

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
MASS COMMUNICATIONS

BACHELOR Training

Specialty 291 «International Relations, Public Communications and Regional Studies»

Educational and professional programme «International Information and Public Communication»

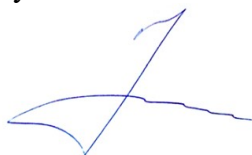
The syllabus of the academic component *Mass Communications*, Education Level *Bachelor*, Field of Knowledge *29 International Relations*, Specialty *291 International Relations*, *Public Communications and Regional Studies*, Educational and professional programme *International Information and Public Communications*.

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:



Sergii Fedoniuk

The syllabus of the academic component *Information Technologies in International Relations* was approved at the meeting of the International Communications and Political Analysis Department
Protocol No. 1 as of September 1, 2023

Acting Head of the Department:



Voznyuk Yevheniia

I. THE DESCRIPTION OF ACADEMIC COMPONENT

Indicator Name	Field of knowledge, educational and professional programme / education and research program, education level	Characteristics of the academic component
Full-time form of education	29 International Relations, Specialty 291 International Relations, Public Communications and Regional Studies, International Information and Public Communications, Bachelor	Normative
Number of hours / credits		Year of study: I
		Semester: 2nd
120 / 4		Lectures¹ : 30 hours
Individual Student's Work: no		Practical classes (seminars)² 30 hours
		Independent work 52 hours
	Consultations 8 hours	
Language of study: English		Form of control: credit

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. Abstract

Mass communication as a phenomenon. Theories of mass communication. Phases of mass existence. Massification. Mass communication influence. Mass media. Media theories. The manipulative influence of the media. Media security. Information hygiene of the digitalized world. Algorithms of work of Facebook and Messengers. Specificity and functions of political communication. Political rhetoric / speechwriting. World information agencies in the international exchange of information. Global news networks.

2. Goal and tasks of the academic component

The purpose of the course is to provide knowledge about the essence of mass and strategic communications, their place in the system of international relations.

The main tasks of the course are familiarization with the nature, structure of mass communication, mass communication influence, manipulative effect of modern mass media, international media and their influence on the system of international relations, strategic communications.

¹ In the case of a small group, the number of hours may be reduced.

² In the case of a small group, the number of hours may be reduced.

3. Learning outcomes (competencies)

	Effects	Criterion code
General competencies (GC)	Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general system and knowledge about nature and society, and in the development of society, technology and technologies, to use various types and forms of motor activities for active recreation and leading a healthy lifestyle.	GC 2
	Ability to learn and master modern knowledge.	GC 3
	Knowledge and understanding of the subject area and professional activity.	GC 4
	Ability to work in an international context.	GC 5
	Ability to generate new ideas (creativity).	GC 6
	Ability to apply knowledge in practical situations.	GC 7
	Ability to think abstractly, analyze and synthesize.	GC 8
	Ability to use information and communication technologies.	GC 9
	Ability to communicate in the state language both orally and in writing.	GC 10
	Ability to search, process and analyze information from various sources.	GC 12
	Ability to be critical and self-critical.	GC 13
Special (professional) Competencies (SC)	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.	SC 1
	Ability to analyze international processes in various contexts, including political, security, legal, economic, social, cultural and information ones.	SC 2
	Ability to solve complex specialized problems and problems in the field of international relations, foreign policy, public communications, regional research.	SC 4
	Ability to analyze the structure and dynamics of international public communications, to identify their impact on the international system, state and public institutions.	SC 10
	Ability to carry out communication and information-analytical activities in the field of international relations (in the Ukrainian and foreign languages).	SC 12
	Ability to analyze the activities of international non-state actors and transnational relations.	SC 13
	To know and understand the nature of international relations and regional development, the evolution, the state of theoretical studies of international relations and world politics, as well as the nature and sources of the policies of states in the international arena and the activities of other participants in international relations.	LO 01

