication process in public bodies: main elements, stages.

3. Types and forms of communication in the activities of public administration subjects.

4. Means of communication.

5. Communication methods.

6. Principles of ensuring communicative interaction in public administration.

7. The place and main functions of the communication unit in the public authority and local self-government bodies.

Programmed control

Solving solving practical tasks

References: [4; 5; 7; 8; 9; 12; 13; 37; 39; 45]

Practical class No. 2

Theme 3. Normative and legal regulation of information and communication activities in public administration

Goal: to acquire skills in substantiating the regulatory and legal bases of information and communication activities in public administration

Issues for discussion:

1. The principles of communication activity in public administration established in the provisions of the Constitution of Ukraine.

2. Provisions of the Civil and Criminal Codes of Ukraine regulating communication activities in the public sphere.

3. Laws of Ukraine regulating communication in the public administration system.

4. Laws of Ukraine regulating the activities of mass media.

5. Normative and legal acts regulating communication of public authority organs and local self-government bodies with the public.

6. The procedure and features of consideration of citizens' appeals by public administration bodies. Instructions on proceeding citizens' appeals.

7. Organization of personal appointments of citizens.

8. The procedure for sending and considering an electronic petition.

Programmed control

Solving solving practical tasks

References: [1; 4; 7; 16; 17; 20-31; 37]

Practical class No. 3

Theme 4. Internal organizational communication in public administration

Goal: to acquire skills and abilities to build effective internal organizational communication in public authority organs and local self-government bodies

Issues for discussion:

1. The essence, structure and peculiarities of building internal communication in public administration bodies.

2. Types, forms and methods of internal organizational communication in public administration.

3. Internal communication process.

4. Information and requirements for it, information flows in public administration bodies.

5. Organization and management of document circulation in public authority organs and local self-government bodies.

6. Internal communication planning.

7. Organization of business communication in public administration.

8. Communicative culture in public authority organs and local self-government bodies.

Programmed control

Solving solving practical tasks

References: [3; 7; 9; 10; 12; 19; 42]

Practical class No. 4
Theme 5. Communication with the public in public administration

Goal: to acquire skills and abilities in planning and organizing communication with the public in public administration

Issues for discussion:

1. Coverage of the activities of public administration bodies as a form of direct communication with the public.

2. Forms and procedures for covering the activities of public authority organs and local self-government bodies.

3. Types, methods and tools of consultations with the public.

4. The procedure for conducting consultations with the public on issues of formation and implementation of the state policy.

5. Public opinion and its importance in public administration.

6. A tentative plan for conducting consultations with the public.

7. Concepts, types, classification and structure of collegial advisory bodies.

8. Activities of public councils under state authority organs and local self-government bodies: main tasks, functions, powers, formation of representatives.

9. Participation of the public council in management decision-making and tools of its interaction with public authority organs.

10. Communication with mass media, public events.

Programmed control

Solving solving practical tasks

References: [1; 3-10; 12; 13;15; 18; 19; 32- 37; 45]

Practical class No. 5
Theme 6. Communication technologies in public administration

Goal: to master the technologies of forming internal organizational and external communication systems in public administration.

Issues for discussion:

1. The essence, forms and types of communication technologies in public administration.

2. Technologies of formation of internal organizational and external communication systems in public administration.

3. Construction of online communication of public administration bodies.

4. Crisis communication in public administration.

5. Communication strategies in public administration: purpose, tasks, tools, methods of development and adoption.

6. Formation and implementation of the communication strategy of the public administration body.

7. Key performance indicators and communication strategy evaluation methods.

8. Communication/information campaigns (stages of preparation and implementation).

Programmed control

Solving solving practical tasks

References: [7; 9; 13; 19; 34; 34; 36; 37; 45]

Practical class No.6
Theme 7. State information policy and state policy on digital development

Goal: acquiring skills in theoretical substantiation of the essence and directions of state information policy and state policy regarding digital development

Issues for discussion:

1. Main areas, subjects, guarantees and rights for information.

2. Mass information and mass media. Information products and information service.

3. Priorities of state policy in the information sphere: ensuring information security; protection and development of the information space of Ukraine, the constitutional right of citizens for information.

