

Borys Grinchenko Kyiv University  
Faculty of Journalism  
Department of Advertising and Public Relations

APPROVED BY  
Vice Rector on Academic Affairs



Oleksii B. Zhylytsov

2022

**WORKING PROGRAM OF THE ACADEMIC DISCIPLINE**

**History of Advertising and PR**

for students

of the

speciality

*061 Journalism*

educational level

*First (bachelor)*

educational program

*Advertising and Public Relations*

Kyiv-2022



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КИЇВСЬКИЙ УНІВЕРСИТЕТ  
ІМЕНІ БОРИСА ГРИНЧЕНКА  
Ідентифікаційний код 02136554  
Начальник відділу  
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The working program was reviewed and approved at the meeting of the Department of Advertising and Public Relations

Protocol of 26 August 2020 № 1

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

26 August 2020

Guarantor of the Educational and Professional Program

 Marharyta Netroba

The working program has been checked

28 August 2020

Deputy Director of the Institute of Journalism on Academic Affairs

 Olena A. Rosinska

Prolonged

for 2021/2022 a.y. Signature (Name, Surname), «27» 082021, protocol 

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for 20\_\_/20\_\_ a.y. Signature (Name, Surname), «\_\_» \_\_20\_\_, protocol \_\_\_\_

## 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	<b>Ukrainian; in English speaking groups — Ukrainian for lectures, English for seminar and practical classess</b>	-
Total amount of credits	4/120	-
Course	1	-
Semester	1	-
Number of contents modules	4	-
Amount of credits	4	-
Amount of hours, including:	120	-
Classroom activities	56	-
Module control	8	-
Semester control	30	-
Individual work	26	-
Form of the semester control	Exam	-

## 2. The Objective and Tasks of the Academic discipline

**The objective** of the academic discipline “History of Advertising and PR” is 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 provide:

- the development of *integral competency*: to teach students to use effectively the historical experience of advertising and PR, in the practice of these areas of social communications;
- the development of *general competencies*:
  - 3K 2. The ability and understanding of the subject area, as well as the understanding of professional activities.
  - 3K 4. The ability to search, process and analyze information from different sources.
  - 3K 8. The Ability to learn and master modern knowledge.
  - 3K11. The ability to communicate in the state language.
- *Special (professional) competencies* of the speciality:
  - CKY 8. The ability to have emotional intelligence in professional activities.

### **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 OIII 061.00.02 "Advertising and public relations", the first "bachelor" educational level.

- PH 2. Apply knowledge in the field of advertising and public relations to create an information product or to conduct an information campaign.
- PH 4. Implementat the of search, processing, and analysis of information from different sources.
- PH 8. Identify the facts, events, information, and processes about which there is a lack of knowledge, and reveal the ways and sources of obtaining that knowledge in production situations.
- PH 11. Communicate fluently on professional matters, including oral, written and digital communication, in Ukrainian.
- PH 20. Possess emotions in order to maintain emotional balance and a positive attitude in professional activities environment.

As a result of the course learning, students have:

- to know moral and ethical norms and values, to understand the requirements of the general culture; practically adhere to these norms and values;
- to know human rights and fundamental freedoms;
- be able to communicate democratically, show civic tolerance; abide by the virtues (norms, guidelines, values) of a citizen of a democratic society;
- be able to analyze and evaluate social phenomena and processes, be able to evaluate critically and solve political, social, cultural and ideological problems; be able to analyze, systematize and use scientific and educational-methodical information in the professional area, deepen independently and update the range of their knowledge, strive effectively for self-organization of reflection, self-correction, professional self-improvement;
- be able to apply traditional and modern information technologies to form scientific and professional thesaurus;
- to know the historical origins of advertising and PR, terminological and methodological tools, which are the product of both domestic and foreign advertising and PR theories and practices;
- be able to use media effectively (television, radio, press, outdoor advertising, internet, etc.);
- be able to explain and persuade; to promote their own style of communication, to conduct public activities;
- be able to recognize and prevent manipulative technologies, basing on historical examples;
- be able to analyze advertising and PR campaigns designed for government organizations, business entities, non-governmental (non-profit) associations;
- to have the information regarding the concepts of PR, the possibilities to build a public relations system, taking into account the characteristics of a target audience, micro and macro environment, to know the basic image technologies;

- to know the history of formation and development of leading PR-companies, the reasons for their failures and successes;
- be able to use the experience to produce PR products (texts, visuals, public appearances); to model PR-messages according to the concepts of communication campaigns.