Learning Outcomes (LO)	To know and understand the nature and dynamics of international security, to understand the features of its provision at the global, regional and national level, to know the nature and approaches to solving international and internationalized conflicts.	LO 02
	To know the nature of international cooperation, the nature of interaction between international actors, the relations of state and non-state actors in world politics.	LO 03
	To know the principles, mechanisms and processes to ensure the foreign policy of states, the interaction between foreign and domestic policies, the definition and implementation of the national interests of states on the international arena, the process of forming and implementing foreign policy decisions.	LO 04
	To know the nature and mechanisms of international communications.	LO 05
	To know the nature and character of interactions of individual countries and regions at the global, regional and local levels.	LO 06
	To carry out a description and analysis of the international situation, to collect from various sources the necessary information about international and foreign political events and processes.	LO 07
	To collect, process and analyze large amounts of information on the state of international relations, foreign policy of Ukraine and other states, regional systems, international communications.	LO 08
	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.	LO 09
	To fluently communicate in the state and foreign languages at the professional level required for professional discussion, preparation of analytical and research documents.	LO 10
	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.	LO 11
	To possess the skills of professional oral and written translation from/to foreign languages, in particular, on the professional subject of international cooperation, foreign policy, international communications, regional studies, bilateral and multilateral international projects.	LO 12
	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.	LO 13
	To use modern digital technologies, specialized software, databases and information systems to solve complex specialized problems in the field of	LO 14

	international relations, public communications and/or regional studies.	
	To understand and apply current legislation, international normative documents and agreements, reference materials, current standards and technical conditions, etc., to solve complex specialized problems of international relations, public communications and regional studies.	LO 15
	To have the skills of self-determination of educational goals and learning, finding educational resources necessary for their achievement.	LO 17

4. Structure of the academic component

Titles of content modules and topics	Total	Lec.	Sem.	Ind. work	Cons.	Control/ points
Content module 1. Theoretical and methodological aspects of mass media communication research						
Topic 1. The nature of mass communication	11	4	2	4	1	DS, P, 5
Topic 2. Mass-communicative influence	17	6/4	2	8	1	DS, P, SGW 5
Topic 3. Mass media. Media manipulation	21	4	6	9	2	DS, P, SGW, T, 6+6+10
Topic 4. Information hygiene of the digital world. Algorithms of work of Facebook and messengers	23	6/4	6	9	2	DS, P, SGW, T, PM/CM, 6+10
Total by module 1	72	20/16	16	30	6	48
Content module 2. Global and regional aspects of information and communication relations						
Topic 5. Political rhetoric / speechwriting	25	4	8	12	1	DS, P, SGW, T, PM/CM, 10+10+10
Topic 6. World information agencies in the international exchange of information. Global television news networks	23	6/4	6	10	1	DS, P, SGW, T, PM/CM, 6+6+10
Total by module 2	48	10/8	14	22	2	52
Hours in general:	120	30/24 ³	30	52	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.

³ 24 h. is the amount of lectures for 2023-2024 educational year.

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
preparation of theoretical questions for seminars	10
performance of practical tasks	20
preparation of report / presentation	12
Total hours	52

IV. EVALUATION POLICY

The teacher's policy regarding the student

Attendance at lectures is mandatory, lateness to classes is unacceptable (demonstrates disorganization and disrespect of the student), but is not punished. If the student was present at all the lectures, he/she can get an additional 10 points.

For objective reasons (for example, illness, international internship, participation in scientific events, etc.), training can take place 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 course.

Deadlines and Rescheduling Policy.

All theoretical tasks are submitted on the day of the seminar. Working students coordinate the assignment schedule with the teacher. Missed classes are passed 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). Modular test papers are not resubmitted.

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

V. FINAL CONTROL

The final control in the form of credit is regulated by the Regulation on the organization of the educational process at the first (bachelor) and second (master) levels at Lesya Ukrainka Volyn National University.

The credit is given 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 in the report 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 Preparation

