

АННОТАЦИЯ РАБОЧЕЙ ПРОГРАММЫ ДИСЦИПЛИНЫ

Б1.О.ДВ.01.02.02 Письмо и критическое мышление (Writing and Critical Thinking)

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Код и наименование направления подготовки, профиля:

42.03.01 Реклама и связи с общественностью

«Управление социальными коммуникациями» (Liberal Arts)

Квалификация (степень) выпускника: бакалавр

Форма обучения: очная

Цель освоения дисциплины: развивать способность применять критический анализ информации и системный подход для решения задач обоснования собственной гражданской и мировоззренческой позиции; способность осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном(ых) языках

План курса:

№ п/п	Themes	Theme content
Theme 1	Skepticism and objectivity. Techniques of thinking development and self-development. Academic electronic communication. Academic skills and strategies of reading.	<ul style="list-style-type: none"> ● Reflection and metacognition. How do you distinguish between “view from the inside” and a supposed “view from the outside”? Writing as a way to see the quality of your thinking. Skepticism, subjectivity and objectivity. ● Business correspondence, registration of a business mailbox. Services of storing, editing and synchronizing files in the Internet: Google Disk, OneDrive, DropBox, Яндекс.Диск etc. Integration of mailbox and cloud storage. Basics of online work with documents, tables, forms and presentations. Rules of access and joint work with files. Pros and cons of mobile and desktop versions. ● Features of reception and memory. Life-long learning. Techniques and strategies of reading. Thought as synthesis of the new (Vygotsky). Conscious memorizing and mnemonic techniques. Bloom’s taxonomy. Maieutics. ● Академический текст и стратегии понимания сложных текстов: вопросы, конспект, парафраз, ключевые слова, графические систематизаторы. Приемы запоминания информации. ● Academic text and strategies of understanding complicated texts: questions, summary, paraphrase, keywords, graphic systematization. Techniques of memorizing information.

		<ul style="list-style-type: none"> • Techniques and strategies of reading. Various types of reading. Quick, slow, contextual reading. Critical analysis of primary and secondary sources. The art of making notes. Abstract, summary, synopsis. • Academic skills: academic reading, academic writing, oral report and general learning skills. Types of literacy: communicative, information, intercultural. Originality, quotation, plagiarism. Possible reasons of lack of academic integrity among students. Motivation. Education environment.
Theme 2	<p>Logic, argumentation and fallacious reasoning.</p> <p>Analytical writing: analyzing an argument. Ways of presenting information and oral academic presentations.</p>	<ul style="list-style-type: none"> • Information with no grounds. Description. Opinion and belief. Explanation and illustration. Abduction. Formal and informal logic. • Introducing the scientific method. The limits and values of the scientific method. The difference between a problem and a research problem. The problem of a research as a reason, the solution as a function. Choice of the field of research and formulating the research question. The cycle of research. Recommendations for the choice and formulation of the final paper theme. Criteria for the final paper. • Induction. Inductively forceful and inductively weak argument. How to use statistics? Principles of good sampling. Possible mistakes. • MS Office Word, Excel, Power Point: tables, diagrams, schemes, graphs, infographics. Typology of diagrams. Model of thinking. Poster. • Deduction. The basics of formal logic: the assertion, the logical square, the syllogism. Argument, premise, conclusion. Valid and invalid, sound and unsound reasoning. Necessary and sufficient conditions. Two formal logical mistakes: affirming the consequent and denying the antecedent. • Rules of reading graphs and diagrams. Rules of a good presentation. • Fallacious reasoning. False arguments. Appeals to authority, pity, force, nature, tradition, ignorance. Ad hominem. Begging the question. Slippery slope. Post hoc ergo propter hoc • Analytical writing: analyzing an argument.
Theme 3	<p>Theories of argumentation.</p> <p>Analytical writing: argumentation.</p> <p>Work with information sources.</p>	<ul style="list-style-type: none"> • Introduction to the theory of argumentation. The rhetorical aspect of argumentation. Argumentation as verbal activity. Presentation and debate. Polemics. • Resources of the Russian Internet: websites of universities and research centers, websites of governmental institutions, net libraries, personal pages of researchers. Resources of the English Internet: SSRN, repositories of universities, personal pages of researchers, open archives and libraries. Work with the library of RANEPa: access, keyword search. • The Toulmin model of argumentation. Elements and functions of the model. A reconstruction of an argument with the Toulmin model. • Research databases: РИНЦ, Web of Science, Scopus. Citation indices and evaluation of the efficiency of scholars

