

**Белорусский государственный университет**



**Программа производственной  
научно-педагогической практики  
для специальности:  
1-23 80 11 Коммуникации**

Профилизация Исследование социальной коммуникации

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## **СОСТАВИТЕЛИ:**

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## **РЕКОМЕНДОВАНА К УТВЕРЖДЕНИЮ:**

Кафедрой социальной коммуникации факультета философии и социальных наук Белорусского государственного университета (протокол № 2 от 04.10.2019 г.);

Советом факультета философии и социальных наук Белорусского государственного университета (протокол № 4 от 16.10.2019 г.).

## ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

*The Program of Research and Teaching Internship* is intended for students of the second stage (master's degree) of the speciality 1-23 80 11 Communications profiling Social Communication Research.

The duration of Research and Teaching Internship for full-time students is three weeks. The internship takes place in the first semester in accordance with the Curriculum of the specialty 1-23 80 11 Communications profiling Social Communication Research (Registration number E23a-085/уч. from 04/11/2019, Belarusian State University). The program is based on the Higher Education II Stage (Master's Studies) Standard (OCBO 1-23 80 11-2019).

This Program has been developed in accordance with the Education Code of the Republic of Belarus of January 13, 2011; with clause 4 of the Regulation on the practice of students, cadets, students, approved by resolution of the Council of Ministers of the Republic of Belarus dated 03.06.2010 No. 860; with the Decree of the Ministry of Education of the Republic of Belarus dated May 27, 2019 "Procedure for the development and approval of curricula and practice programs for the implementation of the content of educational programs of higher education"; with the Decree of the Ministry of Education of the Republic of Belarus dated March 20, 2012 No. 24 "On approval of the instruction on the procedure and features of internship by undergraduates who are assigned pedagogical qualifications upon completion of training"; with the Regulation on the practice of the Belarusian State University dated 07.02.2014 (Order No. 46– D).

*The goals* of the internship are to consolidate the knowledge and skills gained in the process of theoretical training in the master's program, mastering the skills of conducting training sessions, as well as the skills of working with teaching materials (educational standards, training programs, curricula).

*The objectives* of the internship are:

- improving the level of preparedness for professional activities;
- consolidation and expansion of knowledge in the field of social communication research;
- development of gaining skills of pedagogical activity in communication design and implementation of the educational process in institutions of higher education in accordance with the received specialty.

The internship should ensure the formation of the following *universal master competencies*:

- UC-1. To be able to apply scientific cognition (analysis, comparison, systematization, abstraction, modeling, data authenticity checking, decision-making etc.) in independent research activity, to generate and realize innovative ideas.
- UC-4. To be able to use communication theories while solving everyday tasks.

– UC-6. To be able to perform pedagogical activity in education establishments, master and implement efficient education and information and communication technologies and pedagogical innovations.

*Venues of internship*, as a rule, are the graduating department of social communications or the department where the undergraduate conducts his or her research under the guidance of scientific supervisor. As well, full-time undergraduates can take their internship at the future workplace. The base of internship can also be the organization in which the activity is carried out corresponding to the profile of the specialty received by the undergraduate, subject to an agreement with the Belarusian State University / or an agreement of intent between the faculty of philosophy and social sciences and the organization / or written consent of the organization about admittance of the undergraduate to take an internship / or an oral agreement between organization and the faculty.

The host institutional structure, together with the manager of the practice of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of the Belarusian State University, exercises control over the organization of the internship, the implementation of this Program (see Appendix A).

## СОДЕРЖАНИЕ ПРАКТИКИ

Before starting the internship, the undergraduate must refer to the material of such academic disciplines as “Theory of Contemporary Communication Studies”, “Research Methodology of Contemporary Communication Studies”, “Research Seminar”, “Social Survey Design and Statistical Text Analysis”, as well as work out normative legal acts governing the legal status and activities of organizations – institutions of higher education.

