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**THE ROLE OF EVENT ANALYSIS IN THE SYSTEM OF
FORMATION OF PROFESSIONAL COMPETENCIES OF
SPECIALISTS IN THE FIELD OF SOCIAL AND MEDIA
COMMUNICATIONS**

Education doesn't consist of the amount of knowledge,
it consists of a complete understanding
and an ability to use all things we know wisely.

Friedrich Adolf Wilhelm Disterweg
(a prominent German teacher
and progressive liberal politician,
follower of Pestalozzi)

In the conditions of globalization of the educational space there is a necessity to develop innovative teaching methods at institutions of higher education. It promotes the integration of Ukraine into the European education system as well as improving the quality of national education system in accordance with the requirements of modern employers.

Hence it is extremely relevant the problem of involving in the process of training future professionals in the field of social and media communications teaching methods related to practical activities. Such methods include event analysis, as it is aimed at a comprehensive, in-depth analysis of real social phenomena and problems, finding new approaches to solve them at the communicative level. And studying this method will help future professionals in the field of communication to acquire the necessary professional skills.

The study of theoretical and methodological principles, methodology and techniques of event analysis, its heuristic capabilities devoted to the scientific works of domestic researchers O. Gusak, O. Stepko, V. Kryvoshein, M. Poplavsky (Ukraine), foreign scientists L. Carter, D. Getz (England), O. Shumovich, K. Boryshpolets, O. Akhramenko (Russia), D. Kinsella, D. Rasset (USA) and others. However, the most of the issues of event analysis are considered in scientific sources in the framework of political researches of international relations.

In fact, the study of the peculiarities of the formation of professional competencies of specialists in the field of social and media communications is still ignored and out of the attention of domestic and foreign scholars. To some extent, this is also determined by the lack of a systematic approach in the study of the researched issues. Also significantly complicates the process of research the lack of empirical basis, specific sociological researches in the field of event analysis in general.

Hence, the purpose of this scientific work is an in-depth analysis of the role and importance of the method of event analysis for the formation of professional competencies of future professionals in the field of social and media communications.

For better understanding the concept of «event analysis» we should define the words of which it consists of. The concept of «event» is translated from English as an event, which in the general understanding means any gathering of people for a specific purpose [8]. The explanatory dictionary of the Ukrainian language gives the following definition of the event: «... a set of interconnected phenomena, facts of public life (important, significant), which form something as a whole» [4, p. 692].

The word «analysis» (from the Greek: ἀνάλυσις — analysis, decomposition) means «a method of scientific research of objects, phenomena by dividing them (in thought or in fact) into constituent parts» [4, p. 28].

Therefore, based on these interpretations, we can assume that event analysis, analysis of event data (from the English event —

occasion) — is a method of studying specific situations, changes in the state of the social system by deeply detailing a certain phenomenon in any area of society. In other words, it is a method of studying the development of social phenomena and processes, based on observing the intensity of events, as well as identifying the most important components of the social process for research.

Event analysis as a research field began to be used in the 60s of the XX century. Its founder is considered to be the American scientist Charles McLeland, who initially created this method for an in-depth analysis of international relations and organizations, international law and politics, the peculiarities of international diplomacy, etc. [9]. For the first time this researcher systematized the methodology and tools of this applied research method.

A prerequisite for the emergence of event analysis was the need to analyze information about individual events, the essence of which was not fully covered by a consistent description of these events. The method was called event analysis or event study, because researchers focused on studying the frequency and level of intensity of events that reflect the interaction of the parties in a given situation. The sources of information were processed on the basis of a clear classification of actions and their time sequence.

In general, the methodology of event analysis is based on the observation of the course and intensity of events in order to identify the main trends to changes in the social process. The method is characterized by a sufficient level of detail of the analyzed material. In this case, the researcher has the opportunity to identify certain data about the subject and circumstances with further forecasting of future events.

The main statement of event analysis is that any social process consists of primary cells-events, which are analyzed from the point of view of who, what, about whom and when speaks.

Historically, there are two main variants of the event analysis, namely:

1) **general** (undirected) event analysis is when the researcher makes theoretical conclusions about the event on the basis of empirical data. The researcher determines only the object of observation, but not the elements of the studied process (situation).

2) **targeted** (directed) event analysis, which involves a structured collection of information, where at the beginning of the study should be determined which elements of the process (situation) need to be investigated.

In modern research these opposing approaches are mostly combined. Therefore, it can be noted that event analysis is a

formalized method of studying various social events, the procedure of which involves a number of stages [3, p. 170].

We should describe the components of the stages of implementation of event analysis in public practice more thoroughly.

The first stage consists of compilation of a database or existing databases can be used. The following compositions a source are used as a source of information in:

- official documents;
- messages;
- news reviews;
- statistical information.

The second stage consists of dividing the information array into separate units of observation and sorting the data according to the purposes of the investigation. The simplest example is coding based on the principle:

- who carries out the action (their own, others);
- type of action (verbal, physical);
- goal (enmity, neutrality, cooperation).

