

**Academic discipline:**  
**"Communication technologies in the political process"**

<b>Code and name of specialty</b>	1-23 01 15 Social communication
<b>Training course</b>	3
<b>Semester of training</b>	6
<b>Number of class hours:</b>	52
<b>Lectures</b>	26
<b>Seminar classes</b>	26
<b>Practical exercises</b>	-
<b>Laboratory classes</b>	-
<b>Form of intermediate assessment (credit/differential credit/exam)</b>	exam
<b>Number of credits</b>	3
<b>Competencies to be formed</b>	The ability to carry out professional functions in the field of advertising and public relations in government, public, commercial structures, mass media under control, the ability to participate in planning, preparing and conducting communication campaigns and events in accordance with the goals and objectives of the organization based on research results
<b>Summary of the content of the academic discipline:</b>	
<p>"Communication technologies in the political process" is an academic discipline covering a range of issues related to the management of communication processes and the organization of communication campaigns in politics, the effectiveness and quality evaluation of the campaign. Students gain knowledge about professional techniques and other means of communication, sociological activities necessary in the process of organizing and conducting campaigns in the field of public relations in politics; problems of organizing and conducting campaigns; communication technologies used in politics. They are trained in technological techniques for developing a strategy and organizing a campaign.</p>	