1. Features, characteristics, properties and functions of MC.
 2. MC efficiency.
 2. MC theories.
 3. MC models.
 4. Mass consciousness. Types of masses.
 5. Mechanisms of emergence and development of spontaneous forms of mass behavior.
- Conditions for panic.
6. Authoritarian concept of the press. Censorship. Information filtering levels.
 7. Liberal theory of the press. Objective journalism. Criticism of the theory of free press.
 8. Theory of social responsibility.
 9. Quality media.
 10. «Yellow» media.
 11. Fear and anxiety caused by media production. The problem of violence in modern mass media.
 12. Reality TV. Political talk shows.
 13. Principles of mass manipulation.
 14. Manipulative methods of print media.
 15. Manipulative techniques of television.
 16. Manipulative techniques of social networks.
 17. Counter manipulation.
 18. From the history of speechwriting (rhetoric).
 19. Work with the customer of the text.
 20. Classification of speeches. Indexes of ease of reading.
 21. «Lables» and «attractions» in messages.
 22. Spindoctoring.
 23. The concept of «information hygiene».
 24. The influence of digital technologies on a person, society, international relations.
 25. Specifics of the work of social networks, Telegram channels.
 26. «White» springs and «garbage dumps».
 27. Protection from harmful effects of digitalization.
 28. The role of information agencies in global information exchange.
 29. Make a report on the activities of a world/regional news agency (of your choice, for example, Reuters, AP, France Press, CANA, PANA, etc.).
 30. Specifics of global television news.
 31. The most influential world media (CNN, BBC World, Euronews, Al-Jazeera, CNBC and Bloomberg TV).
 32. Media as a conflict mediator.
 33. Work of journalists in hot spots.
 34. Hate speech.
 35. Media terrorism.

VI. GRADING SCALE

Grading scale	Linguistic scale
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. Карпчук Н. Стратегічні комунікації ЄС як засіб боротьби з дезінформацією. *Політичне життя*, 2019, № 1, С. 52-58.
2. Карпчук Н. Медіальні донесення з війни як інструмент боротьби у медіа-війні. *Історико-політичні проблеми сучасного світу*, 2019, Т. 40, С. 93 – 101.
3. Карпчук Н. Інформаційна культура спічрайтера. *Політичне життя*, 2018, № 1, С. 97-102.
4. Карпчук Н. Медіа як невоєнний метод впливу в гібридній війні. *Міжнародні відносини, суспільні комунікації та регіональні студії*, 2018, № 2 (4), С. 41 -49.
5. Karpchuk N. The Russian Federation Propaganda Narratives. *Torun International Studies*, Vol.1, № 14, 2021, P. 19-30.
6. Yuskiv B., Karpchuk N., Khomych S. Media Reports as a Tool of Hybrid and Information Warfare (the Case of RT – Russia Today). *Codrul Cosminului*, Issue 1, Vol. 27, 2021, P. 235-258. <http://codrulcosminului.usv.ro/CC27/1/12.html>
7. Yuskiv B., Karpchuk N. Dominating Concepts of Russian Federation Propaganda Against Ukraine (Content and Collocation Analyses of Russia Today). *Politologija*, 2021, № 102, Issue 2, P. 116-152. <https://www.journals.vu.lt/politologija/article/view/24506>
8. Карпчук Н. Права й обов'язки журналістів у період конфлікту. Актуальні проблеми зовнішньої політики України: мат. наук.-практ конф, ЧНУ імені Юрія Федьковича, 17 грудня, 2021 р. Глосарій. Навчальний енциклопедичний словник-довідник із питань інформаційної безпеки. За заг. ред. д. політ. н., проф. Шуляк А. М. Київ : МПБП «Гордон», 2019.

Basic literature

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. Квіт С. Масові комунікації: підручник. Київ : Видавничий дім «Києво-Могилянська академія», 2018, 352 с.
3. Конфліктно-чутлива журналістика : короткий словник-довідник термінів і понять / уклад. Н. В. Виговська, Ю. В. Любченко, К. Г. Сірінюк- Долгарьова. Запоріжжя : ЗНУ, 2019. 94 с.
4. Медіаграмотність під час війни: теорія, методика, інтерактив. Навчальний посібник / за загал. ред. О. Волошенюк, В. Іванова. Київ : Академія української преси, Центр вільної преси, 2023, 68 с.
5. Мороз О. Як не стати овочем. Інструкція з виживання в інфопросторі. Київ : Vivat, 2021, 272 с.
6. ПРОРОСІЙСЬКА І АНТИЗАХІДНА КОНСПІРОЛОГІЯ В ІНФОРМАЦІЙНІЙ ВІЙНІ. Дослідження Інституту масової інформації та Детектор Медіа, 2021
7. Стратегічні комунікації в міжнародних відносинах. Монографія. Київ : Вадекс, 2019. 442 с.
8. Терещук В. Політичні проблеми розвитку глобальної медійної системи в пост біполярний період: монографія. Київ : Таксон, 2019, 350 с.