

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
Lesya Ukrainka Volyn National University  
International Communications and Political Analysis Department

**SYLLABUS**  
**of a normative academic subject**  
**"INTERNATIONAL INFORMATION AND PUBLIC COMMUNICATIONS"**

**Bachelor training**

**Field of knowledge: 29 «International Relations»**

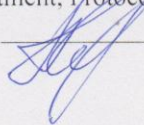
**Specialty: 291 «International Relations, Public Communications  
and regional studies»**

**Education and professional program: «International Relations»**

The syllabus was developed on the basis of the Program of a normative academic subject "International Information and Public Communications", the Standard of Higher Education of Ukraine for bachelors of specialty 291 "International Relations, Public Communications and Regional Studies".

Developer: Doctor of Political Science, Prof. Nataliia Karpchuk.

The syllabus of the subject was approved at the meeting of the International Communications and Political Analysis Department, Protocol № 2 as of September 13, 2021.

Head of the department:  (N. Karpchuk)

## SYLLABUS

<b>TITLE OF THE SUBJECT</b>	INTERNATIONAL INFORMATION AND PUBLIC COMMUNICATIONS
<b>ORGANISATION STRUCTURE</b>	International Communications and Political Analysis Department, International Relations Faculty
<b>REALISATION PERIOD OF THE SUBJECT</b>	2 <sup>nd</sup> semester, 2021 / 2022
<b>TEACHER</b>	Nataliia Karpchuk
<b>CONTACTS</b>	<a href="mailto:Natalia.Karpchuk@vnu.edu.ua">Natalia.Karpchuk@vnu.edu.ua</a>
<b>COMPETENCES AND INFORMATION ABOUT THE TEACHER</b>	<p>Doctor of Political Science, Associate Professor, Professor, Head of the Department of International Communications and Political Analysis.</p> <p>Research topics: information and communication policy of international actors, information and psychological warfare, media warfare.</p> <p>She teaches subjects in Ukrainian and English.</p>
<b>FORM OF THE REALISATION</b>	Lectures, seminars, laboratory classes, module tests
<b>ECTS CREDITS</b>	4
<b>FORM OF THE CONTROL</b>	<i>Exam</i>
<b>METHODS AND FORMS OF STUDENTS ' WORK EVALUATION (CRITERIA AND FORM OF EVALUATION TO BE CREDITED FOR THE SUBJECT)</b>	<p>The course consists of three conditional blocks: discussion of theoretical issues, performance of applied tasks (laboratory work) (maximum 40 points for these two types of work) and writing two module tests (to test theoretical knowledge and ability to compare and contrast; the task is not provided in advance ) (maximum 60 points).</p> <p>If a student is not satisfied with all the current results or scored less than 75 points, he / she takes the oral exam.</p> <p>In the case of online training, the requirements can be adjusted.</p>
<b>POLICY OF THE SUBJECT</b>	<p>All theoretical and practical tasks are handed in on the day of the seminar. Working students coordinate the schedule of assignments with the teacher. Missed classes are passed only if there is confirmation of a good reason for absence (certificate of absence due to illness or a statement about the need to miss classes).</p> <p>Module tests are not repeated.</p> <p>Cheating is prohibited.</p>
<b>AIM AND TASKS OF THE SUBJECT</b>	<p>The aim of the course is to provide knowledge about the nature and specifics, the dynamics of international information and public communications; to form skills of work in information space.</p> <p>The main objectives of the course are to study the basic categories and concepts of international information and public communications, to get acquainted with the basics of information and communication policy of international actors and their foreign policy communication activities; to develop skills of practical information activity.</p>

**COURSE DESCRIPTION**  
**THE COURSE IS SUBDIVIDED INTO 8 TOPICS**

No.	TOPICS
1.	Theoretical aspects of public communications
2.	Information paradigm of civilization development. Information society
3.	Information and communication policy of international organizations and states
4.	EU information and communication policy
5.	International information security
6.	International information and foreign policy
7.	International image information
8.	Information ethics

