

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

FOREIGN POLICY COMMUNICATION TECHNOLOGIES

Bachelor Training

Specialty 291 International Relations, Public Communications and
Regional Studies

**Education and professional
programme** International Information and Public Communications

The syllabus of the academic component *Foreign Policy Communication Technologies*, 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: Shuliak A. M., the Dean of the International Relations Faculty, Doctor of Political Sciences, Professor of the International Communications and Political Analysis Department.

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 level	Characteristics of academic component
Full-time form of education	29 International Relations, Specialty 291 International Relations, Public Communications and Regional Studies, International Relations, Bachelor	Normative
Number of hours / credits: 150 / 5		Year of study: 4
Individual tasks: no		Semester: 8
		Lectures : 30 hours
		Seminars: 30 hours
		Laboratory works: 30 hours
		Independent work: 50 hours
		Consultations: 10 hours
	Form of control: exam	
Language of study		English

II. INFORMATION ABOUT THE INSTRUCTOR

Instructor	Shuliak Antonina Mykolaivna
Contacts	antonina.mytko@vnu.edu.ua
Information about the instructor	The Dean of the International Relations Faculty, Doctor of Political Sciences, Professor of the International Communications and Political Analysis Department ORCID ID 0000-0002-5234-0758 Research topics: information and analytical activities, information democracy, political analytics and forecast B2 Certificate (English)

III. ACADEMIC COMPONENT ABSTRACT

1. AC Abstract

“Soft power” is to ensure the foreign policy interests of states. Foreign policy communication. Types of foreign political communication technologies. Information and analytical activities of foreign policy agencies. Information provision of visits. Activities of the press services of the Ministry of Foreign Affairs. Tools and channels of public diplomacy. Virtual diplomacy to ensure the foreign policy interests of states and organizations. Media diplomacy and the influence of international information agencies on foreign policy communications. Cultural diplomacy. Image diplomacy and branding of states.

2. Goal and tasks of the academic component.

Goal of the AC is to provide knowledge about the role of foreign policy communication technologies in ensuring the foreign policy course of the state.

The main tasks of the course are to study the specifics of foreign policy technology tools that make it possible to form a positive image of the state, leadership and citizens; promote and protect the interests of the state in the foreign policy arena.

3. *Learning outcomes* (Competencies).

	Effects	Criterion Code
General Competencies (GC)	Knowledge and understanding of the subject area and understanding of professional activity.	GC 4
	Ability to work in an international context.	GC 5
	Ability to apply knowledge in practical situations	GC 7
	Ability to use information and communication technologies.	GC 9
	Ability to communicate in the national language both orally and in writing.	GC 10
	Ability to search, process and analyze information from various sources.	GC 12
Special (Professional) Competencies (SC)	The ability to distinguish signs 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 informational.	SC 2
	The ability to assess the state and directions of research in international relations and world politics in political, economic, legal sciences, in interdisciplinary studies.	SC 3
	The ability to solve complex specialized tasks and practical problems in the field of international relations, foreign policy of states, public communications, regional studies.	SC 4
	Awareness of the national interests of Ukraine in the international arena.	SC 8
	The 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
Learning Outcomes (LO)	The ability to distinguish signs and trends of development, to understand the nature, dynamics, principles of organization of international relations, public communications and/or regional studies.	LO 01
	Ability to analyze international processes in various contexts, including political, security, legal, economic, social, cultural and informational.	LO 02
	The ability to assess the state and directions of research in international relations and world politics in political, economic, legal sciences, in interdisciplinary studies.	LO 03
	The ability to solve complex specialized tasks and practical problems in the field of international	LO 04

	relations, foreign policy of states, public communications, regional studies.	
	Awareness of the national interests of Ukraine in the international arena.	LO 05
	The ability to analyze the structure and dynamics of international public communications, to identify their impact on the international system, state and public institutions.	LO 06
	The ability to distinguish signs and trends of development, to understand the nature, dynamics, principles of organization of international relations, public communications and/or regional studies.	LO 07
	The ability to analyze international processes in various contexts, including political, security, legal, economic, social, cultural and informational.	LO 08
	The ability to assess the state and directions of research in international relations and world politics in political, economic, legal sciences, in interdisciplinary studies.	LO 09
	The ability to solve complex specialized tasks and practical problems in the field of international relations, foreign policy of states, public communications, regional studies.	LO 10
	Awareness of the national interests of Ukraine in the international arena.	LO 11
	The ability to analyze the structure and dynamics of international public communications, to identify their impact on the international system, state and public institutions.	LO 13
	The ability to distinguish signs and trends of development, to understand the nature, dynamics, principles of organization 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 understand and defend the national interests of Ukraine in international activities.	LO 16
	The ability to analyze international processes in various contexts, including political, security, legal, economic, social, cultural and informational.	LO 17

