

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

SYLLABUS
of a normative academic component
INTERNATIONAL INFORMATION AND PUBLIC COMMUNICATIONS

Training

BACHELOR

Specialty

292 «International Economic
Relations »

**Educational and professional
programme**

«International Business»

The syllabus of the academic component *International Information and Public Communications*, Education Level *Bachelor*, Field of Knowledge *29 International Relations*, Specialty *292 International Economic Relations*, Educational and professional programme *International Business*.

Developer:

**Doctor of Political Sciences, Professor,
Professor of the International
Communications and Political Analysis
Department, Nataliia Karpchuk**

Approved

by the Guarantor of Education and Professional Programme:



prof. Andrii Boiar

The syllabus of the academic component *International Information and Public Communications* was approved at the meeting of the International Communications and Political Analysis Department
Protocol No. 1 as of August 29, 2023

The Head of the
Department



Yevhenia Vozniuk

I. The description of academic component

Indicator Name	Field of knowledge, educational and professional programme / education and research program, education level	Characteristics of academic component
Full-time form of education	29 International Relations, Specialty 292 International Economic Relations, International Business, Bachelor	Normative
		Year of study: I
Number of hours / credits		Semester: 2nd
120 / 4		Lectures : 24 hours
Individual Student's Work: no		Practical classes (seminars) 24 hours
	Laboratory classes 20 hours	
	Independent work 44 hours	
	Consultations 8 hours	
	Form of control: credit	
Language of study: English		

II. Information about the instructor

Name Nataliia Karpchuk

Scientific Degree Doctor of Political Sciences

Academic Title Professor

Title Professor of the International Communications and Political Analysis Department

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Days Classes according to the schedule (<http://194.44.187.20/cgi-bin/timetable.cgi>)

III. Description of the academic component

1. A Course Abstract

The communication process and its structure, models of communication as transmission, ritual, attraction of attention and reception; effects of communication as a desired goal during interaction; laws of communication as non-rigid tendencies of communication; functions and role of communication in society; types of public communications. Concept of international information. The role of international information in international relations. Information dimension of international cooperation. The impact of the information revolution on the system of international relations. Concept of information society, principles of its construction and its components. Theoretical foundations of information and communication policy. Information policy of international organizations and states. Information and communication policy of the EU. Informational security. Information threats. Information warfare. Information weapon. Information security threats. Foreign policy communications, their classification. Communication systems in foreign policy. Infoethics as a category of international information.

2. Goal and tasks of the academic component

The goal 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.

The main tasks 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

3. Learning outcomes (competencies)

	Effects	Criterion code
General competencies	Ability to realize personal rights and responsibilities as a member of society, to comprehend the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.	GC 1
	Ability to learn and be up-to-date.	GC 3
	Ability to plan and manage time.	GC 4
	Ability to communicate in foreign languages.	GC 6
	Skills in using information and communication technologies.	GC 7
	Ability to abstract thinking, analysis and synthesis.	GC 8
	Knowledge and understanding of the subject area and understanding of professional activity.	GC 12
Professional competencies	Ability to determine the functional features, nature, level and degree of relationships between subjects of international economic relations of different levels and to establish communications between them.	PC 8
	Ability to diagnose the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, and natural sciences.	PC 9
	Ability to conduct research on economic phenomena and processes in the international sphere, taking into account cause-and-effect and spatio-temporal relations.	PC 11
	Ability to use regulatory documents and reference materials when performing professional activities in the field of international economic relations.	PC 12
	Ability to communicate on a professional and social level using professional terminology, including oral and written communication in national and foreign languages.	PC 14
	Ability to constantly increase the theoretical level of knowledge, generate and effectively use it in practical activities.	PC 16
	Program learning outcomes	To be responsible for professional self-improvement, realizing the need for lifelong learning, show tolerance and readiness for innovative changes.
To use modern information and communication technologies, general and special purpose software packages.		PLO 3
To systematize and organize the received information about processes and phenomena in the world economy; to evaluate and explain the impact of endogenous and exogenous factors; to develop conclusions and develop recommendations taking into account the peculiarities of the national and international environment.		PLO 4
To possess the skills of self-analysis (self-control), to be understandable to representatives of other business cultures and professional groups of different levels (with specialists from other fields of knowledge/types of activity) on the basis of valuing diversity,		PLO 5