The subjects most often considered are:

- states;
- political institutions;
- organizations.

The third stage is the calculation of the results of filling the matrix classifier.

The fourth stage involves analytical comparisons of the obtained values that characterize the events over a period of time. Usually scientists compare:

- events within one period of time, but in different spaces;
- events within one space, but at different intervals; events within different spaces at several time stages.

The fifth stage consists of verification of the obtained results.

The main issue in the given event analysis procedure is the definition of observation units. There are two types of such units: subjects of social relations (actors) and actions.

Depending on the objectives of the investigation, attention is focused on the verbal or physical category of actions.

Verbal actions include:

- information actions (public speeches);
- statements aimed at exacerbating the confrontation (accusations, criticism);
- statements aimed at ending the confrontation (negotiations, proposals).

Physical actions include:

- strategic (large-scale actions, demonstrations, rallies);
- tactical (initiation of specific measures to achieve a certain goal).

Taking into account all the things above, we can notice that the method of event analysis is aimed at systematization and processing of information, which includes the following components:

- subject-initiator (who);
- plot, event (what);
- object (about whom, about what);
- date of the event (when).

This algorithm of event description allows a researcher to systematize and process information about events. It will allow to predict in the future the impact of events on the social system as a whole.

In general, the event analysis procedure involves the division of the information array into separate segments, the studying each of them on the principle of «who — what — where — when» and comparing them for the analysis of social facts. The next step is the selection of main facts for the investigation. Event analysis makes it possible to understand the essence and specifics of social processes in certain time periods.

The effectiveness of the event analysis depends on the completeness and quality of the collected information. The main information base of the event analysis is the messages of research centers, news agencies, government agencies, newspapers, etc. These sources analyze information about a particular social event: elections, protests, mass demonstrations, military or international conflicts, socioeconomic crises, and so on. The subjects of social relations can be states, social and political institutions, various social organizations, social movements, etc.

The most important for event analysis is information about:

- 1) organizational-structural and procedural variables (types of decision-making units; time required to implement decisions);
- 2) the circumstances in which the announcements about the events were broadcast (speaker status; communication channels, audience, location);
- 3) the nature of the current relations between the participants of social interaction (allied, neutral, hostile);
- 4) the structure of the social or geographical space where the specific interaction takes place;
- 5) indirect participants of social events;
- 6) problem areas or types of used resources (diplomatic, economic, political, technological, military);

7) other social events that preceded a particular situation or are related to it in a certain way [3, p. 172].

Therefore, due to its applied nature, the use of event analysis in the educational process is very effective for training competent professionals in the field of social and media communications. This method helps students to completely understand optimal strategies, types, connections, structural elements and factors of effective communication in real conditions, acquisition of skills and abilities of optimal response at information and operational levels in crisis conditions, crisis prevention and processes.

Therefore, event analysis is a method with a wide scope of practical application, which is used by researchers of various specialties: sociologists, specialists in social and media communications, psychologists, political scientists, economists, international analysts, experts, criminologists and others. It allows to analyze a variety of social issues, namely: the dynamics of socio-political events, economic, cultural, international, regional and other processes, the intensity of business communications, as well as to predict the course of social phenomena, identify universal behavioural patterns of subjects of the social relations.

In the framework of the event analysis, the social process looks like an event row that is presented, for example, in the form of mass demonstrations, speeches of political leaders, elections, adoption of regulations, and so on. Each of these events influences on the situation as a whole and behind each of these events are certain actors with their own interests, so this method allows to regulate the flow of social events.

The most effective event analysis was in the field of sociological and political researches, such as domestic and foreign policy, social and cultural spheres, the development of regional and international relations. In the process of applying the method of event analysis, scientists identify the stages of development of the social situation and assess the new quality of the social process due to the analysis of the actions of the participants of the event. It is possible to predict various scenarios and increase the accuracy of tactical and strategic forecasts.

In general, the popularity of the event analysis application is due to the fact that this method allows to make a meaningful comparison of different events, which are then calculated and described in terms of number, duration and development of activity of actions. This facilitates the comparison of successful and unsuccessful actions, creating additional opportunities in the field of tactical and strategic forecasting. Thus, the event analysis allows to allocate separate stages

of development of events and to analyze new quality (state) of communication process as a result of various actions of event participants for the purpose of searching of effective technologies in communicative interaction.

Despite its great popularity and effectiveness, event analysis like any applied technique has its advantages and disadvantages. The advantages of event analysis are a high degree of objectivity and reliability for making effective practical management decisions. In addition, the conclusions, recommendations of the event analysis are the basis for predicting the likelihood of certain social events. The disadvantage of event analysis can be considered that it is a rather time-consuming technique that requires a high level of qualification and professionalism of performers, accuracy of procedure, efficiency, ability to work with large databases and perform their correct numerical and non-numerical interpretation.

In general, the obtained results in the event analysis allow us to understand: what is happening to society as a whole, taking into account the analyzed specific social events in chronological order; what factors influence on the course and duration of social events; what role certain social actors play in socially important events, their interrelationships in general.

