Description of an optional academic component

Level of higher education Title of specialty / education and professional program Form of education Year, semester, duration Year, semester, duration Semester control Year, semester, duration Year, sem		Optional academic component
Title of specialty / education and professional program Public Communications, Public Communications and Regional Studies», EPP dinternational Information and Public Communications Form of education Full-time Tyear, semester, duration In year, III semester, 4 ECTS credits Semester control Credit Hours 120 h. / (10/14) h. of class work Language of teaching Department that provides teaching the academic component Author Boctor of Political Science, Professor Nataliia (Petrivna) Karpchuk Summary Requirements for starting studies Concepts and tasks of international PR. "Soft power" of the state as the basis of international PR. Multicultural environment of international PR. National stereotypes when developing a PR campaign. PR of multinational corporations. The essence and characteristic features of the image. Stages of image formation. The image of a political leader. Typology of the image of a political leader. Formation of the image of the state. Myth-making in image formation. The essence and features of foreign political communication technologies. Activities of press services of foreign policy departments. Spin doctoring. Information provision of visits. Media diplomacy in international PR. Social networks in international PR. State branding. Modern relations with the public are a powerful tool to form attitudes towards the state, its leaders, goods, services, citizens, etc. Understanding the basics of international PR will make it possible to objectively evaluate the technologies used by international actors to form their own positive perception and destroy/spoil the opponent's image. To know and understand the nature of formation and promotion of the image of a foreign policy interests. Critically interpret and analyze the actor's foreign policy international area, its/his/her foreign policy interests. Critically interpret and analyze the actor's foreign policy image. Apply modern scientific approaches, methodologies and methods for researching problems of international relations and fo	Academic component	-
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knowledge and skills	principles of organization of international relations, types of
(competencies)	international actors, modern trends in the development of world politics.
	The ability to make informed decisions regarding the
	implementation of international and foreign policy activities.
	The ability to argue the choice of ways to solve problems of a
	professional nature in the field of international relations,
	public communications and regional studies, critically
	evaluate the obtained results and justify the decisions made.
Information support and/or	Educational materials, scientific articles, images, video and
web link	printed materials for analysis; case studies.