# ABSTRACT
## OF THE ACADEMIC DISCIPLINE

### «ADVERTISING AND INFORMATION TECHNOLOGIES»

### GENERAL CHARACTERISTICS OF THE DISCIPLINE

The discipline «and Information Technologies"introduces students to the patterns and principles of information and advertising processes in the social sphere, studies the problems of socialinteraction, conducts social and advertising campaigns, allows them to get acquainted and master some skills of working with information technologies.

### THE PURPOSE AND OBJECTIVES OF THE DISCIPLINE

The purpose of teaching the discipline is:
students mastering the terminology apparatus of the direction "Advertising and information technologies", obtaining skills in creating an information product for social institutions, the opportunity to improve their achievements in the field of social and advertising work.

The main tasks of studying the discipline are:
- to ac brief students on the stages of development of advertising and information technologies in the world;
- improving the quality of training of specialists in social work on the basis of the use of information technologies;
- to form an idea of the possibilities of using advertising and information technologies in the field of social work;
- consider the general classification of advertising and information technologies, as well as investigate those that can be effectively used in social work;
- adaptation of information technologies of training to individual characteristics of students;
- introduction of information technologies into the sociological process.

### PRERECT AND CORRECT DISCIPLINES

*Prerquises.* The study of the discipline "Advertising and information technologies" involves the preliminary assimilation of loans in the disciplines "European standard of computer literacy",

*Correct* .. The main provisions of the discipline "Advertising and information technologies" should be used in the study of such disciplines as "Medical Informatics" and "Information Technologies in Medicine".

### CONTENTS OF THE DISCIPLINE

**Curriculum**

Theme 1. The main historical stages of the development of advertising and information technologies in the world. Introduction to information technology. Information technologies in advertising and information activities.

Theme 2. Theoretical basis of advertising and information activity in the social sphere. Formation of industry specialists, their impact on the development of advertising and information technologies in industrial society.

Theme 3. Social advertising and its legal aspects in the experience of Ukraine and abroad. Place of advertising and information technologies in the communication environment of Ukraine, the world.

Theme 4. Planning a social advertising and information campaign. The main stages of implementation of the social advertising and information campaign. Artistic design in advertising.

Theme 5. Computer and network technologies in advertising.