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**CONSTRUCTING NARRATIVE AS A METHOD OF DEVELOPING
CONFLICTOLOGICAL COMPETENCE OF PROSPECTIVE
SPECIALISTS IN ADVERTISING AND PUBLIC RELATIONS**

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In the article the essence of constructing narrative in self-education work as a method of developing conflictological competence of prospective specialists in advertising and public relations has been revealed. The narrative itself has been defined as a conflictological method, or a method of social impact. During the pedagogical experiment constructing narrative was carried out on several stages, i.e. organization and stimulation, content and activity, effect and reflection. It has been found out that such sequences of stages promotes directing motivation and values sphere of prospective specialists in advertising and public relations to constructive conflict resolution alongside with acquiring integrated knowledge on conflictology, developing conflictological skills and acquiring practical experience of constructive conflict resolution. It has been proved that the effectiveness of the developing conflictological competence of prospective specialists in advertising and public relations is provided by a set of appropriate methods, techniques and forms of learning activity. Organisational and methodical provision included reviewing of promotional narratives, analysis of experts' opinions on the role of narrative in the field of media communications, using quest technologies, identifying characteristics of the target audience, creating, implementing and verifying the effectiveness of narratives for internal and external audiences with the help of GoogleApps services. The obtained results can be implemented in

the professional training of prospective specialists in advertising and public relations.

Key words: narrative, method, conflict, conflictological competence, prospective specialists in advertising and public relations.

Introduction. The specific character of professional activity of future specialists in advertising and public relations, namely its ambivalence, determines the need of conflictological competenceformation. On the one hand, the rapid development of processes of informatization and communication in the present-day environment, encourages the integration of society, creating innovative associations, and on the other hand, can lead to negative information-psychological influence – the disinformation, the falsification of ideas about the real world, manipulation of public opinion, information wars, the contentiousness of the professional environment (stress-intensity and tension, imbalance of relations in the staff, work of all participants under the conditions of a permanent conflict). The solution to the problems of conflict in the professional environment requires the formation of conflictological competence of the future specialists in advertising and public relations in the process of their professional training.

In scientific works of domestic and foreign researchers, the essence of conflictological competence has been revealed (I. Vashchenko, Ye. Durmanenko, A. Ishmuratov, L. Mukhina, A. Nemkova, L. Petrovska, N. Samsonova, B. Khassan, L. Tsoi); the necessity of formation of conflictological competence in the process of professional training at a higher educational institution has been substantiated (N. Samsonova, F. Semenova, V. Sherniyazova, M. Ebzeyev), in particular of the future pedagogues and psychologists (G. Berezhna, I. Kozych, L. Kotlova, N. Kukleva, A. Levkovich, A. Lukashenko, S. Romanov, Ye. Sgonnikova,

I. Soroka, O. Teploukhov, V. Shemyatykhin); of law enforcement officers, lawyers (O. Klymentyeva, N. Svyrydyuk); managers (R. Axelrod, O. Denysov, T. Dziuba, I. Matiykiv); government employees (O. Tertyshna); border guards (D. Ivchenko).

However, as has been shown by scientific studies, the issues of conflictological competence formation of future specialists in advertising and public relations have not been a subject of systemic research of domestic and foreign scholars. In particular, the problem of organizational-methodical support requires a thorough study, namely, the selection of relevant methods of conflictological competence formation of future specialists in advertising and public relations.

Definition of the aim and objectives of the article. The article is aimed at elaborating the essence of the construction of narrative as a method of conflictological competence formation of future specialists in advertising and public relations, and its objectives are to determine the stages of the construction of narrative, as well as methods, procedures, types and forms of educational activity.

Presentation of the main material of the article indicating methods and full substantiation of scientific results obtained. To address this goal, the following methods were used: analysis and generalization of scientific-pedagogical literature with the aim of exploring the basic definitions of the problem under study; a pedagogical experiment to test the effectiveness of the construction of narrative in the process of conflictological competence formation of future specialists in advertising and public relations.

It should be noted that in the scientific literature the narrative is viewed mainly in linguistic, literary, and psychological aspects. We believe that the pedagogical potential of the narrative, in particular the peculiarities of its application in the educational process are studied insufficiently. From the

point of view of psychology, the narrative is interpreted as a specific *form* of construction of reality (J. Bruner) [1], a form of consciousness inherent in the processes of cognition, structuring the reality, organizing the experience (I. Brockmeyer, R. Harre) [2], a *means* of self-understanding and self-presentation (P. Ricoeur, N. Chepeleva) [3; 4]. Of great value is the thought of N. Marakhovska [5] regarding the definition of the narrative as a mode of professional identity formation.