		<p>in different disciplines. Journals: scientific, peer reviewed, indexed. Classification tools: УДК, ISBN, ISSN, ББК, DOI. Work with eLibrary.ru: registration, keyword search, check of scientific journal status.</p> <ul style="list-style-type: none"> • External structure of argumentation. The notion of argument structure (serial, linked, convergent, divergent). Algorithm of defining the structure of argument. • Referential literature. Bibliography: list of works cited and bibliographic description. Elements of bibliography. The FOCT: footnotes and endnotes. International styles of citation: American Psychological Association (APA), American Sociological Association (ASA), the Modern Language Association (MLA), Chicago Manual of Style. Bibliographic managers and their classification. Zotero and Google Scholar. • Internal structure of an argument. Argumentation scheme. Methodological importance of argumentation schemes. Classification of argumentation schemes. • Databases of Russian research and statistical institutions, international databases. Search engines and the language of search queries. Google and Yandex. Monitoring the media, social networks and blogs. • Argumentation in writing. Types of essays. • Analytical writing: argumentation. Features of academic style. Stylistic, lexical and grammatic features of academic style in speaking and writing. Composition of an academic text. Structure of a student's paper.
Theme 4	Cognitive biases. Heuristics. Decision-making. Academic text and the basics of academic ethics.	<ul style="list-style-type: none"> • Fundamental attribution errors. Hindsight bias. Intentional sampling. Publication bias. Overestimation of the simplicity and predictability of the world. • Academic writing and the basics of academic ethics in information society. • Decision making. Irrationality and rationality. Neuroplasticity and instruments of thought improvement. Automatism in thought and perception, removal. • Copyright in intellectual work in Russia and abroad. Creative Commons licenses. Free software and free content. • Heuristics. Affect, availability, representativeness heuristic. Anchoring effect. Stereotypes. Cognitive bias. Framing and reframing. Overconfidence effect. The Dunning-Kruger effect. Sharpshooter fallacy. The just world hypothesis. Survivorship bias.
Theme 5	Beyond logic: emotions and human drama. Means of influencing the audience.	<ul style="list-style-type: none"> • Analysis of a message: emotion and human drama. Creating context for persuasion. Ethos, logos, pathos, kairos. The universal and culturally specific nature of emotion. • Rhetoric. Jargon. Smokescreen. Polysemy. Informal fallacies of ambiguity (linguistic fallacies). Amphiboly and equivocation. Fallacies of composition and division. Hate speech and political correctness. Facts, ideas and rhetorical devices in the media.

Theme 6	Communication and culture. System for analysing verbal interaction (SAVI)	<ul style="list-style-type: none"> • Basics of communication theory. Model of a communication act. Communicative failure. Interpersonal and mass communication. Speech genres (M. Bakhtin). Performativity. • Introduction to semiotics. Two parts of a sign (the signifier and the signified). Symbols, indices and icons. Zero sign. Syntactics, semantics and pragmatics. Syntagm and paradigm. Verbal and non-verbal (action, artefact) codes. • Intercultural communication. What is culture? Ethnocentrism and multiculturalism. Dialogue of cultures. • System for analysing verbal interaction. Verbal behaviour and factors of communicative failure: “Yes, but”, mind reading, negative predictions, complaints, verbal attacks, loaded questions.
Theme 7	Systems thinking. Innovative thinking.	<ul style="list-style-type: none"> • Systems thinking. Objects as systems. Structure. System and structure in writing. • Design thinking and creative thinking.
Theme 8	Argumentation in academic writing. Problematization and editing.	<ul style="list-style-type: none"> • Features of academic communication. Ethics of writing a research paper. Academic speech. Academic style. • Communication from the point of view of information theory. • Presenting a problem and making an argument in writing. Types of an essay.

Формы текущего контроля и промежуточной аттестации:

В ходе реализации дисциплины «Письмо и критическое мышление (Writing and Critical Thinking)» используются следующие методы текущего контроля и успеваемости обучающихся:

- при проведении практических занятий: quiz, group discussion;
- при контроле результатов самостоятельной работы студентов: quiz / discussion based on video lectures, home assignments.

Промежуточная аттестация проводится в форме зачета с оценкой в 1 семестре (в формате class essay) и экзамена во 2 семестре (written test with the use of digital education technologies).

Учебный год завершается выполнением интегрированной письменной работы-междисциплинарного эссе, которая имеет статус курсовой работы.

Основная литература:

Чатфилд Т. Критическое мышление. Анализируй, сомневайся, формируй свое мнение. Учебное пособие. – М.: Альпина Паблишер, 2019.

<http://www.iprbookshop.ru/82613.html>