Borys Grinchenko Kyiv Metropolitan University

Faculty of Journalism

Department of Advertising and Public Relations

APPROVED BY
Vice Rector on Academic Afairs

_____ Oleksii B. Zhyltsov
«_____» _____2024

WORKING PROGRAM OF THE ACADEMIC DISCIPLINE

Modern Media Research

for students
of the

Speciality	_061 Journalism_
Level of Higher Education	**Second (_Master_)**
Educational program	**061.00.02** _Advertising and Public Relations_

Kyiv 2024

Creator:

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The working program was reviewed and approved at the meeting of the Department of Advertising and Public Relations
Protocol of 13 February 2024 No. 3
Head of Department _____ Leonid M. Novokhatko

The working program was reviewed and agreed with the guarantor of the Advertising and Public Relations Educational and Professional Program
____ _____ 2024
Guarantor of the Educational and Professional Program
_____ Illia Yu. Afanasiev

The working program has been checked
____ _____ 2024
Deputy Dean of the Faculty of Journalism for Academic Affairs

_____ Viktoriia Ye. Soshynska

Prolonged
for 20__/20__ a.y. Signature (Name, Surname), «___»___20___ , protocol ____
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1. The Description of the Academic Discipline

Names of indicators	Characteristics of the discipline by the forms of learning	
	Full-time	Part-time
Kind of the discipline	Mandatory	-
Language of lecturing, learning and evaluation	Ukrainian; in English speaking groups — Ukrainian for lectures, English for seminar and practical classess	-
Course	1	-
Semester	2	-
Number of contents modules	4	-
Amount of credits	4	-
Amount of hours, including:	120	-
Classroom activities	32	-
Module control	8	-
Semester control	-	-
Individual work	80	-
Form of the semester control	Credit	-

2. The Objective and Tasks of the Academic discipline

The objective of the academic discipline "Modern Media Research" is to familiarize with the main methods and techniques of searching, analyzing information in the media and about the media, for theoretical elaboration and practical optimization of journalistic, advertising and PR activities.the acquaintance with the historical formation and development of advertising and public relations as a social and communication technology of the positioning the activity's subjects.

The tasks of the discipline:
- *general competencies:*
  - 3K01. Ability to abstract thinking, analysis and synthesis.
  - 3K05. Ability to search, process and analyse information from various sources.
- the development of *special (professional) competencies* of the speciality:
  - CK01. The ability to use specialised conceptual knowledge of the theory and history of journalism, the latest technological achievements to solve problems of a research and/or innovative nature in the field of journalism, advertising, and public relations.

- CK06. The ability to integrate knowledge and solve complex problems in journalism, advertising and public relations, in broad and/or multidisciplinary contexts, under conditions of incomplete or limited information, taking into account aspects of social and ethical responsibility.

3.The Results of the Discipline Study

Program results of the study:

Learning in the discipline is aimed at obtaining such program 's results for *ОПП (EPP) 061.00.02 "Advertising and Public Relations", a second (Master) level of higher education.*

PH03. Collect, integrat analyse ain an integrated manner, and summarise materials from various sources, including scientific and professional literature, databases, and check them for reliability using modern research methods. PH06. Assess the reliability of information and the reliability of sources, effectively process and use information for conducting scientific research and practical activities.

PH11. To participate productively in the development of draft documents regulating activities in all areas of journalism, to substantiate the public need for their adoption, to forecast the results of their impact on society.

4. The Structure of the Academic Discipline
Thematic plan for full-time study

№ i/n	Titles of contents modules and themes	Number of hours					
			Classroom hours				
		Total	Lections	Practical classes	Seminar classes	Module control	Individual work
Contents Module I							
Theoretical and practical foundations of modern media research							
1	Introduction to modern media research	28	2	2	2		22
	Module control	2				2	
	Total	**30**	**2**	**2**	**2**	**2**	**22**
Contents Module II							
Traditional and IT methods of media research in PR and advertising							
2	Traditional research methods and their modernization	14	2		2		10
3	Express analysis in modern media research	14		4			10
	Module control	2				2	
	Total	**30**	**2**	**4**	**2**	**2**	**20**

	Contents Module III Professional analysis of messages						
4	Differentiation of media research providers	14	2		2		10
5	The influence of the subject's psychological characteristics on his thinking and speech	14		4			10
	Module control	2				2	
	Total	**30**	**2**	**4**	**2**	**2**	**20**
	Contents Module IV Presentation of research results						
6	Genres, types, and forms of research results presentation	14			4		10
7	Presentation of the results of media research: the use of theory in modern practice	14	2	4			8
	Module control	2				2	
	Total	**30**	**2**	**4**	**4**	**2**	**18**
	Total	**120**	**8**	**14**	**10**	**8**	**80**

5. The Program of the Academic Discipline

Module I
Theoretical and practical foundations of modern media research

Тема 1. Introduction to modern media research

The essence, meaning, main goals, tasks, and conceptual apparatus of modern media research. Basic methods, the connection of modern media research with various areas of scientific and practical activity. Specialties and positions in which media research is the leading function or one of the main functions. Compilation of briefs, work plans with media research in the professional activities of journalists, advertisers, and PR specialists.

