

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

APPROVED BY
Vice Rector on Academic Affairs


Oleksii B. Zhylytsov
« _____ » 2020

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

КИЇВСЬКИЙ УНІВЕРСИТЕТ
ІМЕНІ БОРИСА ГРИНЧЕНКА
Ідентифікаційний код 02136554
Начальник відділу
моніторингу якості освіти
Програма № СВ-17/2020

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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 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 classes	-
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	-	-
Individual work	56	-
Form of the semester control	Credit	-

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, PR, in the practice of these areas of social communications;
- the development of *general competencies*:
 - **GC 03.** The ability to be critical and self-critical.
 - **GC04.** The ability to search, process and analyze information from different sources.
 - **GC10.** The ability to preserve and increase moral, cultural, scientific values and achievements of society, basing on understanding history and the patterns of development of the subject area, its place in general system of knowledge about nature and society and in the development of society, techniques and technologies, use different types and forms of motor activities for active recreation and healthy lifestyle.

- **GC11.** The ability to communicate in the state language.
- **GC12.** The ability to communicate in foreign language.
- *professional competencies* of the speciality:
 - **PC01.** Ability to apply knowledge in the field of social communications. in the professional activities knowledge of the historical origins of advertising and PR, terminological and methodological tools, which are the product of both domestic and foreign advertising and PR theory and practice;

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:

- IIPH-03. Evaluation of oneself's or someone else's information product, information an action organized and held independently or together with colleagues.
- IIPH-04. Implementation of search, processing and analysis of information from different sources.
- IIPH-10. Evaluation of colleagues' activities in terms of storage and reproduction of social and cultural values and achievements.
- IIPH-11. Fluent communicaton on professional matters, including oral, written and digital communication, in Ukrainian.
- IIPH-13. Foresight the audience's reaction to an information product or information campaigns, taking into account the provisions and methods of social communication sciences.

As a result of the course learning, student 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 your 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	Practical class	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	9	4	2		2		5
2	The Development of Advertising in the 16 th – 19 th Centuries. The Emergence of the First Advertising Agencies	11	6	2	2	2		5
	Module control	2					2	
Total		22	10	4	2	4	2	10
Contents module II. Advertising in the 20 th – in the Beginning 21 st Century								
3	Advertising in the USA and Europe: the 20 th – the beginning of the 21 st century	15	8	2	2	4		7
4	Advertising in the USSR (1922–1991) and the Countries of Asia: (1910–2010)	12	6	2		4		6
5	Ukrainian Advertising: 1991–2010	9	4	2		2		5
	Module control	2					2	
Total		38	18	6	2	10	2	18
Contents module III. The Elements of Public Relations from the Ancient World to the Beginning of Professionalism in PR								
1	Theoretical principles of PR. Purposeful Formation of Public Opinion in the States of the Ancient World and the Early Modern Age	11	4	2		2		7
2	The Expansion of PR Elements in the Activities of States and Corporations, Systematization of Public Relations: the 19 th – the First Quarter of the 20 th century	13	8	2	2	4		5
	Module control	2					2	
Total		26	12	4	2	6		12
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 th - the beginning of the 21 st Century)								
3	The Evolution of Public Impact Technologies in the Second Half of the 1920s - Late 1950s	10	4	2		2		6
4	The Heyday of PR on the Basis of Socio-economic Liberalization, Democratization, Civil Society Development: 1960s-1980s	11	6	2	2	2		5
5	The Technological Revolution in PR Activities: the Spread of New Forms, Techniques: 1990-2000s. Globalization of PR	11	6	2		4		5
	Module control	2					2	
Total		34	16	6	2	8	2	16
Total, according to the academic plan		120	56	20	8	28	8	56

5. The Program of the Academic Discipline

The Modules of the History of Advertising

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 20th 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.