## 4. The Structure of the Academic Discipline

### Thematic plan for full-time study

№ i/n	Titles of contents modules and themes	Distribution of hours between the kinds					
		Total	Classroom				Individual work
			Classroom	Lectons	Seminar class	Module contro	
Contents module I. The Early Stages of the Development of Advertising							
1	Proto-advertising. The Manifestations of Advertising in Ancient and Medieval States	6	4	2	2		2
2	The Development of Advertising in the 16 <sup>th</sup> – 19 <sup>th</sup> Centuries. The Emergence of the First Advertising Agencies	8	6	2	4		2
	Module control	2				2	
<b>Total</b>		<b>16</b>	<b>10</b>	<b>4</b>	<b>6</b>	<b>2</b>	<b>4</b>
Contents module II. Advertising in the 20 <sup>th</sup> – in the Beginning 21 <sup>st</sup> Century							
3	Advertising in the USA and Europe: the 20 <sup>th</sup> – the beginning of the 21 <sup>st</sup> century	11	8	2	6		3
4	Advertising in the USSR (1922–1991) and the Countries of Asia: (1910–2010)	9	6	2	4		3
5	Ukrainian Advertising:1991–2010	7	4	2	2		3
	Module control	2				2	
<b>Total</b>		<b>29</b>	<b>18</b>	<b>6</b>	<b>12</b>	<b>2</b>	<b>9</b>
Contents module III. The Elements of Public Relations from the Ancient World to the Beginning of Professionalism in PR							
6	Theoretical principles of PR. Purposeful Formation of Public Opinion in the States of the Ancient World and the Early Modern Age	6	4	2	2		2
7	The Expansion of PR Elements in the Activities of States and Corporations, Systematization of Public Relations: the 19 <sup>th</sup> – the First Quarter of the 20 <sup>th</sup> century	10	8	2	6		2
	Module control	2				2	
<b>Total</b>		<b>18</b>	<b>12</b>	<b>4</b>	<b>8</b>	<b>2</b>	<b>4</b>
Contents module IV. PR in Industrial and Postindustrial Societies: Development of Public Relations as a Profession, an Important Management Function, and an Academic Discipline (Second Quarter of the 20 <sup>th</sup> - the beginning of the 21 <sup>st</sup> Century)							
8	The Evolution of Public Impact Technologies in the Second Half of the 1920s - Late 1950s	7	4	2	2		3
9	The Heyday of PR on the Basis of Socio-economic Liberalization, Democratization, Civil Society Development: 1960s-1980s	9	6	2	4		3
10	The Technological Revolution in PR Activities: the Spread of New Forms, Techniques: 1990-2000s. Globalization of PR	9	6	2	4		3
	Module control	2				2	
<b>Total</b>		<b>27</b>	<b>16</b>	<b>6</b>	<b>10</b>	<b>2</b>	<b>9</b>
<b>Exam</b>		<b>30</b>					
<b>Total, according to the academic plan</b>		<b>120</b>	<b>56</b>	<b>20</b>	<b>36</b>	<b>8</b>	<b>26</b>

## **5. The Program of the Academic Discipline**

### **Contents module 1. The Early Stages of the Development of Advertising**

#### **Theme 1. Proto-advertising. The Manifestations of Advertising in Ancient and Medieval States**

Totems, tatoos, graffities. Owners' and artisans' brands. Criers, bellmen, heralds. The impact of arts and science on the development of advertising. First channels of printed advertising.

#### **Theme 2. The Development of Advertising in the 16th – 19th Centuries. The Emergence of the First Advertising Agencies**

Professional advertising in newspapers. Benjamin Franklin, Thépohraste Renaudot. First advertising agencies. First success of mediabying. Volney Palmer, Francis Ayer, James walter Thompson and their enterprises. First creative departments and full-service activities in advertising companies. Outdoor advertising development. The dawn and the development of international exhibitions, global advertising campaigns.

### **Contents module 2. Advertising in the 20th – in the Beginning 21st Century**

#### **Theme 3. Advertising in the USA and Europe: the 20th – the Beginning of the 21st Century**

The expansion of full-service advertising agencies. The formation and development of the scientific approaches in advertising business. Pioneers of modern advertising: Albert Lasker, Claude Hopkins, Bruce Barton, Leo Burnett, Alex Osborn, Rosser Reeves, David Ogilvi, etc. Mascots. Legislation. Social responsibility. Mergers and acquisitions. The emergence of the Big Four marketing communications groups of companies. Advertising business in France and Germany and the UK.

#### **Theme 4 Advertising in the USSR (1922-1991) and the Countries of Asia (1910–2010)**

Regulating activities of Bolsheviks in the field of advertising. New Economic Policy (NEP). Vladimir Mayakovsky, Aleksandr Rodchenko. Monopolization of the most of trade and advetising. The activities of Intourist. Soviet advertising, its relation to the advertising markets of other countries. Soviet cinema industry and the development of video advertising. Forst European advertising agencies in China. The flourishing of advertising in Shanghai in 1920s. Special features of Chinese and Japanese advertising markets in the second half of the 20<sup>th</sup> century. Indian advertising.



### **Theme 5. Ukrainian Advertising:1991–2010**

First specialized printed advertising media. The emergence and development of first Ukrainian private advertising companies. TV advertising. Peplemetrics First university courses on the theory of advertising. Global advertising networks on Ukrainian advertising market trends, the statistics of the 2000s. The crisis of 2008. The rise of web advertising.

### **Contents module 3. The Elements of Public Relations from the Ancient World to the Beginning of Professionalism in PR**

#### **Theme 6. Theoretical principles of PR. Purposeful Formation of Public Opinion in the States of the Ancient World and the Early Modern Age**

The main functions of PR. Proto-PR in the Ancient World. Egypt, India, Greece, Roma. Proti-speechwriters. Sophists. Demosphenes, Socrates, Plato, Aristotle, Xenophon. Roman proto-newspapers Acta Diurna and Acta Senatus. Julius Caesar, Cicero, Gaius Maecenas. Urban II and his great speech. The use of religion in the medieval proto-PR. The main organizers, channels. Methods of mediaval information campaigns. Asian proto-PR: Babur in India, Köprülü family in Turkey. Modernization of Europe: the impact of secularization, democratization, technological progress, colonial expansion, reformation anf Contreformation on the development of proto-PR. Sacred Congregation for the Propagation of the Faith (Sacra Congregatio de Propaganda Fide) founded by Pope Gregory XV. First print newspapers. Religious and political controversy, pamphlets. Proto-PR in Ukraine. Schools as the channels of proto-PR. The 18th-century French Encyclopaedia. American innovations in the methods of information campaigns. Press release dissemination. The Federalist Papers. Samuel Adams, Alexander Hamilton.

