

**Academic discipline:
«History of social communications»**

Code and name of specialty	6-05-0321-03 Social Communications
Training course	1
Semester of training	1
Number of class hours	68
Lectures	34
Seminar classes	34
Practical classes	-
Laboratory classes	-
The form of intermediate certification (credit/differential credit/exam)	exam
Number of credits	3
Competencies to be formed	Studying the discipline «History of social communications» is to ensure the formation of basic professional competencies: to analyse and evaluate the processes of mass media; to characterize the prerequisites for the emergence and stages of development of social communication, as well as universal competencies: to be capable of self-development and improvement in professional activities; to have a humanistic worldview, qualities of citizenship and patriotism.

Brief content of the academic discipline:

«The history of social communication» – it is an academic discipline that introduces the history of social communications as a specific branch of historical science, which prepare future specialists for work in the field of social historical and cultural communications and historical thinking, the ability to analyse various forms and means of information transmission through the prism of their historical, social and cultural conditionality. While studying the discipline, the evolution of means and methods of information transmission; the origin of language; writing and its role in the cultural development; the invention of printing and its importance in the development of communication process; the emergence of mass media; the formation of radio broadcasting and television, the features of audio-visual media; the invention and development of computer technology; the Internet: globalization processes and the development of new mass media.