

Учреждение образования «Белорусский государственный
экономический университет»

УТВЕРЖДАЮ

Ректор учреждения образования
«Белорусский государственный
экономический университет»

_____ В. Ю. Шутилин

« _____ » _____ 2020 г.

Регистрационный № УД _____ / уч.

ПРИКЛАДНАЯ СОЦИОЛОГИЯ
(на английском языке)

Учебная программа учреждения высшего образования по учебной
дисциплине для специальности 1-23 01 02-05 Лингвистическое обеспечение
межкультурных коммуникаций (по направлениям)

2020

Учебная программа составлена на основе учебного плана по специальности 1-23 01 02 «Лингвистическое обеспечение межкультурных коммуникаций (по направлениям)» (направление специальности 1-23 01 02-05 «Лингвистическое обеспечение межкультурных коммуникаций (внешнеэкономические связи)», специализация 1-23 01 02-05 02 «Коммуникативные технологии в бизнесе», регистрационный № 52Р-13 от 18.10.2013

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РЕКОМЕНДОВАНА К УТВЕРЖДЕНИЮ:

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(протокол № ____ от _____ 2020 г.).

Научно-методическим советом учреждения образования «Белорусский государственный экономический университет»

(протокол № ____ от _____ 2020 г.).

EXPLANATORY NOTE

The given syllabus is designed to teach the academic subject “Applied Sociology” that is an option subject of a cycle of special subjects in the curriculum for training specialists in the direction “Linguistic support of intercultural communications (foreign economic relations)”. The academic subject “Applied Sociology” is taught in English. It relies on the knowledge gained by students in study of “Sociology” and “Sociolinguistics” as well as on the knowledge of English.

Sociology is not limited to the general theory of society and general method of cognizing it. The common in it exists in the particular and individual. Thus, general sociological theory contains a number of divisions that can be interpreted as its branches that are capable to transform into independent sociological sciences. Theories reflecting the general, particular and individual aspects of the social life form the fields of the sociological science that is designed to solve practical problems while fulfilling its applied functions.

The place of applied sociology in the system of sociological sciences has not yet been fully determined. Applied sociology is most often identified with conducting empirical or operational sociological researches, being considered as a science that studies definite social processes, systems, institutions, social structures, organizations and their components. In this context, it looks like a set of either branch sociologies, or empiric (applied) sociological researches conducted within their framework to develop practical recommendations. But applied sociological researches do not solve practical problems on their own. They are carried out not to implement the fundamental principles of science in practice but to make theoretical generalizations on the basis of the collected empiric material.

Applied sociology and applied sociological researches are of vital importance in modern society. The results of polls are regularly published in newspapers and magazines, sounded on television and in radio broadcasts. Not a single product appears on store shelves without a sociological expertise on demand; not any pre-election campaign manages well without a sociological study of the population’s electoral preferences, identification of ratings of various political forces, their leaders etc.

The methods of sociological science are widely used in social governance to make decisions that affect interests of various strata of society, i.e. what covers the concept of economic, legal, social, cultural, educational and other areas of policy. In this regard, specialists of various professions have a growing need for obtaining the necessary minimum of sociological knowledge, mastering basic methods and techniques of conducting applied sociological research, interpreting and generalizing the results obtained. The academic subject “Applied Sociology” helps future specialists in communication technologies in business to obtain such knowledge and develop the necessary competencies.

The **purpose of the academic subject** is to obtain the knowledge of applied sociology necessary to solve social and multicultural problems of society and develop competencies to conduct applied sociological research.

Objectives of the academic subject are to:

- develop a system of knowledge about the laws of functioning and evolution of socio-economic phenomena, processes and possibility of solving the society's problems by sociological methods;
- identify the place and role of sociological research in sociological science, its main stages and methodological grounds;
- give an understanding of the place and role of theories, conceptual apparatus in sociological research;
- develop an idea of sociological research as a single and holistic process of obtaining and substantiating a reliable research result;
- reveal the structure of the sociological research design, the content of its main parts and the procedure for its construction;
- give an understanding of the methods for collection, analyzing and processing of sociological research data;
- develop a design and carry out an applied sociological research followed by the analysis of the obtained empiric data.