#### **Theme 7. The Expansion of PR Elements in the Activities of States and Corporations, the Systematization of Public Relations: the 19<sup>th</sup> – the First Quarter of the 20<sup>th</sup> century**

President Thomas Jefferson and the first use of the term public relations. President Andrew Jackson and his information activities. European legal and secret societies and their information campaigns. Napoleon Bonaparte. Arts, proclamations, parades. The rise of journalism as the Fourth Estate in Great Britain. Press agents. Publicity. Phineas Barnum, Ferdinand de Lesseps, George Westinghouse. Exhibitions and other international business projects as the incentives for the development of PR. The emergence of modern meaning of the term public relations. First PR companies. The main organizers, methods, channels of PR in the beginning of the 20<sup>th</sup> century. Ivy Ledbetter Lee and his Declaration of principles. Edward Bernays and his bok Crystallizing Public Opinion. Theodore Roosevelt. First university courses on PR.

## **Contents module 4. PR in Industrial and Postindustrial Societies: Development of Public Relations as a Profession, an Important Management Function, and an Academic Discipline (Second Quarter of the 20th - the beginning of the 21st Century)**

### **Theme 8. The Evolution of Public Impact Technologies in the Second Half of the 1920s – Late 1950s**

The influence of British, German, Austrian, American and Russian propaganda during the First World War on the development of PR. The Great Depression as the incentive for PR innovation and expansion. Franklin Roosevelt and his New Deal. The United States Office of War Information (OWI) Soviet use of propaganda. The impact of WWII and the wartime propaganda on the postwar development of PR. The Marshall Plan and his impact on the PR markets of France, Germany, Japan. The Cold War and its impact on the development of PR.

### **Theme 9. The Heyday of PR on the Basis of Socio-economic Liberalization, Democratization, Civil Society Development: 1960s-1980s**

Social and economic changes in the world as major factors in the development of the theory and practice of PR in the 1960s and 1980s. The new role of NGOs and local self-government bodies. The role of youth riots of 1960s. The Public Relations Society of America (PRSA), IPRA, IPR and other associations of PR professionals. Codes of ethics. Differentiation of PR companies. First international PR networks. The development of PR education. Mergers and acquisitions. The emergence and expansion of digital PR.

### **Theme 10. The Technological Revolution in PR Activities: the Spread of New Forms, Techniques: 1990-2000s. Globalization of PR**

Mergers and acquisitions. The emergence and expansion of digital PR. The end of the East Block, its impact on the rapid development of PR in the post-socialist and post-Soviet countries. The success of China in PR. African, Asian trends in PR. Sam Black, Jacques Seguela. The formation of PR industry in Ukraine: first Ukrainian PR companies, the expansion of international PR networks. Statistics of the market. The rise of the market in the 2005–2008, the crisis of 2008–2009. Ukrainian associations of PR professionals. Codes of ethics.

## 6. Control of Study Achievements

### 6.1. System of students' educational achievements evaluation

The kind of the activity of students	The maximum number 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
Lessons attendance	1	2	2	3	3	2	2	3	3
Seminar classes attendance	1	3	3	6	6	4	4	5	5
Seminar classes activity	10	3	30	6	60	4	40	5	50
The implementation of the tasks of individual work	5	2	10	3	15	2	10	3	15
Module control work implementation	25	1	25	1	25	1	25	1	25
<i>Total</i>			<b>70</b>		<b>109</b>		<b>81</b>		<b>98</b>
The maximum number of points	<b>358</b>								
Coefficient calculation	Before the exam: $358:60=5.97$ Example: a student has got 300 points. $300:5.97=50$ At the exam, the student receives points within 40 possible.								

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

#### Contents module 1. The early stages of the development of advertising

#### Theme 1. Proto-advertising. The manifestations of advertising in ancient and medieval states

1. Analyze the prerequisites for the emergence of advertising in primitive society.
2. Give a definition of a proto-advertisement, select its main types.
3. Characterize the development of advertising in ancient society.
4. Analyze, argue: did the development or decline of advertising occur in the Middle Ages.
5. Analyze the influence of Renaissance art on advertising development.
6. Analyze the impact of the invention of the printing press by Johann Gutenberg.

#### Theme 2. The development of advertising in the 16th – 19th centuries. The emergence of the first advertising agencies

1. Describe the development of print advertising, basing on a specific example.
2. Reveal the role of the showcase in the consumer consciousness, basing on specific examples.
3. Analyze the emergence and development of exhibition activities.
4. Describe the prerequisites for an ad agency foundation.
5. Describe the new forms, tools of European advertising of the 19th century.

## **Contents module 2. Advertising in the 20<sup>th</sup> – in the Beginning 21<sup>st</sup> Century**

### **Theme 3. Advertising in the USA and Europe: the 20<sup>th</sup> – the beginning of the 21<sup>st</sup> century**

1. Advertising in Great Britain in the 20<sup>th</sup> century (the development of various advertising genres).
2. Advertising in France in the 20<sup>th</sup> century (agencies, figures).
3. German advertising of the 20<sup>th</sup> century. The Scholz & Friends Agency and its founder.
4. Lord & Thomas Advertising Agency.
5. Helen Resor and her contribution to the activities of J. Walter Thompson.
6. Albert Lasker's activities, his contribution to the development of advertising.
7. Claude Hopkins and his introduction to sampling.
8. Raymond Rubicam, his contribution in the advertising field. Young & Rubicam as an agency that has contributed to the creative revolution in the advertising world.
9. BBDO and the advertising campaigns created by the company.
10. David Ogilvy as one of the founding fathers of American advertising.