	multiculturalism, tolerance and respect.	
	To plan, organize, motivate, evaluate and increase the effectiveness of collective work, to carry out research in a group under the leadership of a leader, taking into account the requirements and features of today in conditions of limited time.	PLO 6
	To understand, identify and describe new phenomena, processes and trends of global development, mechanisms and tools for the implementation of economic policy and world integration / disintegration processes, including Euro-Atlantic integration.	PLO 8
	To carry out a comprehensive analysis of complex economic systems, to compare their components, to evaluate and argue for evaluations of the effectiveness of their functioning.	PLO 12
	To determine the functional features, nature, level and degree of relations between subjects of international economic relations of different levels and to establish communications between them.	PLO 15
	To determine the causes, types and nature of international conflicts and disputes, to justify and apply economic, legal and diplomatic methods and means of their solving at the international level, defending the national interests of Ukraine.	PLO 17
	To be aware of the need for lifelong learning in order to maintain professional competence at a high level.	PLO 23
	To carry out analysis and synthesis of international information; to determine the information value of international databases; to understand and use information reflecting the activities of international companies; to conduct competitive intelligence and other information and analytical research on a wide range of international business problems, to communicate their results in the international business environment.	PLO 29

4. Structure of the academic component

Name of the content module and topic	Total	Lectures	Seminars	Laboratory classes	Independent	Consultations	Form of control / Grades
Content module 1. FUNDAMENTALS OF INTERNATIONAL INFORMATION AND COMMUNICATION POLICY							
Topic 1. Theoretical aspects of public communications	15	4	4	2	4	1	DS, PM/CM , P, SGW 5+5+4
Topic 2. Information paradigm of civilization development. Information society	15	2	4	2	6	1	DS, PM/CM , P, SGW 5+5+4

Topic 3. Information and communication policy of international organizations and states	19	4	4	4	6	1	DS, PM/CM , P, SGW 5+5+4+4
Topic 4. EU information and communication policy	15	4	2	2	6	1	DS, PM/CM , P, SGW 5+4
Total for Module 1	64	14	14	10	22	4	35+20=55
Content module 2. INTERNATIONAL INFORMATION SECURITY AND COMMUNICATIONS							
Topic 5. International information security	19	4	4	4	6	1	DS, PM/CM , P, SGW 5+5+4+4
Topic 6. International information and foreign policy	13	2	2	2	6	1	DS, PM/CM , P, SGW 5+4
Topic 7. International image information	13	2	2	2	6	1	DS, PM/CM , P, SGW 5+4
Topic 8. Information ethics	11	2	2	2	4	1	DS, PM/CM , P, SGW 5+4
Total for Module 2	56	10	10	10	22	4	25+20=45
Total hours / Grades	120	24	24	20	44	8	100

Control methods: DS – discussion, DB – debate, T – tests, TR – training, PM/CM – problems/cases management, IST/ISW – individual task/individual work of the student, SGW – work in small groups, MTP/TP – module test paper/test paper, Ab – abstract, analytical note, analytical essay, analysis of the work, P - presentation.

5. Tasks for independent work.

Independent work includes the theoretical study of issues related to the topics of lecture classes that were not included in the theoretical course, or were considered very briefly, their in-depth study according to the recommended literature, as well as the completion of homework in order to consolidate the theoretical material, study the literature for preparation for seminar classes, preparation for the exam.

Components of students' independent work	Hours
Reading literature for classes	10
Research	8
Tasks fulfillment	8
Group activity	4
Preparation of the report / presentation	8
Final test	6
Total hours	44

IV. Evaluation Policy

The teacher's policy regarding the student

Class attendance is a mandatory component of the grade for which points are awarded. For objective reasons (for example, illness, international internship, participation in scientific events, etc.), training can be arranged (during this period) in online form or according to an individual plan in agreement with the teacher.