4. Openness and transparency of public administration bodies to the public.

5. Purpose, goals and tasks of digital development and electronic democracy in Ukraine.

6. Legislative support for the development of electronic governance.

7. Regulatory and legal principles of providing electronic administrative services.

8. Development of the digital economy (main goals and directions of digital development, principles of digitalization).

9. Formation and development of digital skills and digital competences in society. Digital strategies and integration into the EU digital single market.

10. Strategies for implementing e-democracy tools.

11. Technologies of electronic governance.

Programmed control

Solving solving practical tasks

References: [4-10; 18 ; 29; 30; 33; 38; 39;43; 44; 45]

Practical class No. 7
Theme 8. Modern information and communication technologies in public administration in conditions of digitalization

Goal: acquiring skills and abilities to use modern information and communication technologies for planning and implementation of communication activities in public administration

Issues for discussion:

1. The essence and tools of e-democracy (e-appeals, e-petitions, e-voting, e-consultations on policy and legislation).

2. The essence and components of information and analytical support of public management and administration.

3. Organizational technologies of public administration support.

4. Technologies for supporting digital communication of public servants.

5. Provision of public services using modern information and communication technologies. Concepts and main characteristics of electronic services.

6. Central bodies of executive power responsible for formation and realization of e-governance policy implementation.

7. Electronic parliament in Ukraine and in the world.

8. Development of information society and electronic governance.

9. Indices of the development of electronic governance and electronic participation.

10. Information security in electronic governance.

11. Formation of information society and programs of informatization of territorial communities. Digitization in territorial communities: the community in a smartphone.

12. Electronic participation: information technologies for involvement of citizens in the process of making managerial decisions.

Programmed control

Solving solving practical tasks

References: [8; 15; 18; 22; 30; 32; 33; 36; 38; 39; 41; 42; 44; 45]

6. COMPLEX PRACTICAL INDIVIDUAL TASK ON THE COURSE "COMMUNICATION IN PUBLIC ADMINISTRATION"

The complex practical individual task (CPIT) on the course "Communication in public administration" is the final stage of theoretical and practical work on the course, which is performed on the basis of knowledge, skills and abilities acquired in the course of lectures and practical classes and covers the content of the educational course in general.

The complex practical individual task is developed to improve the quality of training specialists, to strengthen the practical focus of training and to enhance the role of independent work of the student, which is the main means of assimilation of the material by the student in the time free from compulsory educational classes without the participation of the teacher.

The complex practical individual task on the course "Communication in public administration" is performed independently by each student (according to a chosen organization of the public sector or state body) and covers all the main topics of the course. Completion of the CPIT is one of the compulsory components of the final credit modules. CPIT is evaluated according to the 100-point scale.

The purpose of the CPIT is the independent study of part of the program material, systematization, deepening, generalization, consolidation and practical application of the students' knowledge of the discipline "Communication in public administration" and the development of independent work skills.

The main requirement for writing the complex practical individual task is independence, personal initiative, reasonableness, the use of innovative technologies in calculations, preparation and design of the work.

The CPIT on the course "Communication in public administration" envisage working out a communication campaign on the basis of an example of particular a state authority body, local self-government body or public sphere organization. The choice of the object of research while carrying out the CPIT is made by a student independently according to the student's scientific interests and subjected to the obligatory approval by the teacher.

Stages of carrying out CPIT (conducting a communication campaign):

Stage 1

1.1. Identify the direction and problem of the communication campaign.

1.2. Analyze the initial situation.

1.3. Study public opinion on the chosen field of research.

1.4. Establish possible target audiences and their attitude to the chosen problem.

1.5. Monitor the media on a specific research topic.

1.6. Make the information (information-analytical) reference to a condition of the chosen thematic problem

Stage 2

2.1. Prepare a concept for the communication campaign consisting of the following key points:

- the main goal of the campaign;

- main target audiences;

- goals according to the audience - the result of work with each target audience (in the form of a hierarchy or a tree of goals);

- basic strategy - determining the strategy and setting the tactics that will be used in the campaign;

- preliminary budget;

- performance evaluation criteria.

Stage 3

3.1. Analyze the internal components of the internal part of the communication campaign, identify and provide a brief description of its components.

3.2. Analyze the components of the external part of the communication campaign, identify and provide a brief description of its components.