Research and Teaching Internship for students of the second stage (master's degree) of the speciality 1-23 80 11 Communications profiling Social Communication Research is aimed both at building a professional qualities as a social researcher and at acquiring the competencies of a teacher of communicative academic disciplines. Consequently, the content of the internship should be focused on identifying the degree of readiness of the graduate student for independent professional work in the specialty, the manifestation of his or her abilities for independent scientific and educational-methodological activity, specialization in a specific certain thematic area of research and the gathering of material for the master's thesis.

During the internship, the student:

- scrutinizes the structure of organizations – institutions of higher education;
- gets acquainted with the functions of the organization as a whole, with the planning and order of work of the institution of higher education in general, the faculty and the department;
- gets acquainted with the documentation of the department;
- participates in the development of educational and methodological and information support of the educational process of the department;
- masters the forms and methods of organizational and educational work of the department;
- complies with the internal labor regulations of the organization and the requirements of legislation in the field of labor protection;
- fulfills the instructions of the manager of practice from the organization.

## ИНФОРМАЦИОННО-МЕТОДИЧЕСКАЯ ЧАСТЬ

### *Internship Organization*

To undergo internship training, each student is attached to the respective host organization. To get an idea of its activities, he or she first gets acquainted with organizational, methodological, and normative-technical documents.

During the first week of internship, the student establishes relations with the faculty of the department; analyzes the objectives of internship set for him by the heads from the department and the organization, together with them, specifies the topics of the individual task together with them, draws up an approximate schedule of the internship, defines the goals of the internship, selects the best ways to implement them.

During the second and third week, the student works in accordance with an individual task and an approximate schedule. The manager from the organization provides the student with the opportunity to get acquainted with teaching materials, curricula and other documentation of the department. The student participates in various forms of the educational process of the department as a backup teacher.

The last two days of research and teaching internship the student prepares a report. He or she analyzes specific problems that arose during the performance of an individual task, evaluates his or her professionally significant qualities and properties, identifies the level of development of professional thinking, his or her own creativity, motivation and reflection.

### *Calendar Schedule of the Internship*

<i>No</i>	<i>Internship stages</i>	<i>Types of educational work in internship</i>	<i>Current Control Forms</i>
1	Preparatory stage	1.1. Repetition of the material of a number of academic disciplines; work with recommended literature; familiarization with organizational, methodological and regulatory technical documents of the organization (before the start of practice). 1.2. Concretization of the subject of an individual assignment; drawing up an approximate schedule of internship (first week).	Internship diary mark
2	Period of practical work	2.1. Implementation of an individual internship plan.	Internship diary mark

No	Internship stages	Types of educational work in internship	Current Control Forms
		2.2. Systematization and analysis of the information received; preparation and completion of the report (second and third week).	
3	Defense of the report	Submission of the report to the manager of internship from the department (during the first two weeks following the internship).	End-of-term test

### *Sample List of Individual Assignments*

1. Analysis of training sessions of various types
2. The use of scientific search engines (*CiteSeer<sub>x</sub>*, *Google Scholar*, *Web of Science*, *Scopus*, etc.) in the preparation of the lesson
3. The use of reference software (*Mendeley* and others) and social networks of researchers (*Academia.edu* and others) in preparing a training session
4. Preparation of the synopsis of the training session
5. Preparation of the presentation of the training session in PowerPoint, Prezi, Google Slides, Keynote, PDF, etc.
6. Processing of a technological map of a training lesson
7. Analysis of the effectiveness of educational work of the department, faculty
8. The definition of strategies and tactics for optimizing educational work with students
9. Development of recommendations for planning and implementing advertising and marketing campaigns of the organization – educational institution
10. Testing advertising materials of the organization – educational institutions
11. Preparation of proposals for the planning and implementation of campaigns and public relations events of the organization – educational institution
12. Analysis and evaluation of the technical equipment of the educational process of the department
13. Preparation of proposals for optimizing the use of electronic learning tools, the introduction of distance and blended learning
14. Preparation of materials for the site of the organization – educational institution
15. Creation of electronic pages of the organization – educational institution

### *Textbooks*

1. *Абачиев, С. К.* Теория и практика аргументации / С. К. Абачиев, В. П. Делия. – М.: Едиториал УРСС, 2012. – 347 с.
2. *Арджирис, К.* Организационное научение / К. Арджирис. – М.: ИНФРА-М, 2004. – 563 с.