**RECOMMENDED LITERATURE**

	<p>1. Giles Keir. Russia's 'New' Tools for Confronting the West Continuity and Innovation in Moscow's Exercise of Power, <i>Research Paper. Russia and Eurasia Programme, 2016</i>. URL: <a href="https://www.chathamhouse.org/2016/03/russias-new-tools-confronting-west-continuity-and-innovation-moscows-exercise-power">https://www.chathamhouse.org/2016/03/russias-new-tools-confronting-west-continuity-and-innovation-moscows-exercise-power</a></p> <p>2. HACKS, LEAKS AND DISRUPTIONS. RUSSIAN CYBER STRATEGIESEdited by Nicu Popescu and Stanislav Secieru. URL: <a href="https://www.iss.europa.eu/content/hacks-leaks-and-disruptions-%E2%80%93-russian-cyber-strategies">https://www.iss.europa.eu/content/hacks-leaks-and-disruptions-%E2%80%93-russian-cyber-strategies</a></p> <p>3. Information Ethics, URL: <a href="https://en.unesco.org/themes/information-ethics">https://en.unesco.org/themes/information-ethics</a></p> <p>4. International and National Security: Politics, Information, Ecology, Economy: collective monograph / Ed. by Mytko A. Kyiv: SPME "Hordon", 2018. 320 p.</p> <p>5. Richterová Jitka. NATO &amp; Hybrid Threats. Background Report, 2016, URL: <a href="https://www.researchgate.net/publication/286344092_NATO_Hybrid_Threats">https://www.researchgate.net/publication/286344092_NATO_Hybrid_Threats</a></p> <p>6. Security in Transborder Regional Cooperation: Ukraine vs Poland. Lublin: SAPWP KUL, 2020</p> <p>7. Snegovaya Maria. Russia Report 1. Putin's Information Warfare in Ukraine. Soviet Origins of Russia's Hybrid Warfare, Washington: the Institute for the Study of War, 2015, URL: <a href="http://www.understandingwar.org">www.understandingwar.org</a></p> <p>8. SÕJATEADLANE Estonian Journal of Military Studies CULTURAL, PEACE AND CONFLICT STUDIES SERIES</p> <p>9. Veebel Viljar. <i>Russian Propaganda, Disinformation and Estonia's Experience</i>, Tallinn: Foreign Policy Research Institute, 2015, URL: <a href="https://www.files.ethz.ch/isn/194051/veebel-russian_disinformation.pdf">https://www.files.ethz.ch/isn/194051/veebel-russian_disinformation.pdf</a> (accessed June 4, 2020).</p> <p>10. White Jon. DISMISS, DISTORT, DISTRACT, AND DISMAY: CONTINUITY AND CHANGE IN RUSSIAN DISINFORMATION. URL: <a href="https://www.ies.be/node/3689">https://www.ies.be/node/3689</a></p> <p>11. Європейська інтеграція : навч. посіб. для студ. вищ. навч. закл. [С. В. Федонюк та ін.] / За ред. С. В. Федонюка, В. Й. Лажніка. Вид. 2-е, переробл. й доповн. – Луцьк : Волин. нац. ун-т ім. Лесі Українки, 2010. – 760 с.</p> <p>12. Європейські комунікації: монографія. / Макаренко Є.А., Ожеван М.А., Рижков М.М. та ін. – К.: Центр вільної преси, 2006. – 536с.</p> <p>13. Європейські публічні комунікації: культура, політика, технології: колективна монографія / А.Л. Шинкарук, В.М. Парфенюк, Е.Я. Кац. – Рівне, 2013. – 416 с.</p>
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14. Інноваційна дипломатія XXI століття: колективна монографія / Макаренко Є. А., Рижков М. М., Ожеван М. А. та ін. – К.: Центр вільної преси, 2012. – 408 с.
15. Карпчук Н. Засади комунікаційної політики: досвід країн-членів Європейського Союзу: монографія. – Луцьк : Вежа-Друк, 2015. – 440 с.
16. Картунов О. В. Інформаційне суспільство: аналіз політичних аспектів зарубіжних концепцій: монографія / О. Картунов, О.О. Маруховський. – К.: Університет економіки та права «КРОК», 2012. – 344 с.
17. Макаренко Є. А. Віртуальна дипломатія: підручник / Є. А. Макаренко, Н. О. Піпченко. – К.: Центр вільної преси, 2010. – 302 с.
18. Макаренко Є. А. Стратегічні комунікації в міжнародних відносинах [Електронний ресурс] / Є. А. Макаренко. – Режим доступу: [http://journals.iir.kiev.ua/index.php/pol\\_n/article/view/3117](http://journals.iir.kiev.ua/index.php/pol_n/article/view/3117)
19. Руднева В. Публічна дипломатія: теоретичні основи застосування нової інформаційно-комунікаційної технології в державному управлінні / В. Руднева [Електронний ресурс]. – Режим доступу: <http://visnyk.academy.gov.ua/wp-content/uploads/2013/11/2012-1-18.pdf>
20. Шевченко О. ПР-технології в міжнародних відносинах (європейський досвід та перспективи України): моногр. / О. Шевченко. – К.: Центр вільної преси, 2003. – 193 с.