As a result of learning the given academic subject, the student must *know*:

- 1) theoretical and methodological grounds of applied sociological research;
- 2) structure of sociological research and content of all its stages;
- 3) characteristics and functionality of modern methods of sociological research;
- 4) specificity of applying methods in empirical sociological research;
- 5) modern approaches to processing the collected empirical data and analyzing the results;

- 1) проводить анализ полученных результатов, интерпретировать их и оформлять результаты исследования в отчет и в виде PPT презентации,
- 2) презентовать результаты прикладного социологического исследования с последующей публичной защитой;

be able to:

- 1) develop a applied sociological research design;
- 2) select and justify the choice of research methods in accordance with the problem under study;
- 3) develop tools for collecting primary sociological information;
- 4) select an adequate technology for collecting and processing information and apply it in empirical research,
- 5) analyze the obtained data, interpret them and draw up the research results in a report and PPT presentation,
- 6) make a public presentation of the results of applied sociological research;

possess:

- 1) method of critical analysis of the results of study of a social problem;
- 2) skills of independent search, selection and analysis of sociological information on the problems of applied sociology;
- 3) skills of professional communication.

Mastering the academic subject “Applied Sociology” should result in development of the following groups of competencies:

- academic competencies:

1) AC-1. Be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems.

2) AC-4. Be able to work independently.

3) AC-6. Possess an interdisciplinary approach to problem solving.

4) AC-7. Have skills to use technical devices, manage information and work with computer.

5) AC-8. Possess verbal and written communication skills.

- social and personal competencies:

1) SPC-5. Be capable of criticism and self-criticism.

2) SPC-6. Be able to work in a team.

3) SPC-7. Have a system of knowledge about social reality and about yourself.

4) SPC-11. Have experience in public communication.

5) SPC-12. Have experience in carrying out the professional activities of an assistant-translator in accordance with the moral code of the translator, reflecting patriotic and ethical standards of behavior.

6) SPC-13. Be capable of critical thinking.

- professional competencies:

1) PC-4. Implement the required role repertoire within the profession.

2) PC-5. Have an ability to convince.

3) PC-6. Possess skills of public speech in the native language and in at least two foreign languages.

4) PC-7. Be able to adequately interpret the communicative behavior of representatives of another culture.

5) PC-8. Carry out all types of interpretation and translation from a foreign language into a native language and from a native language into a foreign one.

6) PC-9. Analyze arising translation difficulties.

7) PC-10. Find the best ways to overcome inter-language and intercultural barriers in various translation situations.

8) PC-11. Work independently with modern sources of information and use modern technologies in the translation process.

9) PC-12. Develop strategies and tactics for negotiation, strategies and tactics for working in the context of inter-language and intercultural communication.

10) PC-13. Implement modern approaches to organizing the work of a translator in practice.

11) PC-14. Carry out information and analytical activities that ensure effectiveness of intercultural, inter-lingual communication in one of the following areas: a) foreign economic relations; b) foreign policy relations; c) public relations; d) information services; e) international tourism.

12) PC-15. Work with specialized literature; analyze and evaluate the collected information, form information and analytical databases.

13) PC-16. Prepare reports, materials for presentations and use global resources.

14) PC-17. Analyze the content and interpret texts of various orientations.

15) PC-23. Develop and make professional decisions, correct own activities and activities of other participants in the process of intercultural communication.

In the course of studying the academic subject the students learn more details of the theoretical provisions set out in lectures, and in practical classes they get the opportunity to independently analyze the material and perform practice-oriented tasks on study problems. Results of questioning (control questions, tests, written assignments), simulation assignments in practical classes, guided independent work and well conducted applied sociological research are used to assess quality of knowledge assimilation and development of necessary competencies.

Rating, credit-modular systems for assessing the students' educational and research activities, variable models of controlled independent work are used to manage the educational process and organize control and assessment activities.

The total number of hours of the given academic subject is 90, of them classroom hours are 60, including 30 hours for lectures, 30 hours for practical classes. The form of current attestation is a credit test.

CONTENT OF EDUCATIONAL MATERIAL

PART 1. THEORETICAL AND METHODOLOGICAL GROUNDS FOR SOCIOLOGICAL RESEARCH

Topic 1.1. Applied Sociology as science

Applied Sociology as an integral part of sociological science. Object and subject of Applied Sociology, its goals and objectives. Functions of Applied Sociology. Stages of development of Applied Sociology. Applied (practical) nature of sociological theories.

Topic 1.2. Applied sociological research

The need for up-to-date information necessary for making management decisions. Understanding of sociological research. The methodological role of theory in a sociological research.

Types of sociological research. Theoretic and empiric, fundamental and applied research. Qualitative and quantitative research. Pilot, descriptive and analytical research. Monographic, complete and sample research. One-point and repeated / longitudinal research. Panel, cohort and trend research.

Applied sociological research and its stages.

Topic 1.3. Sociological research design

Understanding a research design and its importance for an applied sociological research (ASR). Research design structure.