Relevant to our work are the ideas of N. Lucanina and L. Saliyeva regarding the use of narrative in the field of public relations, the essence of which is building relationships with target audiences and shaping public opinion. The analysis of this work allows to reveal the following features of the narrative [6]:

1)

constructing stories about real people with the purpose of representation of ideas, creating pictures of the world. The argumentation in these texts is carried out using suggestive images, thus rendering their myth-creative potential;

2) manipulation of consciousness is achieved largely not at the expense of expressive vocabulary, categorical position and emotionality, but predominantly through the selection of information, its layout and alignment of the text, choice of genre-stylistic design and lexical units, relevant quotes and so forth in order to create the imagery or story line necessary for the author.

In the process of conducting the pedagogical experiment the construction of narrative was carried out in the framework of self-education work of students as a method of forming conflictological competence of future specialists in advertising and public relations.

The features of the narrative were revealed to the students for their understanding of its essence and their awareness of its role as a conflictological method, or a method of social influence. On the stimulating-

organizational stage took place the direction of the motivational-axiological sphere of the future specialists in advertising and public relations on to a constructive solution of conflicts. This has been achieved by the students' studying the narratives of advertising type, which led to the emergence of conflict, resentment and rejection by the audience. With this purpose were analyzed the materials of the information web portal "Sostav.ua". Also, the students got acquainted with the opinions of experts regarding the role of the narrative in media communications, including for the purposes of conflict resolution. G. Pocheptsov observed that man-constructed narratives determine their behaviour, moreover, the person begins to see in reality what the narrative is emphasizing on, and not to see what it is missing. According to the scholar, the narrative can slow down certain processes or accelerate them; it can meet resonance, indifference, the desire to engage in the conflict [7]. O. Soboleva and G. Chudinova adhere to a similar scientific standpoint regarding the nature of the narrative. The researchers emphasize that the narrative, creating the separate picture of the world, allows you to create the conditions for involving the addressee in advertising communication, to increase the credibility of the text. According to the authors' definition, the narrative is an effective language tool which allows to diversify the forms of presentation of the key marketing information [8, p. 271].

On the content-activity stage the future specialists in advertising and public relations were aimed at obtaining integrated knowledge in the field of conflict resolution. The quest technology was applied, which I. Sokol defines as an innovative pedagogical game technology that presupposes the accomplishment of training, search and cognitive problem-solving tasks in accordance with the game design/plot, during which the participants select and organize information, perform independent research, which contributes to the systematization and generalization of the studied

material, its enrichment and presentation in the form of an integrated system [9, p. 21]. J. Hunter emphasizes that quest is a process of active construction, continuous testing and surveying [10, p. 113].

One of the quests that were suggested to the students to obtain the integrated knowledge in the field of conflict resolution was entitled "The Role of PR in Conflict Resolution". In the framework of the topic the problem was formulated on the basis of O. Lomovytska's statement [11]: "The specialists of PR-department for the sake of prevention of conflicts in the organization must first and foremost set up and maintain favourable information flows, for example, given the confrontation of the various units it is possible to create a special information project..." Future specialists in advertising and public relations should develop this idea and reveal the peculiarities of creating such a project.

Furthermore, on the content-activity stage the execution of the third pedagogical condition was being implemented– providing the development of conflictological skills of the future specialists in advertising and public relations on the corresponding substages: 1) identification of peculiarities of the target audience; 2) creation of narratives for the target audience.

The process of studying the target audience, interaction with potential recipients made possible the development of the following groups of conflictological abilities: 1) communicative (the ability to initiate interaction in the communication process with the aim of preventing negative conflicts; to maintain the interaction in a conflict situation; to possess technologies for prevention, control, and minimization of destructive forms of conflict); 2) perceptual (the ability to perceive, understand, and evaluate themselves and others; to discern the signs of conflict, to adequately perceive it, to see the differences in the types of conflict situations); 3) predictive (the ability to predict the consequences of conflict, to determine the other person's behavior in a conflict situation and to choose

the ways of influencing it with the aim of constructive interaction); 4) self-regulation (the ability to maintain balance in conflict situations; slow down and encourage certain actions of one's own, desires, needs; to develop mechanisms of self-regulation; to selectively regard the external impacts; to exercise control over one's own actions, to reflect on one's own conflict-competent behavior and the behavior of partners in interaction).