#### COMPULSORY LITERATURE

1. Карпчук Н. Міжнародна інформація: методичні рекомендації для студентів галузі знань 0302 «міжнародні відносини», напряму підготовки 6.030201 «міжнародні відносини». Луцьк, 2017. 43 с. - <http://esnuir.eenu.edu.ua/handle/123456789/12169> (IN ENGLISH)
2. Карпчук Н. Міжнародна інформація та суспільні комунікації: навч. посіб. для студ. закл. вищ. освіти. Луцьк, 2018, 514 с. <https://evnuir.vnu.edu.ua/handle/123456789/14600>
3. Карпчук Н. Словник понять та термінів (англійською мовою) нормативної навчальної дисципліни «міжнародна інформація та суспільні комунікації»: для студентів галузі знань 29 «міжнародні відносини», спеціальностей 291 «міжнародні відносини, суспільні комунікації та регіональні студії» й 292 «міжнародні економічні відносини». – Луцьк, 2021. – 30 с. <https://evnuir.vnu.edu.ua/handle/123456789/19509>
4. Міжнародна інформація: терміни і коментарі. Навчальний посібник / Макаренко Є. А., Рижков М. М., Кучмій О. П., Фролова о. М. – Вид. 2-ге, доповн. та переробл. – К.: Центр вільної преси, 2016. – 518 с.

#### EDUCATION EFFECTS

	<b>Effects</b>	
<b>Competences</b>	<ul style="list-style-type: none"> <li>ability to solve complex specialized and practical problems in the field of international relations, public communications and regional studies, foreign policy, international interactions between states, international organizations and non-state actors, characterized by complex and uncertain conditions and the application of</li> </ul>	<i>INT, GC 1-10, 12-13</i>

	<p>theories of social sciences and special scientific methods for studying the problems of international relations.</p> <ul style="list-style-type: none"> <li>• to perform duties as a member of society, be aware of the values of civil society and the need for its sustainable development, the rule of law, human rights and freedoms and the citizen of Ukraine;</li> <li>• ability to preserve and increase moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system and knowledge of nature and society, and in the development of society, technology;</li> <li>• ability to learn and master modern knowledge;</li> <li>• knowledge and understanding of the subject area and professional activity;</li> <li>• ability to work in an international context;</li> <li>• ability to generate new ideas (creativity);</li> <li>• ability to apply knowledge in practical situations;</li> <li>• ability to think abstractly, analyze and synthesize;</li> <li>• ability to use information and communication technologies;</li> <li>• ability to communicate in the state language both orally and in writing;</li> <li>• ability to search, process and analyze information from various sources;</li> <li>• ability to be critical and self-critical.</li> </ul>	
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	<b>Effects</b>	<b>Criterion code</b>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• ability to identify features and trends of development, to understand the nature, dynamics, principles of organization of international relations, public communications and / or regional studies;</li> <li>• ability to analyze international processes in various contexts, including political, security, legal, economic, social, cultural and information ones;</li> <li>• ability to assess the state and directions of research in international relations and world politics in political, economic, legal sciences, in interdisciplinary research;</li> <li>• ability to solve complex specialized problems and problems in the field of international relations, foreign policy, public communications, regional research;</li> <li>• ability to analyze the impact of the world economy, international law and domestic policy on the structure and dynamics of international relations and foreign policy;</li> <li>• ability to analyze international integration processes in the world and on the European continent, and Ukraine's place in them;</li> </ul>	SC 1-5, 7, 9-13

