

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Eastern European 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: 292 «International Economic Relations»

Education and professional program: «International Business»

The syllabus was developed on the basis of the bachelor study program “International Business”, the Standard of Higher Education of Ukraine for bachelors of specialty 292 “International Economic Relations”.

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 15, 2020.

Head of the department:



(N. Karpchuk)

SYLLABUS

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| TITLE OF THE SUBJECT | INTERNATIONAL INFORMATION AND PUBLIC COMMUNICATIONS |
| ORGANISATION STRUCTURE | International Communications and Political Analysis Department, International Relations Faculty |
| REALISATION PERIOD OF THE SUBJECT | 2 nd semester, 2020 / 2021 |
| TEACHER | Nataliia Karpchuk |
| CONTACTS | Natalia.Karpchuk@vnu.edu.ua |
| COMPETENCES AND INFORMATION ABOUT THE TEACHER | <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> |
| FORM OF THE REALISATION | Lectures, seminars, laboratory classes, module tests |
| ECTS CREDITS | 5 |
| FORM OF THE CONTROL | <i>Exam</i> |
| METHODS AND FORMS OF STUDENTS' WORK EVALUATION (CRITERIA AND FORM OF EVALUATION TO BE CREDITED FOR THE SUBJECT) | <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> |
| POLICY OF THE SUBJECT | <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> |
| AIM AND TASKS OF THE SUBJECT | <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

| N o. | TOPICS |
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| 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

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| <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: https://www.chathamhouse.org/2016/03/russias-new-tools-confronting-west-continuity-and-innovation-moscows-exercise-power</p> <p>2. HACKS, LEAKS AND DISRUPTIONS. RUSSIAN CYBER STRATEGIESEdited by Nicu Popescu and Stanislav Secieru. URL: https://www.iss.europa.eu/content/hacks-leaks-and-disruptions-%E2%80%93-russian-cyber-strategies</p> <p>3. Information Ethics, URL: https://en.unesco.org/themes/information-ethics</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 & Hybrid Threats. Background Report, 2016, URL: https://www.researchgate.net/publication/286344092_NATO_Hybrid_Threats</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: www.understandingwar.org</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: https://www.files.ethz.ch/isn/194051/veebel-russian_disinformation.pdf (accessed June 4, 2020).</p> <p>10. White Jon. DISMISS, DISTORT, DISTRACT, AND DISMAY: CONTINUITY AND CHANGE IN RUSSIAN DISINFORMATION. URL: https://www.ies.be/node/3689</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 С.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> <p>14. Інноваційна дипломатія XXI століття: колективна монографія / Макаренко С. А., Рижков М. М., Ожеван М. А. та ін. – К.: Центр вільної преси, 2012. – 408 с.</p> |
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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
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. 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. 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

Competences according to the educational and professional program “International Business”:

- GC 1. Ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine;
- GC 3. Ability to study and be modernly trained.
- GC 4. Ability to plan and manage time.
- GC 5. Ability to communicate in the state language both orally and in writing.
- GC 6. Ability to communicate in foreign languages.
- GC 7. Skills in the use of information and communication technologies.
- GC 8. Ability to abstract thinking, analysis and synthesis.
- GC 9. Ability to be critical and self-critical.
- GC 11. Ability to work in a team.
- GC 12. Knowledge and understanding of the subject area and understanding of professional activity.
- PC8. Ability to determine the functional features, nature, level and degree of relationships between the subjects of international economic relations at different levels and to establish communication between them.
- PC9. Ability to diagnose the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences.
- PC11. Ability to conduct research on economic phenomena and processes in the international sphere, taking into account causal and spatio-temporal relationships.
- PC12. Ability to use regulatory documents and reference materials in carrying out professional activities in the field of international economic relations.

PC14. Ability to communicate at the professional and social levels using professional terminology, including oral and written communication in state and foreign languages.

PC15. Ability to apply methods, rules and principles of functioning of international economic relations for the development of foreign economic activity of Ukraine.

PC16. The ability to constantly improve the theoretical level of knowledge, generate and effectively use them in practice.

PC19. Ability to understand and analyze the organizational principles of building international companies, assess the international competitiveness of the firm, search, critically evaluate and process information from various sources in the field of international business; generate conclusions, recommendations and proposals, new original ideas for (re) organization of business, planning and modeling of business processes and strategic (including anti-crisis) management.

METHODS OF WORK AND HOURS

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| ECTS | 5 |
| Total hours | 150 |
| Lectures | 24 |
| Seminars | 24 |
| Laboratory works | 20 |
| Consultations | 10 |
| Students' independent work | 72 |
| Reading literature for classes | 25 |
| Media review | 8 |
| Preparation for classes with IT | 5 |
| Tasks fulfillment | 20 |
| Final test | 5 |
| Preparation of the report / presentation | 5 |
| Final exam | 4 |