The creation by the future specialists in advertising and public relations of the narratives contributed to the development of creative skills that reflect the ability to find and apply the optimal or unconventional (creative) ways of preventing and solving conflicts. The first task was to create a narrative for the internal target audience (company employees). Significant for our study was O. Lomovytska's idea that PR of certain individuals – the founders of the business, key owners, top managers or just efficient employees is an important element of corporate PR. According to the researcher, its main goal is to provide the team with the heroes who through their actions and deeds confirm the values and norms of the accepted corporate culture. The author also points out that personal PR involves the creation of legends about "heroes", which describe an ideal models of behavior in typical or unusual situations. We can't fail to agree with the researcher that such events help to unite the team, to instill corporate loyalty in employees [11].

In our study it was found out that on the example of the "hero of the team" the recipients learn effective models of behavior in conflict situations, as well as ways of constructive conflict resolution. Therefore, the objective of future specialists in advertising and public relations in the framework of a special information project to prevent conflict in the company was to make their own narratives about the heroes of the team.

The second task of future specialists in advertising and public relations was to create a narrative for the external target audience on the basis of social advertising. Students constructed narratives for people, who under

certain conditions lost their jobs. That is, in this case, the narrative performed a psychotherapeutic function— elimination of a negative emotional state and feelings which lead to conflict (high anxiety, lack of self-confidence, uncertainty about the future, concern about their own fate and the fate of the loved ones, frustration, emotional stress over their own professional failure and the like). The creation of the narrative was carried out in the following stages:

1. The formulation of the problem, characteristic of a particular social group.

2. The determination of the protagonist of the narrative, whose image, as noted above, must meet the needs of the audience.

3. The construction of the plot, reflecting the protagonist's journey to his/her resolution of the conflict, according to the classic pattern: exposition, introduction, plot development, climax, denouement. With the help of the exposition the author informs the recipient about where and when the scene is set, presents the characters. The introduction contributes to the immersion of recipients into the historical context: some catalytic event occurs (a conflict-provoking situation), which defines the path of the protagonist. The plot development keeps the recipient in suspense, the conflict is steadily growing. The climax demonstrates the escalation of the conflict, the turning point in the protagonist's history. The most important thing at that was to show how the protagonist manifests himself/herself in different ways, some alternative methods of solving the conflict, involving new participants with the purpose of creating the dynamism of the plot. The denouement is the moment of conflict resolution, ending of the events associated with it.

4. Selection of the complex of verbal means of influence on the recipient through the narrative. This presupposes the use of emotive and expressive means of the language.

On the result-reflexive stage the implementation of the fourth pedagogical condition was implemented – the acquisition of practical experience in constructive conflict resolution. Future specialists in advertising and public relations during the internship in PR and advertising departments of the companies, PR and advertising agencies realized their own narratives for internal and external target audience, and examined their effectiveness as for preventing and solving conflict situations. Of note was the experience of using GoogleApps services, in particular the creation of personal blogs with the help of Blogger, and of the community in social network Google+ aims at promoting their own narratives; elaborating and conducting surveys/questionnaires with the help of GoogleDocs and setting up a video conference with several recipients simultaneously using GoogleHangouts with the purpose of studying the public opinion regarding the effectiveness of the narrative.

Conclusions and prospects for further research in this direction.In the present study, the term "narrative" is considered as a conflictological method, a method of social impact, and the construction of narrative – as a method of formation of conflictological competence of future specialists in advertising and public relations. In the course of the pedagogical experiment the construction of the narrative was carried out at the following stages: stimulating-organizational, content- activity and result-reflexive stages. The direction of motivational-axiological sphere of future specialists in advertising and public relations on to a constructive solution of conflicts, integrated knowledge in the field of conflict resolution, development of conflictological skills of future specialists in advertising and public relations, their acquisition of practical experience in constructive solutions of the conflicts took place due to the following organizational and methodological support: consideration of narratives of advertising type, familiarization with the opinions of experts regarding the role of narrative in the field of media

communications, the use of the quest technology the application of methods of identifying the characteristics of the target audience, creation, implementation and verification of the effectiveness of narratives for internal and external target audiences with the help of GoogleApps. The results of the study conducted in March 2017, testified to a significant growth in the rate of formation of conflictological competence of future specialists in advertising and public relations. So, on the motivational-axiological criterion, the growth comprised +14.28

(focus on the constructive resolution of the conflict), according to the cognitive-practical criterion +28.57 (level of knowledge acquisition) and +16,32 (level of skills development), according to reference-correction criterion +24,49 (firmness of conflictological position).

The prospects for further research is a comprehensive introduction of the methods of conflictological competence formation of future specialists in advertising and public relations into the process of their professional training, namely: the construction of narrative, conducting conflictological training and forum theatre.

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