	<ul style="list-style-type: none"> <li>• ability to apply knowledge of the characteristics of the development of countries and regions, features and patterns of global processes and the place of individual states to solve complex specialized tasks and problems;</li> <li>• ability to analyze the structure and dynamics of international public communications, to identify their impact on the international system, state and public institutions;</li> <li>• ability to analyze the nature and evolution of international organizations, their place in the system of international relations, the main forms and prospects of Ukraine's cooperation with them;</li> <li>• ability to carry out communication and information-analytical activities in the field of international relations (in the Ukrainian and foreign languages);</li> <li>• ability to analyze the activities of international non-state actors and transnational relations.</li> </ul>	
<b>Knowledge</b>	<b>Effects</b>	<b>Criterion code</b>
	<ul style="list-style-type: none"> <li>• To know and understand the nature of international relations and regional development, evolution, the state of theoretical studies of international relations and world politics, as well as the nature and sources of state policy in the international arena and the activities of other participants in international relations;</li> <li>• To know and understand the nature and dynamics of international security, the features of its provision at the global, regional and national levels, the nature and approaches to resolving international and international conflicts;</li> <li>• To know the nature of international cooperation and interaction between international actors, the role of state and non-state actors in world politics;</li> <li>• To know the principles, mechanisms and processes of foreign policy, interaction between foreign and domestic policy, definition and implementation in the international arena of national interests, the process of formation and implementation of foreign policy decisions;</li> <li>• To know the nature and mechanisms of international communications;</li> <li>• To carry out a description and analysis of the international situation, to collect the necessary information about international and foreign policy events and processes from various sources;</li> <li>• To collect, process and analyze large amounts of information on the state of international relations,</li> </ul>	ER 1-5, 7-11, 13, 16-17

	<p>foreign policy of Ukraine and other states, regional systems, international communications;</p> <ul style="list-style-type: none"> <li>• To research the problems of international relations, regional development, foreign policy, international communications, using modern political, economic and legal theories and concepts, scientific methods and interdisciplinary approaches, to present research results, to provide appropriate recommendations;</li> <li>• To fluently communicate in the state and foreign languages at the professional level required for professional discussion, preparation of analytical and research documents;</li> <li>• To carry out an applied analysis of international relations, foreign policy of Ukraine and other states, international processes and the international situation in accordance with the objectives, prepare information and analytical;</li> <li>• To conduct a professional discussion on issues of international relations, international communications, regional studies, foreign policy, to argue their position, to respect opponents and their views;</li> <li>• To understand and defend Ukraine's national interests in international activities;</li> <li>• To have the skills to independently determine educational goals and training, finding the necessary educational resources to achieve them.</li> </ul>	
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### METHODS OF WORK AND HOURS

<b>ECTS</b>	<b>4</b>
<b>Total hours</b>	<b>120</b>
<b>Lectures</b>	<b>24</b>
<b>Seminars</b>	<b>24</b>
<b>Laboratory works</b>	<b>20</b>
<b>Consultations</b>	<b>8</b>
<b>Students' independent work</b>	<b>44</b>
Reading literature for classes	10
Media review	5
Preparation for classes with IT	5
Tasks fulfillment	10
Final test	5
Preparation of the report / presentation	5
Final exam	4