Module II
Traditional and IT methods of media research in PR and advertising

Тема 2. Traditional research methods and their modernization

Quantitative and qualitative methods. Clipping of printed materials, traditional content analysis. Points of intersection of mathematics and linguistics. Business analytics. Disadvantages and advantages of in-house analytics and outsourcing of media analysis services.

Тема 3. Express analysis in modern media research

Selection of methods and performers for short-term and long-term research. Conducting an express analysis of media coverage of the proposed product. Express analysis of the market of media monitoring and analysis services, as well as express analysis of directly related objects.

Module III
Professional analysis of messages

Тема 4. Differentiation of media research providers

Specialised research companies and divisions, the offer of their services on the Ukrainian and other markets. Trade in databases of primary sources and the results of their processing. Differentiation, product positioning options from media monitoring and analysis of other sources of information. Main providers and consumers of media research, the pricing policy and the market leaders. *Big data*, revolutionary changes in data processing, the nearest prospects of media research.

Тема 5. The influence of the subject's psychological characteristics on his thinking and speech

Taking into account the peculiarities of cognitive processes, mental properties, states, and other mental phenomena of the author and the analyst when analyzing texts. Analyst's reflection, introspection. Settings, stereotypes, value orientations. Subjectivity and objectivity. Deception and self-deception in the process of information analysis. Methods of fact-checking. Leaders of public opinion. Receiving consultations from highly specialised experts: psychologists, political technologists, historians, economists, marketers, linguists, etc.

Module IV
Presentation of research results

Тема 6. Genres, types, and forms of research results presentation

Genres, types, and forms of documents containing analysis results: digest, analytical note, abstract, dossier, catalog, database, slide, video presentation, etc. Levels of secondary information processing. Means of visualization, graphic presentation of data. Types of diagrams. Criteria for choosing approaches, tools, and techniques: comparison of resources and objectives.

Тема 7. Presentation of the results of media research: the use of theory in modern practice

Preparation of digests, analytical notes on the proposed topics, the use in the promotion of media and other products.

6. Control of Study Achievements

6.1. System of students' educational achievements evaluation

The kind of the activity of students	The maximum Number of points per unit	Module 1		Module 2		Module 3		Module 4	
		Number of units	The maximum number of points	Number of units	The maximum number of points	Number of units	The maximum number of points	Number of units	The maximum number of points
Lections attendance	1	1	1	1	1	1	1	1	1
Seminar classes attendance	1	1	1	1	1	1	1	2	2
Practical classes attendance	1	1	1	2	2	2	2	2	2
Seminar classes activity	10	1	10	1	10	1	10	2	20
Practical classes activity	10	1	10	2	20	2	20	2	20
The implementation of the tasks of individual work	5	1	5	1	5	2	10	1	5
Module control work implementation	25	1	25	1	25	1	25	1	25
Total			**53**		**64**		**69**		**75**
The maximum number of points	**261**								
Coefficient calculation	261:100=2.61 Example: a student has got 241 point; 300:5.97=50 His/her credit is: 241:2,61 = 92 points, i.e. "A" (credited)								

6.2. The tasks for individual work and the criteria of the evaluation

Module I
Theoretical and practical foundations of modern media research

Individual work # 1

A student chooses one of the proposed tasks

1. Compile a table of modern positions and specializations (within journalistic, advertising, and PR activities) that are entirely or largely intended for media research.
2. Describe in detail (6–8 thousand characters, with spaces) the main opportunities, areas of application of media research in Ukrainian PR or in scientific activities.

Module II
Traditional and IT methods of media research in PR and advertising

Individual work # 2

A student chooses one of the proposed tasks

1. Describe a case (real one or a realistically invented, predicted case) of the use of content analysis of printed sources by Ukrainian advertisers or PR specialists. Name specific situations in which the experience of such a case could be useful.

2. Make a list of possible criteria for the selection of printed materials for analysis, depending on the business situation, a specific marketing goal. Describe the situation first, then the criteria. Justify your opinion.

Module III
Professional analysis of messages

Individual work # 3

Compare any two media monitoring companies. Which of them is the most useful, suitable for the advertising and/or PR practice of your chosen customer company (not a company from among the existing clients of the media monitoring company)? For what tasks is it most suitable?

Individual work # 4

Make a socio-psychological portrait (social-psychological characteristic) of any real, modern Ukrainian media person: producer, editor, publicist, columnist or host. Characterize the degree of credibility of his publications in a reasoned manner, explain the prerequisites of his level of truthfulness. How and what psychological features are reflected in his media reports, expert assessments?

Module IV
Presentation of research results

Individual work # 5

A student chooses one of the proposed tasks

1. Write an analytical note on the topic: "Ukrainian video production companies, as of the IV quarter of 2023." A description of the methods and a list of sources are mandatory.

2. Write a digest on one of the topics: "Owners of the 10 most influential Ukrainian mass media" or "Top 10 most influential Ukrainian publicists" of 2022-2023." The list of sources is mandatory.