In the conditions of martial law or quarantine restrictions, the educational process at the University can be carried out in a mixed form of education, namely: face-to-face in the classroom or remotely in Microsoft Teams <https://teams.microsoft.com/l/team/19%3a277e532f096b46399ab93d62ccc16e0c%40thread.tacv2/conversations?groupId=f451c407-3659-4e68-9953-a07550e9343b&tenantId=79cf2153-dcef-4e36-ab8c-89480b2366aa>

Academic integrity policy

Zero tolerance for write-offs. Plagiarism and copying during the performance of written assignments (in particular, using mobile devices) are gross violations of the principle of academic integrity and are unacceptable in the process of studying the subject.

Deadlines and rescheduling policy

All theoretical tasks are submitted on the day of the seminar. Laboratory works can be submitted during the week. Working students coordinate the assignment schedule with the teacher. Missed classes are presented only if there is confirmation of a valid reason for the absence (certificate of absence due to illness or a statement about the need to miss classes).

If the student has completed the training and received the relevant Certificate, then the topic/topics of the discipline can be counted (depends on the topic of the training and is decided separately in each individual case).

V. Final Control

Passing the credit is regulated by the Regulation on the current and final assessment of the knowledge of students of higher education of the Lesya Ukrainka Volyn National University (https://ed.vnu.edu.ua/wp-content/uploads/2022/08/2022_Polozhprootzin%D0%A0%D0%B5%D0%B4_%D1%80%D0%B5%D0%B4%D0%9C%D0%95%D0%94.pdf) .

Students are credited based on the results of the current work, provided that the student has completed the types of educational work specified in the syllabus. If the student did not attend some classes (for good reasons), he/she has the right to work through the missed classes and get the number of points that was determined for the missed topics during the consultations. On the date of the assessment, the teacher records the amount of current points that the student scored during the current work (scale from 0 to 100 points).

If the student has scored less than 60 points during the current work, he/she will be credited during the liquidation of academic debt. In this case, the points scored during the current evaluation are canceled. The maximum number of credit points during the liquidation of academic debt is 100.

Issues for the credit

1. The relationship between the concepts of "information" and "communication".
2. Theoretical foundations of social communication development.
3. Communicative process, its components.
4. Functions and role of communication in society.
5. Laws of communication.
6. The public sphere as a place where the communicative process takes place.
7. Types of public communications.
8. Information policy, communication policy: theoretical aspects.
9. Activities of "brain centers"

10. International information exchange.
11. National information space, its components.
12. Global information space, its components.
13. Information society.
14. Knowledge society.
15. Advantages and disadvantages of the information society.
16. Concepts of information society and knowledge society.
17. Models of the information society.
18. Electronic governance
19. International initiatives to build an information society.
20. The Okinawa Charter of the Global Information Society.
21. WSIS and its regional conferences.
22. Information and communication policy of the UN.
23. Information and communication policy of UNESCO
24. Information and communication policy of the OSCE.
25. Information and communication policy of NATO.
26. Information and communication policy of the Council of Europe.
27. Information and communication policy of international non-governmental organizations.
28. Information and communication policy of states.
29. Information policy of the European Union.
30. Framework programs of the European Union in the field of information and communication technologies.
31. Communication policy of the European Union.
32. Language policy of the European Union as a basis for inclusion.
33. Audiovisual policy of the European Union.
34. Information activity of institutions of the European Union
35. Approaches to the interpretation of the concept of "information security".
36. Types of information security.
37. Principles and directions of ensuring information security.
38. Information threats, their types.
39. Emergence of the problem of international information security.
40. Models of international information security.
41. The concept of information warfare. Forms of information warfare.
42. Special information operations.
43. Information weapons.
44. Psychological warfare, from the history of psychological warfare.
45. Scenarios of informational influences.
46. Protection of information space from special information operations.
47. Hybrid warfare.
48. Information security in the activities of the UN.
49. Information security in NATO activities.
50. Information security in EU activities.
51. International information terrorism.
52. Media terrorism.
53. Cyber terrorism.
54. Cybercrime.
55. Foreign policy communications, their classification.
56. Communication systems in foreign policy.
57. Problems of communication and information in international organizations.
58. Information activity of diplomatic missions.
59. Means of transmission of foreign policy information.
60. The influence of information and analytical institutions on the adoption of foreign policy decisions.
61. Public diplomacy.