Methodological part of the ASR design. Relevance of the general problem. Justification and wording of the research problem. Object and subject of sociological research. Preliminary system-based analysis of the object under study. Target population and its characteristics. Wording of the goal and objectives of the study. Research hypotheses and their types. Variables in a sociological research. Empirical interpretation of concepts. Operational definitions.

Methodic-procedural part of the ASR design. Understanding of a random sample and its structure. Choosing research instruments. Justification of methods for collecting, processing and analyzing the information in a sociological study. Work schedule and assignment of responsibilities.

Topic 1.4. Measurement in sociology

Sources of sociological information. Measurement in a sociological research. Social indicators and indicators in a sociological research.

Understanding of measurement level and scaling. Measuring qualitative and quantitative data. Scales and indices in a sociological research. Classification of scales. Requirements for construction of scales. Typical mistakes in construction and use of scales.

Measurement reliability and validity. Scale reliability control methods. Types of validity and validation procedures.

Topic 1.5. Statistical and sociological aspects of sampling

Methods of embracing the study phenomenon in a sociological research. Sample research methods: monographic, complete, sample.

Sampling method in a sociological research and its basic concepts: target population and random sample, distribution, sampling error. Sample and systematic error.

Probabilistic sampling methods: simple random sampling; systematic, cluster and stratified sampling; multistage and combined sampling methods. Non-probabilistic sampling methods: convenience / accidental, quota, snowball, judgmental.

Sample size calculation. Representativeness and reliability of a sample research.

PART 2. METHODS FOR DATA COLLECTION IN SOCIOLOGICAL RESEARCH

Topic 2.1. Survey methods for collecting empirical information: questionnaire survey

Survey as a method for collecting primary sociological information, its main purpose and scope. Forms of surveys (face-to-face, group, mail, telephone, online, etc.).

Types of survey. Questionnaire survey, its advantages and disadvantages.

Questionnaire as a toolkit. Designing the questionnaire. Layout and structure of the questionnaire.

Question as a research tool in a sociological survey. Succession of questions in the questionnaire. Building blocks of questions.

Types of questions: open and closed questions. Types of closed questions: alternative, scaled, menu, table ones. Types of questions by function: direct, indirect, controlling, filter and trap questions.

Requirements for wording questions. Features of wording questions relating to sensitive topics. Forms of recording options to closed questions. The problem of those who did not respond and ways to solve it.

Topic 2.2. Survey methods for collecting empirical information: Interview survey

Interview as a kind of survey. Advantages and disadvantages of the method. Types of interview surveys (formalized in-depth, focused etc.). Requirements for the interviewer. Interaction specificity between the respondent and interviewer. Problem of data processing and analysis.

Focus-group as a kind of interview survey. Types of focus groups (formalized, semi-formalized, non-formalized). Focus group procedure. Group discussion as a way to collect social information. Role and functions of the moderator of group discussion.

**Topic 2.3. Survey methods for collecting empirical information:
expert survey**

Expert survey as a kind of survey: purpose, advantages and disadvantages. Methods for selecting experts. Expert survey modes. Making a group decision in the process of examination. Reliability of expert assessments.

**Topic 2.4. Survey methods for collecting empirical information:
socio-metric survey**

Sociometric survey and procedure for its conducting in small groups.

Types of tools: socio-metric questionnaire, socio-metric test, socio-matrix and socio-gram. Socio-metric test: purpose and scope. Types of socio-metric choices. Criteria for socio-metric choices: communicative and gnostic.

Specificity of processing and analyzing socio-metric tests. Main indicators of socio-metric results. Individual and group indices. Types of interpersonal relationships.

Concept of social networks and methodological principles of their study. Methods for analyzing network structures.

**Topic 2.5. Non-survey methods for collecting empirical information:
document analysis**

Document analysis as a non-survey method: its features, advantages and disadvantages. Documentary base of sociological research. Document as an object of analysis. Types of documents. Stages of document analysis.

Peculiarities of analysis of qualitative and quantitative information. Types of document analysis: traditional and formalized.

Understanding of content analysis. Programming and procedure for conducting content analysis. Main stages and criteria for selection of documents. The principle of formalization and statistical significance.

Content analysis categories, unit of analysis and unit of account; unit of fixation, unit of recoding and unit of context G. Lasswell; unit of information. Development of a content analysis table.

**Topic 2.6. Non-survey methods for collecting empirical information:
sociological observation**

Observation as a method for collecting primary sociological information. Types of observation (covert and overt, participant and non-participant, field and laboratory, systematic and non-systematic). Covert and overt participant observation. Organization of participant observation. Ethics of participant observation. Typical mistakes in observation.

Observation tools (cards, protocols, diaries) and its design. Use of technical means of registration of primary information.