3. *Вайндорф-Сысоева, М. Е.* Методика дистанционного обучения: учебное пособие для вузов / М. Е. Вайндорф-Сысоева, В. А. Шитова, Т. С. Грязнова. – М.: Юрайт, 2017. – 195 с.
4. *Воробьева, С. В.* Управление образовательными системами: учебник и практикум для бакалавриата и магистратуры / С. В. Воробьева. – 2-е изд., пер. и доп. – М.: Юрайт, 2018. – 492 с.
5. *Инновационные процессы в образовании. Тьюторство: учебное пособие для вузов в 2 ч. / А. А. Вербицкий [и др.].* – 3-е изд., испр. и доп. – М.: Юрайт, 2016. – 199 с.; 404 с.
6. *Короткина, И. Б.* Профессиональный текст: академическое письмо для руководителей школ и специалистов образования / И. Б. Короткина. – Lambert Academic Publishing, GmbH & Co. KG, 2011. – 208 с.
7. *Лапыгин, Ю. Н.* Методы активного обучения: учебник и практикум для вузов / Ю. Н. Лапыгин. – М.: Юрайт, 2015. – 249 с.
8. *Любимова, Н. А.* От приёма к методу: как пройти этот путь с наименьшими потерями / Н. А. Любимова, Е. В. Бузальская. – М.: Златоуст, 2016. – 96 с.
9. *Методика преподавания: оценка профессиональных компетенций у студентов: учебное пособие для вузов / В. Белкина [и др.]* – 2-е изд. – М.: Юрайт, 2019. – 212 с.
10. *Плаксина, И. В.* Проектирование образовательной среды: учебное пособие для бакалавриата и магистратуры / И. В. Плаксина, К. В. Дрозд. – 2-е изд., испр. и доп. – М.: Юрайт, 2018. – 438 с.
11. *Полевая, М. В.* Современный преподаватель: взгляд на студентов и методики преподавания в вузе / М. В. Полевая // Гуманитарные науки. Вестник Финансового университета. – 2015. – № 3 (19). – С. 83–90.
12. *Сергеев, И. С.* Методика преподавания в высшей школе: учебно-практическое пособие / И. С. Сергеев, В. Г. Виненко, В. И. Блинов. – М.: Юрайт, 2015. – 316 с.
13. *Смирнов, С. Д.* Психология и педагогика в высшей школе: учебное пособие для вузов / С. Д. Смирнов. – 3-е изд., пер. и доп. – М.: Юрайт, 2018. – 353 с.
14. *Учебно-методический комплекс: модульная технология разработки: учебно-методическое пособие / под общей ред. А. В. Макарова, З. П. Трофимовой.* – Минск: РИВШ, 2008. – 152 с.
15. *Халперн, Д.* Психология критического мышления / Д. Халперн. – СПб.: Питер, 2000. – 520 с.
16. *Ярская-Смирнова, Е.* Создание академического текста: учебное пособие для студентов и преподавателей вузов / Е. Ярская-Смирнова. – М.: Вариант, 2013. – 156 с.
17. *Bean, J. C.* Engaging Ideas: The Professor's Guide to Integrating Writing, Critical Thinking, and Active Learning in the Classroom / J. C. Bean. – San Francisco: Jossey-Bass, 2011. – 384 p.
18. *Clark, A.* How to Be a Happy Academic. A Guide to Being Effective in Research, Writing and Teaching / A. Clark, B. Sousa. – SAGE, 2018. – 240 p.



19. Hopkins, D. *The Academic Skills Handbook. Your Guide to Success in Writing, Thinking and Communicating at University* / D. Hopkins, T. Reid. – SAGE, 2018. – 328 p.

20. Young, A. *Teaching Writing Across the Curriculum* / A. Young. – NJ: Pearson, 2006. – 82 p.

### *Reporting Requirements*

Defense of the internship is carried out after passing the internship on time and receiving positive feedback on the report.

At the end of the internship, the student draws up a written report and submits it to the leader of the practice from the Department of Social Communication along with the attached documents.