### **Theme 4. Advertising in the USSR (1922–1991) and the Countries of Asia: (1910–2010)**

1. The regulation of advertising activities in the Soviet Union.
2. The development of advertising in the NEP period.
3. Advertising poster, its definition and the role in the development of advertising.
4. The creativity of V. Mayakovsky and O. Rodchenko in the field of advertising.
5. Advertising during the Khrushchev Thaw.
6. Specific features of the development of Ukrainian advertising in the Soviet Union.
7. The development of advertising in the countries of the East (Turkey, UAE, Israel, Syria, etc.).
8. The development of Chinese advertising in the 20<sup>th</sup> century).
9. Advertising in Japan (specifics, forms, tools).
10. Dentsu Advertising Agency (foundation history, founders, clients).

### **Theme 5. Ukrainian advertising: 1991–2010**

1. The main prerequisites for the development of the advertising business in our country.
2. The founders of the advertising business of Ukraine; their followers (Ivetta Delikatna, Tetyana Vasilenko, Maxim Lazebnik).
3. Local advertising agencies of Ukraine (Diala, Inter 2000, Academy of Advertising, B4B, Banda, etc.).
4. Human resources training in the field of advertising.

5. The representatives of network agencies in our country in the first decade of the 21st century.
6. The activities of public (non-profit) organizations in the field of advertising (VRC, SRU, UAIPP, etc.).
7. The legislation of Ukraine in regard to advertising.

### **Contents module 3. The Elements of Public Relations from the Ancient World to the Beginning of Professionalism in PR**

#### **Theme 6. Theoretical principles of PR. Purposeful Formation of Public Opinion in the States of the Ancient World and the Early Modern Age.**

1. Analyze the structure, role, and importance of public relations technologies in the social communications system.
2. Comment on and illustrate with Aristotle's examples of speaker qualities that arouse listeners' confidence: reason, charity, and benevolence.
3. Analyze the specific features of proto-PR-technologies of ancient times.
4. Describe the means of forming the image of statesmen in ancient times.
5. Compile the list of elements of PR used in Europe and Asia in the 15<sup>th</sup> – 16<sup>th</sup> centuries.
6. Analyze the main technologies of influence on public opinion in Europe of the 15<sup>th</sup> – 16<sup>th</sup>. Identify the differences comparing with the previous historical ages.
7. Describe the methods and forms of influence on public opinion that emerged and spread during the Age of Enlightenment.

#### **Theme 7. The Expansion of PR Elements in the Activities of States and Corporations, the Systematization of Public Relations: the 19<sup>th</sup> – the First Quarter of the 20<sup>th</sup> century.**

1. Compile the list of PR elements used in Europe and the United States in the second half of the 19<sup>th</sup> century – the first quarter of the 20<sup>th</sup> century. Identify the differences compared with previous historical ages.
2. Find the commonalities and distinctive features in the activities of Ivy Lee and Edward Bernays.
3. Compile the list of sectors of the economy, as well as the spheres of public life, in which the elements of PR were used the most actively in the second half of the 18<sup>th</sup> century – in the first quarter of the 20<sup>th</sup> century.

### **Contents module 4. PR in Industrial and Postindustrial Societies: Development of Public Relations as a Profession, an Important Management Function, and an Academic Discipline (Second Quarter of the 20th - the beginning of the 21st Century).**

#### **Theme 8. The Evolution of Public Impact Technologies in the Second Half of the 1920s - Late 1950s.**

1. Make a comparative analysis of German, Austrian, British and Russian propaganda of the First World War, find out the differences of propaganda technologies comparing with modern understanding of PR.
2. Analyze the activities of the US Office of War Information, identify commonalities and distinctive features by comparing American and Soviet propaganda.
3. List and analyze the prerequisites for the increasing attention to public dialogue in political and business communications in the United States in the second half of the 1920s. Investigate the context and features of the public movement "The public must know everything!"
4. Identify common features of business PR practices in Europe and Japan in the late 1950s.

**Theme 9. The Heyday of PR on the Basis of Socio-economic Liberalization, Democratization, Civil Society Development: 1960s-1980s.**

1. Compile the table listing the socio-political changes that directly influenced the development of PR in the world in the 1960s and 1980s.).
2. Compile the list of PR professionals whose activities in the 1960s and 1980s had the greatest influence on the development of PR in the world of the 1960s and 2000s.
3. Investigate the history of the formation of PR-specialists ethical principles, compile the table with comparative analysis of ethical codes of different professional associations of PR-specialists.

**Theme 10. The Technological Revolution in PR Activities: the Spread of New Forms, Techniques: 1990-2000s. Globalization of PR.**

1. Write a detailed description of PR in the context of the new role of NGOs and local authorities in the post-industrial era.
2. Describe the US PR market in the early 21st century.
3. Identify the main and specific features of European PR-business in the beginning of the 21st century.
4. Identify the main and specific features of Ukrainian PR-business in the beginning of the 21st century. Compile the chronological table of the main events of the Ukrainian PR formation process (the 1990s – the beginning of the 21<sup>st</sup> century).