The Modules of the History of PR

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

Theme 1. 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 and 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 2. The Expansion of PR Elements in the Activities of States and Corporations, the Systematization of Public Relations: the 19th – the First Quarter of the 20th 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 20th 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 3. 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 4. 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 5. 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	2	2	5	5	3	3	4	4
Practical classes attendance	1	1	1	1	1	1	1	1	1
Seminar classes activity	10	2	20	5	50	3	30	4	40
Practical classes activity	10	1	10	1	10	1	10	1	10
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>			70		109		81		98
The maximum number of points	358								
Coefficient calculation	Calculation: $358:100=3,58$ A student has got: 300 points Rating: $300:3,58 = 84$ points = B (passed)								

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

1. Advertising in Great Britain in the 20th century (the development of various advertising genres).
2. Advertising in France in the 20th century (agencies, figures).
3. German advertising of the 20th 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 20th 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 1. 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 15th – 16th centuries.
6. Analyze the main technologies of influence on public opinion in Europe of the 15th – 16th. 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 2. The Expansion of PR Elements in the Activities of States and Corporations, the Systematization of Public Relations: the 19th – the First Quarter of the 20th century.

1. Compile the list of PR elements used in Europe and the United States in the second half of the 19th century – the first quarter of the 20th 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 18th century – in the first quarter of the 20th 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 3. 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 4. 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 5. 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 21st 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.

6.3. 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.

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. Афанасьев И. Ю. История PR : навч. посібник / Афанасьев И.Ю. — Київ : Алерта, 2016. — 140 с.
2. Владимирська А. Реклама : навчальний посібник / А. Владимирська, П. Владимирський. — Київ: Кондор, 2009. — 224 с.
3. Подоляка Н.С. История рекламы: конспект лекцій / Н. С. Подоляка. — Суми : сумський державний університет, 2015. — 166 с.
4. Скибінський С.В. История рекламы і PR : навчальний посібник / С.В. Скибінський. — Львів: Видавництво Львівського торговельно-економічного університету, 2016. — 372 с.
5. Трушина Л.Е. История отечественной и зарубежной рекламы : учебник /Л. Е. Трушина // Москва : Издательско – торговая корпорация «Дашков и Ко», 2012. — 248 с.

Additional Sources — History of Advertising

1. Аржанов Н.П. История отечественной рекламы (галерея рекламной классики) / Н.П. Аржанов, Т.А. Пирогова / под.ред. Е.В. Ромата // Харків : Студцентр, 2004. — 304 с.
2. Божкова В.В., Мельник Ю.М. Реклама та стимулювання збуту : навчальний посібник / В.В.Божкова, Ю.М.Мельник. — Київ : ЦУЛ, 2009. — 200 с.
3. Иванова И. Б. История української реклами: мовностилістичний аспект : монографія / И. Б. Иванова. — Харків : Вид-во Юрайт, 2016. — 372 с.
4. История української преси : Навч. посіб. для студ. ф-тів журналістики вищ. закл. освіти / А. П. Животко. — Київ : НВЦ "Наша культура і наука", 1999. — 368 с.
5. Комаров Ю. Реклама як історичне джерело: методичні рекомендації з розвитку критичного мислення / Ю. Комаров // История і суспільствознавство в школах України: теорія та методика навчання. — 2014. — № 10. — С. 31–39.
6. 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.
7. Обласова О. І. Посібник до вивчення дисципліни «Історія реклами» / О.

- І. Обласова. – Дніпропетровськ : ДНУ імені Олеся Гончара, 2015. – 44 с.
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7. Educational and Methodical Map of the Discipline History of Advertising and PR

Total: 120 h; Lections — 20 h, seminar classes — 28 h, practical classes — 8 h, individual work — 56h; module control works — 8 h; semester control: credit 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 lectons	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 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 21st 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
Themes of practical classes			Advertising in the Print Media: Applying the Actual Experience of the 19th century in Modern Advertising Campaigns – 1+10 p.		Search and Use of the Methods of Prompt Reaction to Revolutionary Technological Changes: According to the Materials of the History of Advertising of the 20th - the beginning of the 21st century – 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 – nepunia uepry XX stouirrya – 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, Ddigital 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
Themes of practical classes			The Experience of Information Campaigns of the 16th -19th Centuries with the Distribution of Print Texts: the Selection of Relevant Experience – 1+10 p.			Search and Use of the Methods of Prompt Reaction to Revolutionary Technological Changes: According to the Materials of PR History of 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	Final control Total: 358 points, coefficient 3,58						