It should be emphasized that for the field of social and media communications, designed to provide effective communication in society, event analysis has a theoretical and applied value due to the communicative component. From this point of view, event analysis can be considered as a method by which one can analyze the communication of certain subjects at the information and operational levels to form the optimal ways of communicative interaction.

Taking into account that event analysis is an applied method of studying social events, it can be argued that its applying in the educational process is extremely important for the formation of competencies of future professionals in the field of communication. This opinion was confirmed by the results of an anonymous survey conducted in 2016 among students of speciality «Advertising and Public Relations» at the Institute of Journalism of Kyiv University named after Borys Hrinchenko. The purpose of this survey is to evaluate the event analysis as an applied method of training of future PR specialists. An anonymous survey showed that considering specific situations and analyzing events with the help of event analysis is both interesting (85%) and useful (82%) for students.

Respondents also formed a list of advantages of using this method for the formation of special (professional) competencies of PR

specialists when working in a crisis context. In particular, according to students, event analysis contributes to the planning and implementation of a successful crisis response at the information and operational levels in emergencies and conflicts, the implementation of effective post-crisis activities, crisis prevention in the communicative aspect. Moreover, event analysis, according to most respondents, proved to be an effective way to learn ethical standards in the professional work of modern communicators (92 %), and therefore it can be called a necessary tool for professional success in the long run [1, p. 23].

Therefore, due to its applied nature, the use of event analysis in the educational process is very effective for training competent professionals in the field of social and media communications. This method contributes to the successful mastering by students of optimal strategies, types, connections, structural elements and factors of effective communication in real conditions, acquisition of skills and abilities of optimal response at information and operational levels in crisis conditions, crisis prevention and processes.

The application of this method will also contribute to a more effective understanding of socio-communicative, logical, psychological and other barriers, difficulties in establishing communicative situations [2, p. 55-59], prevention of conflict interactions in the communicative aspect of interaction of individuals, the establishment of communicative mutual understanding between the subjects of dialogic communication in general.

In addition, event analysis is also an effective way to learn a system of professional ethical norms and standards, communicative competencies and other professional and socially significant qualities, in particular, social responsibility, socially-oriented thinking, humanistic values. This seems especially relevant, given the specifics of the functioning of social and media communications in the face of the challenges of globalization. Because they are important parts of the economy and many of them today are becoming socially responsible and consumer-oriented. This can be seen everywhere, from the introduction of loyalty cards to the adoption of corporate policies on carbon emissions and many other measures that define and stimulate socially oriented consumption. That is, social and media communications are designed to stimulate business projects not only through the exploitation of different natural and human resources, they also significantly improve their efficiency in general and promote awareness of important social issues. This approach requires a scientifically sound definition of the mechanisms of formation of the socio-communicative sphere and its effective regulation and social

control [7, p. 87-89]. Therefore, the formation of appropriate socially significant qualities in the field of communication specialists is necessary for a thorough understanding of their innovative processes, covering the field of modern processes in the field of mediation and communication and the implementation of effective social management.

Based on the above, it can be stated that the method of event analysis will also help to master the fruitful tools of social communication management at the local and global levels, different types of communicative tolerance within the activities of modern specialists in communication technologies.

It is worth noting that the formation of communicative tolerance is especially important for professionals involved in the study of communicative processes. Because the effectiveness of interpersonal interaction with others and the success of the individual in general depends on this characteristic. Communicative tolerance is necessary to optimize the processes of interpersonal interaction, its development indicates the degree of mental health and inner harmony, or vice versa, disharmony of the individual [5, p. 55-56]. As it can be seen in the attitude of the individual towards social reality with taking into account the competence of communicative tolerance will help personality to improve the social adaptation and collective cohesion, development of skills of everyday communication and intercultural communication, empathic abilities, prevention and resolution of interpersonal conflicts.

In our opinion, the procedural features of compliance with regulatory requirements in the establishment of event analysis in the study of social reality nowadays will also certainly contribute to the mastery of the following methodological principles in cognitive activity: objectivity; logic; appeal to practice; critical analysis; accessibility; historicism; system approach; comprehensiveness of consideration.

The application of the principle of comprehensiveness of consideration in scientific cognition for the formation of skills of optimization of scientific research for future specialists of social and media communications deserves special attention. Because this principle involves students forming a correct methodological position in the study of social phenomena, namely: the correct understanding of the subject is possible only if the whole set of its internal and external connections and relations is studied [6, p. 48].

Accordingly, such an approach will contribute to an objective and comprehensive assessment of the researched issues, activating the potential of scientific research of students in general.

Given the above, event analysis can be considered an important tool for achieving professional success in the field of social and media communications in academic, applied and research areas.

Further prospects of the author's research will be aimed at studying the heuristic possibilities of event analysis and improving the theoretical and applied, methodological, didactic, organizational and technical aspects of its application in the context of training socio-humanitarian specialists in general.

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