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

- 1) understanding, the degree of the theory and methodology of the problems under consideration;

- 2) the degree of mastering of the facts description being studied;
- 3) the acquaintance with the basic and additional literature recommended;
- 4) the ability to combine theory with practice when considering specific situations, solving the tasks presented for an individual study, and the tasks presented for the consideration in the classroom;
- 5) logic, structure, style of presentation of the material in the written works and during the performances in the classroom, the ability to substantiate their position, to generalize information and draw conclusions.

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

The Implementation of Module control works is done individually by each student in electronic form and attached to the e-course or delivered in print.

Module control work is carried out after studying a specific contents module. It is assessed for completing tasks in the form specified by the lecturer program.

Module control *forms* are the implementation of module control works that provide answers to several types of test questions and, in some cases, thorough the disclosure of several questions formulated as open-ended questions from module material. The number of module test works in the course is 4, each work implementation is mandatory.

*Evaluation criteria:*

- 1) understanding, the degree of mastering of the theory and methodology of the problems under consideration;
- 2) the degree of mastering of the actual material being studied;
- 3) the acquaintance with the basic and additional sources recommended;
- 4) the ability to present the examples of modern advertising and public relations practice, to illustrate theoretical provisions with practical examples;
- 6) logic, structure, style of presentation in the written work, the ability to substantiate their position, to generalize information and draw conclusions.
- 7) completeness of the answer to the questions, quality and independence, creativity, initiative in accomplishing the task.

When evaluating module control work, the volume and correctness of the tasks performed are taken into account. The correct performance of all tasks is estimated at a maximum of 25 points.

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

Semester control is the result of studying each module, which contains a summary of all forms of current control and performance of the module control work. Semester control includes the points for the student's current work at seminars, individual work, Module control work. Semester control of students' knowledge is carried out after the completion of the study of the academic discipline material. The format of the exam passing is a test.

## 6.5. Indicative List of Thematic Issues for Exam Testing

### *History of Advertising*

1. Make a comparative analysis of the history of two types of advertising in Ukraine: printed ad and TV ad.
2. Analyze the activities of the main sales houses in Ukraine (from the past to present), compare it with the peculiarities of the emergence, development, and management of one of the first sales houses — "Video International" (Відео Інтернешнл).
3. The beginning of the advertising business in Ukraine in the days of independence.
4. Make a comparative analysis of the history of Infocon and B4B agencies.
5. Compare the history of creation, the identity of the founders, the contribution to the development of advertising in Ukraine of two companies: DIALLA Communications and "Consulting Ukraine".
6. The history of BBDO and PROVID agencies in Ukraine: origin, development, and management.
7. Development of advertising in Ukraine in the 2000s.
8. Make a comparative analysis of the history of corporations: the British *WPP* and the Japanese *Dentsu*.
9. Compare the history of creation, the identity of the founders, and the main work of the agencies: Saatchi & Saatchi and Scholz & Friends.
10. Explain the history of HAVAS.
11. Analyze the peculiarities of the development of advertising in the UK, compare the well-known British advertising agencies with each other, as well as with agencies in other countries.
12. The beginning of the advertising business in Ukraine in the days of independence.
13. Make a comparative analysis of the leading advertising agencies in France.
14. Analyze the development of advertising in France, compare the leading French advertising agencies with agencies in other countries.
15. Analyze the features of the advertising business in Germany.
16. Compare the history of advertising in two countries: Germany and the United States.
17. Compare the history of advertising in two countries: France and the United States.
18. Bill Bernbach, his participation in the creation of the DDB agency.
19. Theory of "Brainstorming", the history of its creation.
20. The history of BBDO what was similar in it, compared to other advertising companies?
21. Who developed the concept of "Unique trade offer", what other achievements did this person have?
22. Analyze the achievements of Alex Osborn in advertising, compare him with other prominent advertisers.



23. Analyze the development of advertising in the Middle Ages, determine the specifics of this period in the history of advertising, compared with the previous and subsequent eras.
24. Rosser Reeves and David Ogilvy: common and different in the activities of these advertisers.
25. Follow the path of the agency "Leo Burnett" (Leo Burnett), analyze the leading campaigns created by her. Compare them with the campaigns created by Raymond Rubicam.
26. Compare the history of the formation and subsequent activities of two prominent advertisers: Leo Burnett and Albert Lasker.
27. "The Six Commandments of a Good Copywriter."
28. Describe the main achievements, the contribution of Volney Palmer to the development of advertising.
29. Analyze and compare the figures of George Batten and Bruce Barton.
30. Claude Hopkins and his achievements in advertising.
31. Analyze the history of creation and operation of the agency "Ayer & Son" (Ayer & Son), compare with the history of any other advertising company.
32. Analyze the features of the development of Ukrainian advertising in Soviet times, briefly compare with the previous and next era of advertising in Ukraine.
33. Creation of the first advertising agencies: the prerequisites, names.
34. Soviet advertising during the Perestroika.
35. Describe the contribution of V. Mayakovsky and O. Rodchenko to the development of advertising, compare this with the activities of similar modern professionals.
36. Analyze the factors and course of development of Soviet advertising in the 1960-1970's.
37. Describe the history of poster in France, in the context of the world history of ad posters.
38. Analyze the impact of Russian advertising in the early 20<sup>th</sup> century for advertising during the NEP.
39. Describe the history of exhibitions, their impact on advertising.
40. Analyze the features of advertising in industrial society, compare its forms and tools with the features of ancient advertising.
41. Analyze the impact of the industrial revolution on the development of advertising, exhibition activities, using historical examples.
42. Compare the historical development of packaging with the development of the sign, describe their role and functions in advertising.
43. Analyze the role of religion in the development of medieval advertising, on specific examples.
44. Analyze the three information revolutions. Which of them most influenced the development of advertising?
45. Analyze the features of advertising in primitive society, highlight its main form of advertising.
46. The development of advertising in the Middle Ages: the main features and stages.