**Topic 2.7. Non-survey methods for gathering empirical information:
experiment in sociology**

Sociological (social) experiment and its scope in sociology. Advantages and disadvantages of the method. Basic requirements for the experiment. Types of social experiments (scientific and practical, natural, laboratory and simulation).

Understanding of test (experimental) and control group. Methods for their selection. Dependent (factor) and independent (neutral) variables. Experimental data processing. Representativeness of experimental results. Requirements for external and internal validity. Typical mistakes and difficulties in applying the method.

PART 3. SOCIOLOGICAL RESEARCH RESULTS

Topic 3.1. Analysis and processing of data in sociology

Types of data in a sociological research. Types of data analysis of an applied sociological research. Kinds of quantitative (statistical, non-statistical) and qualitative (functional, structural, genetic, systemic) analysis.

Quantitative approach: stages and procedures for primary processing of data obtained in an applied sociological research. Cleaning (editing) questionnaires. Correction of errors. Coding of information. Data processing with a computer. Software for computer processing of sociological information. Standard processing programs: Vortex program package, SPSS and Statistica, UCHINET et al. Statistical and non-statistical methods for summarizing and explaining the data.

Methods for quantitative analysis of empirical data: univariate, bivariate and multivariate statistical analysis, correlation, cluster, factor analysis etc.

Distribution tables of the obtained data. Absolute and relative frequency. Understanding of dispersion, mode, median and arithmetic mean.

Visualization of the obtained empirical data: tables, graphs, diagrams.

Basic procedures of data processing and analysis in qualitative research. Primary coding of information: transcription of non-verbal and verbal information into textual, graphic form. Procedures for nomination and classification of generalized social characteristics.

Procedure for explaining the research results. Transfer from indicators to indices. Development of indices, scale assessments. Developing typologies. Ranking by importance. Assessment of research results.

Topic 3.2. Presentation of sociological research results

Logic of building a report. Data generalization and presentation of results. Transfer from the particular to the general as a process of making grounds for the answer to the main hypothesis of research.

Structure of report. Justification and content of the relevance of the study problem. Purpose of the study as its most general result. Characteristics of the object and subject of research. Theoretical and methodological foundations of the study. Substantiation of answers to research hypotheses. General conclusions based on the research results. Appendix to the report.

Understanding of recommendations. Requirements for development of recommendations: compliance with the problem and research results; concreteness; feasibility; material and organizational insurance; realism.

Preparation and submission of ASR report. Methods for presenting research results to the customer.

Preparation of PPT presentation of research results.

EDUCATIONAL-METHODOLOGICAL MAP
academic subject “Applied Sociology”
daytime higher education

№	Part, topic	Number of hours							Other	Attestation mode
		Lectures	Practical classes	Seminars	Laboratory classes	of				
						L	P	La		
3	4	5	6	7	8	9	10	11		
1	Theoretical and methodological grounds for sociological research	12	10							Test on the part
1.1	Applied Sociology as science	2								
1.2	Applied sociological research	2	2						PPT presentation	Reports, making groups, determining the ASR type and its topic
1.3	Sociological research design	4	6						Computer presentation (CP 1)	Oral questioning “black box”), development of ASR design, its discussion and assessment in the group. Test 1 on part 1
1.4	Measurement in sociology	2	2						PPT presentation	Reports, practical assignments to determining a scale and calculate a random sample
1.5	Statistical and sociological aspects of sampling	2								
2	Methods for data collection in sociological research	14	10							Tests on the part
2.1	Survey methods for collecting empiric information: questionnaire survey	2	2						CP 2	Interactive questioning, development of questionnaire, wording of questions
2.2	Survey methods for collecting empiric information: interview	2	2						PPT presentation	Reports, focus group simulation, work with questionnaire
2.3	Survey methods for collecting empiric information: expert	2								

INFORMATIONAL AND METHODIC PART ИНФОРМАЦИОННО-

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Additional references

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ПРОТОКОЛ СОГЛАСОВАНИЯ УЧЕБНОЙ ПРОГРАММЫ УВО

Название дисциплины, с которой требуется согласование	Название кафедры	Предложения об изменениях в содержании учебной программы изучаемой дисциплине	Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола)
Связи с общественностью	Межкультурной экономической коммуникации	нет	протокол № _____ от _____ 2020 г.

ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО
на 20__/20__ учебный год

№ п/п	Дополнения и изменения	Основание
1		

Учебная программа пересмотрена и одобрена на заседании кафедры экономической социологии и психологии предпринимательской деятельности («__» _____ 20__ г. Протокол № __)

Заведующий кафедрой,
к.соц.н., доцент

И.В. Лашук

УТВЕРЖДАЮ
Декан факультета

М.В. Мишкевич