

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

«STRATEGIC COMMUNICATIONS IN INTERNATIONAL RELATIONS»

BACHELOR Training

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

Educational and professional programme «International Information and Public Communications»

Lutsk – 2023

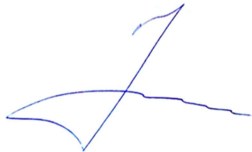
The syllabus of the academic component *Strategic Communications in International Relations*, Education Level *Bachelor*, Field of Knowledge *29 International Relations*, Specialty *291 International Relations, Public Communications and Regional Studies*, Educational and professional programme *International 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 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 150 / 5		Year of study: I
		Semester: 2nd
		Lectures¹ 32 h.
		Seminars² 20 h.
		Laboratories 18 h.
		Independent work 70 h.
Individual Student's Work: no	Consultations 10 h.	
		Form of control: exam.
Language of education:		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://94.130.69.82/cgi-bin/timetable.cgi>)

III. DESCRIPTION OF THE ACADEMIC COMPONENT

1. A Course Abstract

Concept of «strategic communications», their components. National interests in strategic communications of states. Security component of strategic communications. The connection of strategic communications with the foreign policy of the state. Counteraction to destructive information and hybrid influences. Strategic communications of the EU. The EU's countermeasures against the spread of radicalism and extremism. Strategic communications of NATO.

2. Goal and tasks of the academic component

The goal of the AC is to provide knowledge about the essence of strategic communications in the context of security challenges of international actors.

The main tasks of the AC are to study the basic categories and concepts of strategic communications, to develop and improve the skills of analyzing strategic communications tools, which are used by participants in international relations.

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 realize one's rights and responsibilities as a member of society, to be aware of the values of civil society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen of Ukraine.	GC 1
	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
	The 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.
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
The ability to analyze the influence of the world economy, international law and domestic politics on the structure and dynamics of international relations and the foreign policy of states.		SC 5
The ability to analyze international integration processes in the world and on the European continent, and the place of Ukraine in them.		SC 7

	Awareness of the national interests of Ukraine in the international arena.	SC 8
	The ability to apply knowledge of the characteristics of the development of countries and regions, features and regularities of global processes and the place of individual states in them to solve complex specialized tasks and problems.	SC 9
	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
	The ability to analyze the nature and evolution of international organizations, their place in the system of international relations, the main forms and perspectives of Ukraine's cooperation with them.	SC 11
	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
Learning Outcomes (LO)	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
	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 international relations, public communications and/or regional studies.	LO 14
	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.	Lab. work	Indep. work	Cons.	Control/ points
Content module 1. Information dimension of strategic communications							
Topic 1. Strategic communications, their components	19	4	2	2	8	1	DS, SGW, P, PM/CM, 4+4
Topic 2. Media as a tool of strategic communications. Media literacy	19	4	2	2	10	1	DS, SGW, P, PM/CM, 4+4
Topic 3. Strategic communications of NATO	17	4	2	2	8	1	DS, SGW, P, PM/CM, 4+4
Topic 4. Case-study of strategic communications of states	17	4	2		10	1	DS, SGW, P, PM/CM, 4
Total for content module 1	70	16	8	6	36	4	28
Content module 2. Security dimension of strategic communications							
Topic 5. EU strategic communications in the context of common security policy	20	4	2	2	10	2	DS, SGW, P, PM/CM 4+4
Topic 6. The EU's fight against Russian propaganda and IS extremism	22	4	4	4	8	2	DS, SGW, P, PM/CM 4+4+4+4
Topic 7. Civil protection, humanitarian efforts and peacekeeping activities as components of EU strategic communications	19	4	4	2	8	1	DS, SGW, P, PM/CM, 4+4+5
Topic 8. Strategic communications of Ukraine	19	4	2	4	8	1	DS, SGW, P, PM/CM MTP, 5+5+5; 60
Total for content module 2	80	16	12	12	34	6	52
Total:	150	32	20	18	70	10	100 ³

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 –

³ The arithmetic average for two content modules is calculated: (28+52)/2=40. Points for MTP – 60- are added. Total is 100 points.