47. Analyze the place of heralds as the first proto-advertising agents, comparing with the main manifestations of advertising in Ancient Rome and Ancient Greece.

### ***History of PR***

1. Describe written messages as a means of influencing public opinion in the Ancient World.
2. Analyze the proto-PR of Ancient Greece, highlight the main factors of its development.
3. Describe the main factors of development and components of proto-PR in Ancient Rome.
4. Analyze the use of technology to influence public opinion by political leaders in Ancient Rome, find commonalities between them, compared to today.
5. Analyze the development of proto-PR of the Middle Ages, determine its specificity, compared with the previous and subsequent eras.
6. Activities of medieval fraternities aimed at forming public opinion.
7. Analyze the historical path of the term "propaganda" in its connection with the history of PR.
8. The emergence of the term "public relations", its further evolution in the theory and practice of PR.
9. The role of the Reformation and Counter-Reformation in the history of PR.
10. Analyze the specifics of the development of PR-technologies in the United States (late 19<sup>th</sup> - early 20<sup>th</sup> century), compare with the characteristics of other countries and eras.
11. Specific features of theoretical developments and practical activities of A. Lee.
12. Analyze the importance of propaganda in the historical development of PR.
13. E. Bernays as one of the "founding fathers" of PR.
14. Sectoral differentiation of PR in the first half of the twentieth century.
15. Describe the common practice of influencing public opinion in Ancient Greece.
16. Analyze the military-political propaganda of 1910-1950, determine its impact on the theory and practice of PR.
17. Compare some of the outstanding speakers of the ancient world, their influence on the development of elements of PR.
18. The role of "New Deal" by President Franklin D. Roosevelt in the history of public relations.
19. Analyze how patronage could be used as a tool to influence public opinion in ancient times.
20. Public organizations as customers of PR services in the 19<sup>th</sup> – the first quarter of the 20<sup>th</sup> century.
21. Analyze the propaganda of member countries of the anti-Hitler coalition, compare with the peculiarities of the US Office of War Information.
22. Describe the PR in the activities of US business corporations in the second half of the 1920s – in the 1950s.
23. Describe the approaches of Socrates, Plato and Aristotle to the management of public opinion.

24. The evolution of PR in the activities of business corporations in Japan and Western Europe in the 1930–1950s.
25. British propaganda during the First World War.
26. The flowering of PR on the basis of socio-economic liberalization, democratization, development of civil society (1960-1980's).
27. Analyze the elements of PR in the political life of Asia (the 16<sup>th</sup> and the 17<sup>th</sup> centuries.), find commonalities and differences. with proto-PR in the then Western Europe.
28. Compare proto-PR in the Commonwealth (the 16<sup>th</sup> and the 17<sup>th</sup> centuries) with proto-PR in the then Western Europe, find commonalities and differences.
29. Analyze the proto-PR from the 15<sup>th</sup> to the 18<sup>th</sup> century, highlight the features of the use of written messages in the struggle for public support in Europe at that time.
30. Analyze the history of proto-PR of the Middle Ages, find and briefly describe those elements that were characteristic of the activities of artisans and merchants.
31. Analyze the technical innovations of the period between the 15<sup>th</sup> and the 19<sup>th</sup> centuries; identify which of them directly stimulated the development of elements of PR in the 19<sup>th</sup> century., trace the ways of influence of these innovations on the history of PR.
32. Modernization of society in Europe and the United States in the 18<sup>th</sup> and the first half of the 19<sup>th</sup> century, Its impact on the development of PR components.
33. Analyze the main factors and stages of globalization of PR in the 1950–1990's.
34. American Public Relations Association (PRSA): creation, main goals, achievements.
35. The history of the establishment and operation of the International Public Relations Association (IPRA). The norms of the IPRA Code of Professional Conduct.
36. History and main provisions of the Code of Professional Conduct of the British Institute of Public Relations (IPR, CIPR).
37. Development of a code of ethics by the American Public Relations Association (PRSA), the changes in the PRSA's position on ethical compliance.
38. What is the significance of the ideas and practices of prominent figures of the Enlightenment for the development of technologies to influence public opinion?
39. Professional requirements for members of the International Public Relations Association (IPRA), in accordance with the provisions of the IPRA Code of Athens.
40. The concept of publicity, the most famous master,s and the main methods of forming publicity in the United States and Europe in the 19<sup>th</sup> century.
41. Lisbon, Athens, and Venice PR codes of ethics, their initiators, conceptual framework, content.
42. Time and place of the first PR companies, the achievements and failures of these organizations.
43. Describe the main features of the development of public relations in the information society. Identify the main trends in the development of PR education in the second half of the 19<sup>th</sup> century.

44. The first public associations of PR professionals, the birth and development of public relations as a discipline (first half of the 20<sup>th</sup> century).
45. Compare the main global changes in PR in the 1990s and 2000s with the course of the transformation of PR practice in independent Ukraine.
46. Make a comparative characteristic of the contribution of S. Black, J. Seguela, and H. Burson in the theory and practice of public relations: a.
47. Analyze the technologies of influencing the public in the political life of the United States in the late 18<sup>th</sup> and early 20<sup>th</sup> centuries, Find common features with modern technologies of political PR.
48. Describe the main factors in the development of PR in the 1990s and the 2000s.