A written report on the passage of internship is formed from the questions proposed for study, and should contain:

- title page (see Appendix B);
- an introduction that includes an indication of the purpose, place, start date and duration of the internship; a list of the main works and tasks performed by the student in the process of internship;
- the main part containing the general characteristics of the host organization; description of the specifics of work in the process of internship; a description of the assignments which was completed by the student during the internship;
- a conclusion describing the skills acquired during internship; conclusions about the performance of individual assignments.

The volume of the report is 15–20 pages in Microsoft Word format, text fields: top and bottom – 2 cm, left – 3 cm, right – 1 cm, font Times New Roman, font size – 14 points, line spacing – 18 points.

Attached to the report:

- an internship diary, duly completed and certified;
- tables, forms, forms, copies of documents that were scrutinized by the student or were compiled by him or her personally (if necessary).

### *Summing up the Internship*

Conducting differential end-of term test for internship is carried out during the first two weeks following the internship. A differentiated test is carried out on the basis of the results of checking the report by the manager of the practice from the department with a grade.

Students who have not completed the internship programs in full, who have received negative feedback from the manager of the internship from the organization, or unsatisfactory grades when defending the report, are sent to retrain the internship in their free time.

**RESPONSIBILITY  
FOR ORGANIZATION AND CONDUCTING OF INTERNSHIP**

The responsibility for organizing and conducting the internship lies with the Dean of the Faculty of Philosophy and Social Sciences of Belarusian State University.

The general management of the internship and its organization is assigned by the Dean's regulation to the head of the Department of Social Communication. Direct management of the internship of undergraduates is carried out by the manager of internship from the Department of Social Communication.

Belarusian State University:

- provides educational and methodological guidance of internship;
- prepares timely launching of students to internship;
- provides students with internship diaries and other documents.

Department of Social Communication:

- informs students about the dates and venue of the internship and defines the assigned teachers;
- appoints the most experienced representatives of the teaching staff as internship leaders;
- exercises control over the organization and conduct of the internship, compliance with the deadlines and content of the internship;
- controls the timeliness of the submission of reporting documentation and carries on tests according to the results of passed internship;
- hears at the meeting of the department reports of managers on the results of internship and makes suggestions for improving the internship training of students.

The manager of internship from the Department of Social Communication:

- conducts organizational activities before going to internship; explains to students their rights and obligations; informs about the goals and objectives of the internship;
- introduces this Program and the requirements for the preparation of the report and internship diary, issues an individual task;
- supervises research and teaching activity of students;
- systematically visits the host organization, monitors students' compliance with the rules of the internal labor schedule;
- carries out methodological guidance of internship, monitoring the completeness of the implementation of this program by students, keeping a diary, drawing up a internship report;
- conducts a differentiated test for internship in the first two weeks following internship.

A student undergoing practice is required to:

- to study this Program, to receive an individual assignment from the manager of internship from the Department of Social Communication;

- draw up an approximate schedule of internship and submit it for approval to the leader of the host structure;
- fully comply with the requirements of this Program and the individual task received from the manager of internship from the Department;
- comply with the internal labor regulations and safety procedures established in the host structure;
- fill out a diary with explicating the work done;
- present to the manager of internship from the Department of Social Communication a report, diary and other materials of internship (if necessary);
- pass the differential internship test.

**МИНИСТЕРСТВО ОБРАЗОВАНИЯ РЕСПУБЛИКИ БЕЛАРУСЬ  
БЕЛОРУССКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ  
ФАКУЛЬТЕТ ФИЛОСОФИИ И СОЦИАЛЬНЫХ НАУК  
Кафедра социальной коммуникации**

**Отчет  
о прохождении производственной научно-педагогической практики  
для специальности  
1-23 80 11 Коммуникации  
Профилизация Исследование социальной коммуникации**

ФИО магистранта \_\_\_\_\_

Место прохождения практики \_\_\_\_\_

Срок практики \_\_\_\_\_

Руководитель практики \_\_\_\_\_

*ФИО, должность, ученая степень, звание*

МИНСК  
2019