62. Virtual diplomacy.
63. Media diplomacy.
64. Cultural diplomacy.
65. Information activities of the Ministry of Foreign Affairs.
66. Information and explanatory work in the host country.
67. Information provision of visits.
68. Intercultural communication.
69. International communication.
70. Psychological aspects of international communication.
71. Image diplomacy.
72. State branding.
73. Branding of states.
74. Components of the image of the state. Formation and maintenance of the image of states.
75. The role of international information in the formation of the state's reputation.
76. International image of Ukraine.
77. Infoethics as a category of international information. Basic provisions and principles of infoethics.
78. International Congresses on Infoethics.
79. Codes of professional ethics of media. Rights, freedoms and responsibilities of media.
80. PR ethics.
81. Infoethics of international computer systems and networks.
82. Infoethics in UNESCO's information policy.

VI. Grading Scale

Grading Scale	Linguistic Grade
90 – 100	credited
82 – 89	
75 - 81	
67 -74	
60 - 66	
1 – 59	Not credited (it is necessary to repass)

VI. Recommended literature and Internet resources

Educational and methodological publications

1. Глосарій. Навчальний енциклопедичний словник-довідник із питань інформаційної безпеки. За заг. ред. д. політ. н., проф. Шуляк А. М. Київ: МПБП «Гордон», 2019.
2. Карпчук Н. Аудіовізуальна й медіа політика, Освіта, навчання й молодь, Гуманітарна допомога та цивільний захист, Мультилінгвізм, Інформаційна безпека // Європейський Союз: навч. посіб. / [А. О. Бояр (кер. авт. кол.), Н. П. Карпчук, Н. І. Романюк та ін.] ; за ред. А. О. Бояра, С. В. Федонюка. Київ : ФОП Маслаков, 2020. 600 с. (264-283, 382-399, 409-422, 443-477)
3. 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>
4. Карпчук Н. Міжнародна інформація та суспільні комунікації. Електронний курс, 2022, <https://teams.microsoft.com/l/team/19%3a0c1efb40456b4d40a4571e91a58ac705%40thread.tacv2/c%20versations?groupId=4e1518c8-3502-4d1f-bf48-3615c644b8df&tenantId=79cf2153-dcef-4e36-ab8c-89480b2366aa>
5. 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>

