

**Academic discipline:  
«General methodology of social research»**

<b>Code and name of specialty</b>	1-23 01 15 Social Communications
<b>Training course</b>	1
<b>Semester of training</b>	2
<b>Number of class hours:</b>	68
<b>Lectures</b>	34
<b>Seminar classes</b>	34
<b>Practical classes</b>	-
<b>Laboratory classes</b>	-
<b>Form of current assessment (credit/differential credit/exam)</b>	credit
<b>Number of credits</b>	3
<b>Competencies to be formed</b>	Studying the academic discipline « <b>General methodology of social research</b> » is to ensure the formation of universal and basic professional competencies: to master the basics of exploratory activity, to search, analyse and synthesize information; to solve standard tasks of professional activity based on the use of information and communication technologies; to plan and carry out research of mass communication channels, target audiences of external and internal communications, the effectiveness of communication activities.
<b>Brief content of the academic discipline:</b>	
« <b>General methodology of social research</b> » – it is an academic discipline that introduces students to the basic principles of the methodology in social research, forms systematic knowledge about the essence, types, stages of conducting and programming social research. The content of the discipline includes the following questions: social research as a direction of social and humanitarian knowledge; methodological paradigms of social research; selection criteria and application features of methods in solving practical research problems; subject and method of social research; types of social research; social research program: conceptual and operational models of the object and subject of social research; variables in social research; hypotheses of social research; measurement in social research: social indexes and indicators in social research.	