### 6.5. Rating Relevance Scale

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

## 8. Recommended Sources

### Basic sources — History of Advertising

1. Афанасьєв І. Ю. Історія PR : навч. посіб. Київ : Алерта, 2016. 140 с.
2. Владимирська А. Реклама : навч. посіб. Київ: Кондор, 2009. 224 с.
3. Подоляка Н.С. Історія реклами: конспект лекцій. Суми : Сумський державний університет, 2015. 166 с.
4. Скибінський С.В. Історія реклами і PR : навч. посіб. Львів: Видавництво Львівського торговельно-економічного університету, 2016. 372 с.

### Additional Sources — History of Advertising

1. Божкова В.В., Мельник Ю.М. Реклама та стимулювання збуту : навчальний посібник. Київ : ЦУЛ, 2009. 200 с.
2. Іванова І. Б. Історія української реклами: мовностилістичний аспект : монографія. Харків : Вид-во Юрайт, 2016. 372 с.
3. Історія української преси : навч. посіб. для студ. ф-тів журналістики вищ. закл. освіти / А. П. Животко. Київ : НВЦ "Наша культура і наука", 1999. 368 с.
4. Комаров Ю. Реклама як історичне джерело: методичні рекомендації з розвитку критичного мислення. *Історія і суспільствознавство в*

- школах України: теорія та методика навчання*. 2014. № 10. С. 31–39.
- Мак-Люен М. Галактика Гутенберга: становлення людини друкованої книги / М. Мак-Люен ; пер. з англ. В.І. Постнікової, Є.В. Єфремова. — Київ : Ніка-Центр, 2001. 464 с.
  - Обласова О. І. Посібник до вивчення дисципліни «Історія реклами». Дніпропетровськ : ДНУ імені Олеся Гончара, 2015. 44 с.
  - Про рекламу : Закон України від 03.07.1996 р. № 270/96-ВР.
  - Скибінський С.В. Історія реклами і PR в рисунках і схемах для студентів напряму підготовки 6.030302 “Реклама та зв'язки з громадськістю”. Львів : Вид-во ЛТЕУ, 2016. 112 с.
  - Хавкіна Л. Сучасний український рекламний міф: монографія. Харків : Харківське історико-філологічне товариство, 2010. 352 с.
  - Що рекламували у львівській пресі близько 100 років тому? / Photo-lviv.in.ua : веб-сайт. URL: <http://photo-lviv.in.ua/scho-reklamuvaly-u-lvivskij-presi-blyzko-100-rokiv-tomu/>
  - Goodrum C., Dalrumple H. Advertising in America: The first 200 Years. New York: Harry N. Abrams, 1990. 320 p.
  - Sissors, J. Z., Baron, R.B. Advertising Media Planning : [посіб.]. New York, McGraw Hill. 2010. 481 p.

### **Web sources — History of Advertising**

- Всеукраїнська рекламна коаліція: <http://www.vrk.org.ua/>
- CreativityUA (ребрендований веб-сайт <http://reklamaster.com/>): <https://creativity.ua/>
- <http://adage.com/>
- <http://advertising.com.ua>
- <http://advertnews.livejournal.com/>
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### **Basic Sources — History of PR**

- Афанасьєв І. Ю. Історія PR : навч. посіб. Київ : Алерта, 2016. 140 с.
- Королько В. Г. Некрасова О. В. Зв'язки з громадськістю. Наукові основи, методика, практика : підруч. Вид. 3-тє, допов. і переробл. Київ : Вид. дім «Києво-Могилянська академія», 2009. 831 с.
- Тихомирова Є. Б. Зв'язки з громадськістю: навч. посіб. / Є. Б. Тихомирова. Київ : НМЦВО, 2001. 560 с.

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- Арістотель. Поетика. Харків: Фоліо, 2018. (Електронна книга).
- Вандишев В. М. Риторика: екскурс в історію вчень і понять : навч. посіб. Київ : Кондор, 2003. 264 с.

4. Кальна-Дубінюк Т. Паблік рїлейшнз : навч. посїб. / Т. П. Кальна-Дубїнюк, Р. І. Буряк. — Ніжин : Видавець ПП Лисенко, 2010. — 204 с.
5. Комунакація, демократичні стандарти в роботї органїв державної влади : навч. посїб. для держслужбовцїв] / Н.К. Днїпренко та їн. Київ : Вістка, 2008. 164 с.
6. Мак-Люен М. Галактика Гутенберга: становлення людини друкованої книги / пер. з англ. В.І. Постнікової, Є.В. Єфремова. Київ : Ніка-Центр, 2001. 464 с.
7. Пилипенко В.М. Перед лицем ворога. Польська антитурецька література середини XVI – середини XVII ст. Київ : Інститут української археографії та джерелознавства їм. М.С. Грушевського НАН України, 2014. 232 с.
8. Примак Т. О. Практичний ПР. Київ : УАМ, Зовнішня торгївля, 2011. 240 с.
9. Шевченко О. В., Яковець А. В. PR: теорія і практика : підруч. / [наук. ред. Піскорська Г. А.]. Київ : Бізнесполїграф, 1999. 460 с.
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11. Asian Perspectives on the Development of Public Relations [Electronic book/ ed. By Tom Warson. Palgrave Pivot, 2014. 176 p.
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14. Lamme, M., Russell K. Removing the Spin: Toward a New Theory of Public Relations History. *Journalism and Communication Monographs*. — 2009. Nr. 11. P. 280–362.
15. L'Etang, J. Public Relations in Britain : A History of Professional Practice in the 20th Century. London : Lawrence Erlbaum, 2004. 275 p.
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21. Watson, T. The Evolution of Public Relations Measurement and Evaluation. *Public Relations Review*. 2012 [September]. Vol. 38, Issue 3. P. 390–398.
22. Tungate M., Adland: A Global History of Advertising. London : Kogan Page, Ltd., 2013. 259 p.