Stage 4

4.1. Make a detailed plan of actions and measures within the time and resource framework.

4.2. Make a preliminary budget for the communication campaign.

4.3. Choose the parameters and indicators by which the effectiveness of the communication campaign will be evaluated

7. INDEPENDENT WORK OF STUDENTS

No.	The themes of independent work	Number of hours	
		Full-time	**Part-time**
1	Mass communication	6	10
2	Crisis communication	6	10
3	Forming a communication strategy	6	10
4	Development of a communication campaign	6	10
5	Modern remote methods of communication	6	10
6	Communicative qualities and ethics of a public servant	6	10
7	Organization of public speeches	6	10
8	Internet portals as an element of electronic government communication technologies	6	8
9	Latest information and communication technologies	8	10
10	Foreign experience of implementing electronic governance	6	8
11	International standards of communicative interaction of public administration bodies with civil society.	6	8
	Total	**68**	**104**

8. ORGANIZATION OF TRAINING ON THE COURSE "COMMUNICATION IN PUBLIC ADMINISTRATION (IN THE FOREIGN LANGUAGE) "

The training in the course "Communication in public administration" is aimed at developing practical skills of team work to build an effective communication process under different conditions, mastering methods of group communication, developing the ability to see losses and obstacles in the communication process and eliminate them, as well as to determine in practice the distinction between different types of communication and the sphere of their application, to understand the meaning of communication and the need to manage it.

Organization and procedure of training

1. The introductory part. Updating the topic of the training session and structuring the process of its implementation. Acquaintance of students with the purpose of the training, its tasks, procedure, and expected results. Presentation of the training program.

2. Organizational part. Establishing training rules, forming small working groups (3-5 groups), defining tasks and assigning roles. Providing the participants of training with handouts: tables, document forms, algorithms of conducing, instructions.

3. Practical part. Carrying out training tasks in small groups using basic and innovative methods of conducting training on a specific topic (problem). Preparation of presentation materials based on the results of the training task.

4. Summing up. Presentation of practical work in small groups. Discussion of

the results of the tasks, exchange of opinions on the issues of the training topic, summing up, evaluation of the effectiveness of work in groups and achievement of training goals.

The themes of the training
1. Formation of rules of internal communication of a public administration organ.
2. Development of a map of tools (means) of internal communication of a public administration organ.
3. Development of a map of internal communication channels of a public administration organ.
4. Identifying optimal digital tools for communication of a public administration organ with the public.

9. ASSESSMENT TOOLS AND METHODS OF DEMONSTRATION OF STUDYING RESULTS

The following assessment methods and methods of demonstrating studying outcomes are used in the process of studying the course "Communication in public administration":

Teaching methods:
- conducting situational, role-playing and simulation games;
- individual oral answers;
- individual written answers (independent work, testing);
- presentation of team (group) projects;
- presentation of the results of independent work;
- credit module;
- control work;
- evaluation of the results of CPIT.
- credit

10. CRITERIA, FORMS OF CURRENT AND FINAL CONTROL

The final score (on the basis of the 100-point scale) of the course "Communication in public administration" is defined as the average value depending on the proportion of each component of the test credit.

Credit module 1	Credit module 2	Credit module 3 (	Total
30%	40%	30%	100
1. Oral reports during classes, tests (5 topics of 10 points each = 50 points) 2. Written work = 50 points	1. Oral reports during classes, tests (3 topics of 10 points each = 30 points) 2. Written (control) work = 70 points	1. Oral reports, participation in trainings, presentations and self-presentation = 20 points 2. Writing CPIT = 50 points 3. Protection of CPIT = 30 points	

Assessment scale:

Scale of the Univerity	National scale	Scale of ECTS
90-100	Excellent	**A** (excellent)
85-89	Good	**B** (very good)
75-84		**C** (good)
65-74	Satisfactory	**D** (satisfactory)
60-64		**E** (enough)
35-59	Unsatisfactory	**FX** (unsatisfactorily with the possibility of assessment)
1-34		**F** (unsatisfactorily with the obligatory repeated course)

11. TOOLS, EQUIPMENT AND SOFTWARE USING OF WHICH THE COURSE STUDYING ENVISAGES

№	Name	Topic number
1	Multimedia support for delivering lectures Presentation materials in PowerPoint. Projector	1-8
2	Package of basic information technology application programs: MS Office;	1-8
3	Telecommunication software (Internet Explorer, Opera, Google Chrome, Firefox)	1-8
4	Moodle.wunu.edu.ua platform	1-8
5	ZOOM; Google Meet	1-8

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