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	15
preparation for seminars	15
performance of laboratory tasks	15
preparation of report / presentation	10
preparation for modular control work	10
systematization of material for the exam	5
Total hours	70

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. Laboratory works can be submitted during the week. Working students coordinate the assignment schedule with the teacher. Missed classes are given up 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).

If a student has undergone training under the project «EU Strategic Communications: Countering Destructive Influences» of the ERASMUS+ program, Jean Monnet Module (No. 101047033 ERASMUS-JMO-2021-MODULE)), he/she may not attend the discipline and will be evaluated based on the results of the Project Certificate.

Passing and retaking the exam from the course is regulated by the Regulation on current and final assessment of knowledge of students of higher education of Volyn National University named after Lesya Ukrainka (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).

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 (https://ed.vnu.edu.ua/wp-content/uploads/2022/08/2022Polozhennya_pro_org_anizatsiyu_navch._pr_otsesu_u_VNU_%D1%80%D0%B5%D0%B4.pdf).

The exam is the form of final control. However, if the student has received a total of at least 75 scores for all types of work, he/she may not pass the exam. If he/she has 75 points or more, but wants to improve his/her result, he/she passes the exam. The exam is conducted orally. The exam ticket includes 3 questions. On the exam, the student receives from 0 to 60 scores. The total number of scores for the course is 100. It is formed as the sum of the scores for the current assessment (40 scores) and the final assessment (60 scores).

Questions to prepare for the exam:

1. The emergence and evolution of the concept of «strategic communications»
2. Public diplomacy as a component of strategic communications
3. International PR as a component of strategic communications
4. Information and psychological operations as a component of strategic communications
5. Media in promoting the national interest of the state
6. Media in shaping the image of the state and its leadership
7. Media as a tool of destructive propaganda
8. Media literacy as a countermeasure to negative media influence
9. Specifics of NATO strategic communications
10. NATO StraCom in promoting a positive image of the Alliance and clarifying NATO's mission
11. Work with the target audience
12. Security policy of the EU
13. Understanding strategic communications in the EU
14. Institutionalization of the EU strategic committee
15. EU StratCom missions
16. East StratCom – interaction with the countries of the Eastern Partnership
17. EUvsDisinfo.
18. Activities of EU StratComs in the Balkans and North Africa
19. Counteraction to the spread of ideas of extremism and radicalism
20. Civil protection in the EU
21. EU humanitarian aid
22. Peacekeeping activities of the EU
23. Institutionalization of strategic communications in Ukraine

24. Promotion of the national interest of Ukraine abroad

25. Fight against destructive propaganda and fakes

VI. GRADING SCALE

Scores	Linguistic Grade	ECTS Grading Scale	
		Grade	Definition
90-100	Excellent	A	outstanding performance
82-89	Very good	B	above the average standard
75-81	Good	C	generally sound work
67-74	Satisfactory	D	not bad
60-66	Sufficiently	E	performance meets the minimum criteria
1-59	Fail	Fx	needed to retake

VI. RECOMMENDED LITERATURE AND INTERNET RESOURCES

Educational and methodological publications

1. *Стратегічні комунікації ЄС: протидія деструктивним впливам*: кол. моногр. / за заг. ред. д-ра політ. наук, проф. Н. Карпчук. Луцьк : Вежа-Друк, 2023. 308 с. (С. 90-128, 210-259, 280-302) <https://evnuir.vnu.edu.ua/handle/123456789/22712>
2. Карпчук Н. Ініціативи Європейського Союзу в боротьбі з пропагандою тероризму. *Гуманітарні візії*, Том 6, число 2, 2020, с. 15-20. DOI: <https://doi.org/10.23939/shv2020.02.015>.
3. Карпчук Н., Юськів Б. Вплив російської пропаганди на формування іміджу української влади. *Міжнародні відносини, суспільні комунікації та регіональні студії*, 2020, № 2 (8), с. 73-82. <https://relint.vnu.edu.ua/index.php/relint/issue/view/11/8>
4. Карпчук Н. Гуманітарна допомога та цивільний захист як напрям діяльності Європейського Союзу для сприяння міжнародному миру й безпеці. *Міжнародні відносини, суспільні комунікації та регіональні студії*, 2019, № 1 (5), с. 13-23.
5. Карпчук Н. Стратегічні комунікації ЄС як засіб боротьби з дезінформацією. *Політичне життя*, 2019, № 1, с. 52-58.
6. Карпчук Н. EUvsDisinfo як інструмент стратегічних комунікацій ЄС у країнах Східного Сусідства й державах-членах. *Україна в координатах Східного партнерства: пошук геополітичних пріоритетів крізь призму національної безпеки: матеріали інтернет-конференції*, Львів: Видавництво Львівської політехніки, 2022, с.31-34.
7. Карпчук Н. Стратегічні комунікації ЄС в контексті безпекової політики. Стратегічні комунікації в контексті безпекової політики: європейський та глобальний рівні: матеріали Інтернет-конференції, Луцьк, 19 травня, 2022, с. 5-10.
8. Юськів Б., Карпчук Н., Пелех О. Структура стратегічних комунікацій як основа ефективного комунікаційного менеджменту України в умовах війни. *Міжнародні відносини, суспільні комунікації та регіональні студії*, 2023, № 2 (16). С. 92-118. <https://relint.vnu.edu.ua/index.php/relint/article/view/318/293>
9. Yuskiv B., Karpchuk N., Pelekh O. The Structure of Wartime Strategic Communications: Case Study of the Telegram Channel Insider Ukraine. *Politologija*, 2022,