### **Web sources — History of PR**

1. <http://www.burson-marsteller.com/who-we-are/our-history/>
2. <http://www.ipra.org/about/history>
3. [https://en.wikipedia.org/wiki/CERP\\_%E2%80%93\\_European\\_Confederation\\_of\\_Public\\_Relations](https://en.wikipedia.org/wiki/CERP_%E2%80%93_European_Confederation_of_Public_Relations)
4. <http://www.prmuseum.org/>
5. <https://www.prsa.org/AboutPRSA/index.html#.V1HRheS5NX8>
6. <http://www.prweek.com/uk>

## 7. Educational and Methodical Map of the Discipline History of Advertising and PR

Total: 120 h; lectures — 20 h, seminar classes— 36 h,  
individual work — 26 h; module control works— 8 h; semester control: exam test

Week	I	II	III	IV	V	VI	VII	VIII
Modules	Contents module I			Contents module II				
Title of module	The early stages of the development of advertising			Advertising in the 20th – in the beginning 21st century				
Number of points for module	70			109				
Lectons	Attendance – 5 p.			Attendance – 9 p.				
Themes of lectures	Proto-advertising. The manifestations of advertising in ancient and medieval states – 1 p.	The development of advertising in the 16th – 19th centuries. The emergence of the first advertising agencies – 1 p.		Advertising in the USA and Europe: the 20th – the beginning of the 21st century – 1		Advertising in the USSR (1922-1991) and the countries of Asia (1910-2010) – 1 p.		Ukrainian Advertising: 1991–2010 – 1 p.
Themes of seminar classes		The First Manifestations of Advertising of Advertising Communication. The Impact of Art and Printing on Advertising Development – 1+10 p.	Distribution of Mass Media Advertising on Paper. The Emergence of the First Advertising Agencies – 1+10 p.	Advertising Business in the US and Europe in the First Half of the 20st Century – 1+10 p.	Prominent Advertisers and Advertising Companies of the Second half of the 20th - the Beginning of the 21st century – 1+10 p.	Soviet Advertising, its Relation to the Advertising Markets of other Countries – 1+10 p.	Specific Features of Asian Advertising, its Contribution to the Global Development of Advertising Business – 1+10.6	The Development of Advertising in Independent Ukraine: State regulation: Individuals, Companies, Campaigns – 1+10.6
Individual work	5x2=10 p.			5x3=15 p.				
Kinds of current control	Module control 1 – 25 p.			Module control 2 – 25 p.				



Week	IX	X	XI	XII	XII	XIV	XVI
Modules	Contents module III			Contents module IV			
Title of module	The Elements of Public Relations from the Ancient World to the Beginning of Professionalism in PR			PR in Industrial and Postindustrial Societies: Development of Public Relations as a Profession, an Important Management Function, and an Academic Discipline (Second Quarter of the 20th - the beginning of the 21st Century)			
Number of points for module	81			98			
Lectons	Attendance – 6 p.			Attendance – 8 p.			
Themes of lectures	Theoretical principles of PR. Purposeful Formation of Public Opinion in the States of the Ancient World and the Early Modern Age – 1 p.	The Expansion of PR Elements in the Activities of States and Corporations, the Systematization of Public Relations: XIX – repara чнепрт XX croиrrr – 1 p.		The Evolution of Public Impact Technologies in the Second Half of the 1920s - Late 1950s – 1 p.	The Heyday of PR on the Basis of Socio-economic Liberalization, Democratization, Civil Society Development: 1960s-1980s – 1 p.	The Technological Revolution in PR Activities: the Spread of New Forms, Techniques: 1990-2000s, Globalization of PR – 1 p.	
Themes of seminar classes	Rhetoric in the Social Communications of Ancient States and in the Early Middle Ages – 1+10 6	Proto-PR in Europe in the 16th the -First Half of the 19th Century – 1+10 p.	The Emergence of New Approaches to Public Relations in the United States: the Second Half of the 19th - the First Quarter of the 20th Century – 1+10 p.	Specific Features of the Theory and Practice of PR in the Late 1920s - in the 1950s – 1+10 p.	Formation of Professional Standards of PR in the Industrial Developed Democratic Countries in 1960-1980s – 1+10 p.	PR in New Media, Digital PR: Technologies for Influencing the Public in the First Decade of the 21st Century – 1+10 p.	Specific Features of Public Relations Development in Ukraine in 1991-2010 – 1+10 6
			The Experience of Information Campaigns of the 16th -19th Centuries: Comparing with Current Advertising – 1+10 p.			SeQuick Repsonse of PR Specialists to the Revolutionary Technological Changes in the 20th - the beginning of the 21st Century – 1+10 p.	
Individual work	5x2=10 p.			5x3=15 p.			
Kinds of current control	Module control 3 – 25 p.			Module control 4 – 25 p.			
Final control	Total before the exam: 358 points, coefficient 5,97. Maximum score for the exam: 40.						