2. Structure of academic component.

Content Modules and Topics	Total	Lec.	Sem.	Labs	Ind. work	Cons.	Form of control/ grades
Content module 1. PRINCIPLES OF FOREIGN POLITICAL COMMUNICATIONS							
Topic 1. Communication and foreign policy.	13	4	4		4	1	D, TM/C, E, SGW 5+5
Topic 2. Information activity of foreign policy departments	24	4	4	6	8	2	D, TM/C, E, SGW 6+6+5+5+6
Topic 3. Public diplomacy	29	6	6	7	8	2	D, TM/C, E, SGW 6+6+6+6+6+6+6
Total for Content Module 1	66	14	14	13	20	5	40 for seminars, 40 for labs
Content module 2. INNOVATIVE TOOLS OF FOREIGN POLITICAL COMMUNICATIONS							
Topic 4. Virtual (Digital) diplomacy	18	4	4	2	7	1	D, TM/C, E, MTP 5+5+4
Topic 5. Media diplomacy	23	4	4	5	8	2	D, TM/C, E, SGW 5+5+4+4+4
Topic 6. Cultural diplomacy	22	4	4	5	8	1	D, TM/C, E, MTP 5+5+4+4+4
Topic 7. Image diplomacy. Branding of states	21	4	4	5	7	1	D, TM/C, E, SGW, MTP: 5+5+5+4+4+4 = 60
Total for Content Module 2	84	16	16	17	30	5	40 for seminars, 40 for labs
Total hours:	150	30	30	30	50	10	100 ¹

*Control methods: D – discussion, DB – debate, T – tests, TR – training, TM/C – tasks management /cases, INDV/ISW – individual task/ individual work of the higher education student, SGW – small groups work, MTP/TP – module test paper/ test paper, E – essay, as well as an analytical note, an analytical essay, an analysis of a work, etc, P - presentation.

¹ Arithmetic mean for 2 content modules, seminar classes and laboratory classes: (40+40+40+40)/4= 40. MTP– 60. Total: 100 grades.

3. *Independent work tasks.*

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 based on 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.

Elements of the student's independent work	Hours
reading literature for classes	10
conducting research	10
doing homework	10
group work outside the classroom	6
preparation of report / presentation	8
final exam	6
Total hours	50

IV. EVALUATION POLICY

The policy of the teacher regarding the student of education

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 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

Academic Integrity Policy.

Zero tolerance for write-offs. Plagiarism and copying during written tasks and exams (in particular, using mobile devices) are gross violations of the principle of academic integrity and are unacceptable in the course study process.

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).

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

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

Exam questions:

1. Approaches to understanding the concept of “communication”
2. «Soft power» in foreign policy
3. PR activities of TNCs as a factor in shaping the image of the state
4. Theories of communication
5. Press service of the Ministry of Foreign Affairs
6. Brand – image – reputation of the state
7. Intercultural communications
8. Information and analytical provision of foreign policy
9. The influence of global news networks (CNN, BBC World, Al-Jazeera, Euronews) on foreign policy
10. International communications
11. “Thought factories”
12. External documentation of a diplomatic mission
13. Formation of the state brand
14. Concepts, goals and tools of public diplomacy
15. The concept of «media diplomacy», tasks of media diplomacy
16. Types of foreign political communication technologies
17. Cultural diplomacy
18. Factors that influence the formation and promotion of the image of the state
19. National interests in foreign policy
20. Documents of intra-departmental correspondence
21. Tasks and features of virtual diplomacy.
22. Subjects, objects, goals and channels of foreign political communication technologies
23. Information provision of visits
24. Influence of international information agencies on foreign policy
25. International PR
26. Strategic communications
27. Theories of communication
28. «Soft power» in foreign policy
29. International image of the state
30. Spindoctoring

VI. GRADING SCALE (NATIONAL AND ECTS)

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 REFERENCES

Навчально-методичні видання

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3. Карпчук Н. Культурна дипломатія Японії. *Міжнародні відносини, суспільні комунікації та регіональні студії*, № 3 (11), 2021, с. 169-181.
4. Karpchuk N. Public Diplomacy as a Tool to Counteract Information Threats: the Case of Ukrainian Diaspora in South Africa. *Науковий вісник СНУ ім. Лесі Українки. Серія «Міжнародні відносини»*, № 5 (378), 2018, с. 9-17.
5. Karpchuk N. Information and Communication policy in a Wartime: the Case of Ukraine. *Historia i Polityka*, № 40 (47), 2022, p. 125-140.
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7. Yuskiv B., Karpchuk N., Khomych S. Media Reports as a Tool of Hybrid and Information Warfare (the Case of RT – Russia Today). *Codrul Cosminolui (Scopus)*, Issue 1, Vol. 27, 2021, p. 235-258

Основна література

1. Висоцький О.Ю. Публічна дипломатія: конспект лекцій. Частина I. Дніпро: СПД «Охотнік», 2020. – 56 с., https://shron1.chtyvo.org.ua/Vysotskyi_Oleksandr/Publichna_dyplomatiia_konspekt_lektsii_Chastrya_I.pdf?PHPSESSID=45pi6fjrpmjma3je610n9h8p27
2. Глосарій. Навчальний енциклопедичний словник-довідник із питань інформаційної безпеки. За заг. ред. д. політ. н., проф. Шуляк А. М. Київ: МПБП «Гордон», 2019.
3. Стратегічні комунікації в міжнародних відносинах. Монографія. К. : Вадекс, 2019. 442 с.

4. СТРАТЕГІЯ ПУБЛІЧНОЇ ДИПЛОМАТІЇ МІНІСТЕРСТВА ЗАКОРДОННИХ СПРАВ УКРАЇНИ НА 2021-2025 РОКИ, МЗС України, <https://mfa.gov.ua/storage/app/sites/1/%D0%A1%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D1%96%D1%97/public-diplomacy-strategy.pdf>

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