The assessment of individual work is carried out by the following criteria:

1) compliance of content;
2) completeness and thoroughness of the presentation;
3) evidence and logic of the presentation;
4) terminological correctness;
5) ability to substantiate conclusions;
6) mastery of norms of literary language and culture of written response.

6.3. The Forms of Module Control Implementation, and the Criteria of Evaluation

Control module work includes 7–10 tasks. In particular, all module control test papers contain several test tasks of the first level of difficulty (easy) with 1 point for each correct answer. Module control test works ## 1 and 2 also contain several test tasks of the second level of difficulty (medium) with 2 points for each correct answer. Module control test works ## 3 and 4 also contain several theoretical, analytical questions that require a detailed answer and are evaluated for 5 points (maximum) each. Module control test works ## 3 and 4 contain a practical task that requires a detailed answer and is valued at 10 points (maximum).

During evaluation, answers are analyzed according to the following criteria:
- compliance of content;
- completeness and thoroughness of the presentation;
- evidence and logic of the presentation;
- terminological correctness;
- ability to substantiate conclusions;
- mastery of norms of literary language and culture of written response.

Each module work is valued at 25 points. Performance of the module control works is mandatory.

6.4. The Forms of Semester Control and the Criteria of Evaluation

The final assessment of students' knowledge in the discipline "Modern Media Studies" is based on the sum of all points got by the student for all types of work during the course. It is conducted in the form of credit.

6.5. Rating Relevance Scale

Rating	*Number of points*
Excellent	100-90
Very good	82-89
Good	75-81
Satisfactorily	69-74
Sufficiently	60-68
Unsatisfactorily	0-59

7. Educational and Methical Map of the Discipline "Modern Media Research"

Total: 120 h; lections — 8 h, seminar classes— 10 h, practical classes — 14 h, module control works — 8 h, individual work — 80 h; semester control — credit

Module	Module I Theoretical and practical foundations of modern media research	
Number of points for module	53 points	
Lections	1	
Themes of lections	Introduction to modern media research – 1 p.	
Themes of seminar classes	Тема 1. Tasks and forms of work in media research – 11 p.	
Themes of practical classes	Тема 1**.** Compiling a media research brief – 11 p.	
Individual work (IW)	IW # 1 – 5 p.	
Kinds of current control	Module control 1 (25 балів)	
Module	Module II Traditional and IT methods of media research in PR and advertising	
Number of points for module	64 points	
Lections	2	
Themes of lections	Traditional research methods and their modernization – 1 p.	
Themes of seminar classes	Тема 2. Selection of methods and performers for short-term and long-term research – 11 p.	
Themes of practical classes	Тема 2. Conducting an express analysis of media coverage of the proposed product – 11 p.	Тема 3. Express analysis of the media monitoring services market – 11 p.
Individual work (IW)	IW # 2 – 5 p.	
Kinds of current control	Module control 2 (25 points)	

Module	Module III Professional analysis of messages	
Number of points for module	69 points	
Lections	3	
Themes of lections	Differentiation of media research providers – 1 p.	
Themes of seminar classes	Тема 3. Deception and self-deception in the process of information analysis – 11 p.	
Themes of practical classes	Тема 4. Identification of public opinion leaders on a certain topic – 11 p.	Тема 5. Determination of the impact of the author's psychological characteristics on the content of his text – 11 p.
Individual work (IW)	IW # 3 – 5 p. IW # 4 – 5 p.	
Kinds of current control	Module control 3 (25 points)	
Module	Module IV Presentation of research results роботи	
Number of points for module	75 points	
Themes of seminar classes	Тема 4. Genres, types, and forms of documents containing the results of analysis – 11 p.	Тема 5. Complex analysis of the illustrated text with the results of media research – 11 p.
Lections	4	
Themes of lections	Presentation of the results of media research: the use of theory in modern practice – 1 p.	
Themes of practical classes	Тема 6. Preparation of a digest on the proposed topic – 11 p.	Тема 7. Presentation of an analytical note on the results of media research – 11 p.
Individual work (IW)	IW # 5 – 5 p.	
Kinds of current control	Module control 4 (25 points)	
Final control	Credit	

8. Recommended Sources

Basic sources

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9. Українські медіа, ставлення та довіра у 2023 р. Опитування USAID-Internews щодо споживання медіа. InMind, листопад 2023. 95 с. URL: http://surl.li/qrnnp (дата звернення: 15.12.2023).
10. Українські медіа, ставлення та довіра у 2022 р. Опитування USAID-Internews щодо споживання медіа. InMind, листопад 2022. 102 с. URL: http://surl.li/fgspb (дата звернення: 15.12.2023).

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4. Афанасьєв І.Ю. Фотоілюстрування періодичних видань радянської України як чинник технологічного розвитку та інструмент соціального впливу. *Видавнича діяльність в умовах розвитку новітніх технологій: вивчення запитів фахівців* : монографія / колектив авторів : [Афанасьєв І. Ю., Базелюк Н. М., Благовірна Н. Б. та ін.] ; наук. ред. Ніна Вернигора. Київ : Київський університет імені Бориса Грінченка, 2019. С.136–158.

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