Basic literature

1. Доктрина зі стратегічних комунікацій, 2020, URL: <http://stratcom.nuou.org.ua/wp-content/uploads/2020/10.pdf>
2. Попова Т., Ліпкан В. Стратегічні комунікації: словник / за заг. ред. В. А. Ліпкана. К.: ФОП О. С. Ліпкан, 2016, 416 с.
3. Стратегічні комунікації в міжнародних відносинах. Монографія. - К.: Вадекс, 2019, 442 с. <http://stratcom.nuou.org.ua/wp-content/uploads/2019/10/SCvmeigdunar.pdf>
4. Стратегічні комунікації для безпекових і державних інституцій: практичний посібник / [Л. Компанцева, О. Заруба, С. Череватий, О. Акульшин; за заг. ред. О. Давліканової, Л. Компанцевої]. Київ: ТОВ «ВІСТКА», 2022, 278 с.
1. EU DisinfoLab, URL: <https://www.disinfo.eu/>
2. EU East Stratcom Task Force, URL: <http://www.tepsa.eu/wp-content/uploads/2015/12/Kimber.pdf>
3. García, Juan Pablo Villar, Quirós, Carlota Tarín and Soria, Julio Blázquez. "Strategic communications as a key factor in countering hybrid threats", *European Parliamentary Research Service* (Brussels, March 2021), [https://www.europarl.europa.eu/RegData/etudes/STUD/2021/656323/EPRS_STU\(2021\)656323_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2021/656323/EPRS_STU(2021)656323_EN.pdf).
4. 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>
5. NATO Strategic Communications Centre of Excellence, URL: <https://stratcomcoe.org/>
6. NATO STRATEGIC COMMUNICATION HANDBOOK, URL: <http://stratcom.nuou.org.ua/wp-content/uploads/2020/01/NATO-STRATEGIC-COMMUNICATION-HANDBOOK.pdf>
7. StratCom Ukraine, URL: <https://stratcomua.org/ua>
8. *Strategic Communication in EU-Russia Relations: Tensions, Challenges and Opportunities*, ed. Evgeny Pashentsev (Cham: Palgrave Macmillan, 2020): 19-20, https://www.academia.edu/40959010/Strategic_Communication_in_EU_Russia_Relations_Strategic_Communication_in_EU_Russia_Relations_Tensions_Challenges_and_Opportunities_Ed_Evgeny_Pashentsev_Cham_Palgrave_Macmillan_2020
9. US Department of Defense, *Strategic Communication: Joint Integrating Concept* (Washington, DC: Department of Defense, 7 October 2009): ii, <https://apps.dtic.mil/sti/pdfs/ADA510204.pdf>.
10. Zeffass, Ansgar, Verčič, Dejan, Nothhaft, Howard and Werder, Kelly Page. "Strategic Communication: Defining the Field and its Contribution to Research and Practice", *International Journal of Strategic Communication*, 12:4 (2018): 487-505, DOI: [10.1080/1553118X.2018.1493485](https://doi.org/10.1080/1553118X.2018.1493485)