Basic literature

1. Глобальні тренди міжнародних відносин. Монографія. К. : Вадекс, 2020, 524 с
Карпчук Н. Медіа як невоєнний метод впливу в гібридній війні. *Міжнародні відносини, суспільні комунікації та регіональні студії*, 2018, № 2 (4), с. 41 -49.
2. Карпчук Н. Консцієнтальна війна Російської Федерації в Україні та світі. *Вісник СНУ, Серія «Міжнародні відносини»*, № 8 (392), 2019, с. 41-47.
3. Карпчук Н. Стратегічні комунікації ЄС як засіб боротьби з дезінформацією. *Політичне життя*, 2019, № 1, с. 52-58.
4. Карпчук Н. Медіальні донесення з війни як інструмент боротьби у медіа-війні. *Історико-політичні проблеми сучасного світу*, 2019, Т. 40, с. 93 – 101.
5. Карпчук Н. Культурна дипломатія Японії. *Міжнародні відносини, суспільні комунікації та регіональні студії*, № 3 (11), 2021.
6. Карпчук Н., Юськів Б. Лінгвістичний ландшафт держав-членів ЄС як ознака монолітного неконфліктного суспільства. *Міжнародні відносини, суспільні комунікації та регіональні студії*, № 3 (11), 2021.
7. Cybersecurity Law Casebook. Czech CyberCrime Centre of Excellence. Masaryk University, Institute of Law and Technology, 2021.
8. Fedoniuk S., Karpchuk N., Yuskiv B. Ukraine's Information Security Policy: on the Crossroads between the West and Russia. *Czech Journal of Political Science/Politologický časopis*, № 3, 2023. P. 184-205.
9. Карпчук Н. Інформаційна підтримка європейської інтеграції: досвід Швеції. *Міжнародні відносини: теоретико-практичні аспекти*, № 1, 2023, с. 17-30. <http://international-relations.knukim.edu.ua/article/view/278399/273549>
10. Карпчук Н. Європейська інтеграція країн Центральної Європи: комунікаційний вимір. *Міжнародні відносини, суспільні комунікації та регіональні студії*, № 3 (14), 2022, с. 6-17. <https://relint.vnu.edu.ua/index.php/relint/article/view/273/248>
11. Karpchuk N., Yuskiv B. Political Communication Discord Between the Government and the Citizens: the Case of Ukraine. *Toruńskie Studia Międzynarodowe (Torun International Studies)*, № 12 (Vol.1). Toruń : Nicolaus Copernicus University, 2019, p. 157–168.
12. Karpchuk N. The Russian Federation Propaganda Narratives. *Torun International Studies*, Vol.1, № 14, 2021, p. 19-30. <http://dx.doi.org/10.12775/TIS.2021.002>
13. Karpchuk N. Information and Communication policy in a Wartime: the Case of Ukraine. *Historia i Polityka*, № 40 (47), 2022, p. 125-140.
14. Yuskiv B., Karpchuk N. Linguistic Landscape and the Monolithic Nature of the EU. *Ankara Avrupa Çalışmaları Dergisi – Ankara Review of European Studies (WoS)*, 2020, Vol. 19, # 2, pp. 641-676. <http://aacd.ankara.edu.tr/wp-content/uploads/sites/462/2021/02/C19S2YuskivVeKarpchuk.pdf>
15. Yuskiv B., Karpchuk N., Khomych S. Media Reports as a Tool of Hybrid and Information Warfare (the Case of RT – Russia Today). *Codrul Cosminului (Scopus)*, Issue 1, Vol. 27, 2021, p. 235-258. <http://codrulcosminului.usv.ro/CC27/1/12.html>
16. Yuskiv B., Karpchuk N. Dominating Concepts of Russian Federation Propaganda Against Ukraine (Content and Collocation Analyses of Russia Today). *Politologija (Scopus)*, 2021, № 102, Issue 2, p. 116-152. <https://www.journals.vu.lt/politologija/article/view/24506>
17. Yuskiv B., Karpchuk N., Pelekh O. The Structure of Wartime Strategic Communications: Case Study of the Telegram Channel Insider Ukraine. *Politologija (Scopus)*, 2022, Vol. 107 (3), p. 90-119, <https://www.journals.vu.lt/politologija/article/view/28365/28762>
18. Мороз О. Як не стати овочем. Інструкція з виживання в інфопросторі. Х.: Віват, 2021, 208 с.
19. Піпченко Н. Європейські комунікації. Навчальний посібник. К.: Вадекс, 2021, 136 с.
20. Терещук В. Політичні проблеми розвитку глобальної медійної системи в пост біполярний період. К. : Таксон, 2019, 350 с.

21. HACKS, LEAKS AND DISRUPTIONS. RUSSIAN CYBER STRATEGIES. 2018. Edited by Nicu Popescu and Stanislav Secieru. URL: <https://www.iss.europa.eu/content/hacks-leaks-and-disruptions-%E2%80%93-russian-cyber-strategies>
22. Melissen Jan (ed.). The New Public Diplomacy. Soft Power in International Relations. Palgrave Macmillan, 2020.