

**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**

**COURSE PAPER ON STRATEGIC COMMUNICATIONS
IN INTERNATIONAL RELATIONS**

BACHELOR Training

Field of knowledge 29 «International Relations»

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

Educational and professional programme «International Information and Public Communications»

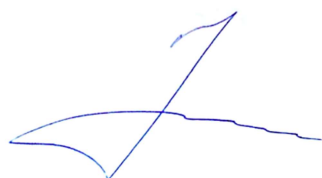
The syllabus of the academic component Course Paper on Strategic Communications in International Relations, Education Level Bachelor, Field of Knowledge 29 International Relations, Specialty 291 International Relations, Public Communications and Regional Studies, Educational and professional programme International Information and Public Communications.

Developer:

**Candidate of Geographical Sciences,
Associate Professor of the International
Communications and Political Analysis
Department, Serhii Fedoniuk**

Approved

by the Guarantor of Education and Professional Programme:



Serhii 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 01, 2023

Acting 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 291 International Relations, Public Communications and Regional Studies, International Information and Public Communications, Bachelor	Normative
		Year of study: II
Number of hours / credits		Semester: 3rd
90 / 3		Independent work 84 hours
		Consultations 6 hours
	Form of control: credit	
Language of study: English		

II. Information about the instructor

Name Serhii Fedoniuk

Scientific Degree Candidate of Geographical Sciences

Academic Title Associate Professor

Title Associate 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

Course paper on strategic communications in international relations is a normative academic component and is performed by students of the 2nd year of full-time study of the first (bachelor) level of higher education. Course work with is one of the types of educational, research, scientific work of the acquirer, which aims not only to deepen, generalize and consolidate the acquirer's knowledge of AC, but also to apply it creatively to the complex solution of a specific professional task and develop the ability to work independently with educational and scientific literature, sources of factual material, use modern information tools and technologies. Students of higher education complete the coursework in the official language and submit it in the format of scientific research, which is an independent, complete and original research.

The basis for course work is the AC «Strategic Communications in International Relations».

2. The purpose and tasks of the academic component

AC «The Course Paper on Strategic Communications in International Relations» is oriented towards acquiring competencies in the field of strategic communications in the context of security challenges of international actors. The purpose of the course work is to check theoretical and practical professional training, the ability to process literature involving analysis, synthesis, critical thinking, induction and deduction, generalization of scientific experience, conducting experimental research. The main tasks of the course paper are to systematize and

generalize scientific and methodical sources, carry out experimental verification, summarize and describe the results of the research.

The main tasks of the AC are the application of knowledge from the academic component in the solution of a specific professional task and the development of the ability to work independently with educational and scientific literature, information technologies. The result is a deeper assimilation of categories and concepts of strategic communications, development and improvement of practical skills and skills of analysis of strategic communications tools, which participants of international relations resort to.

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 national 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.
Ability to analyze international processes in various contexts, including political, security, legal, economic, social, cultural and information ones.		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

	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 have the skills of professional oral and written translation from/to foreign languages, in particular, from 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 understand and defend the national interests of Ukraine in international activities.	LO 16
	To have the skills of self-determination of educational goals and learning, finding educational resources necessary for their achievement.	LO 17

4. Stages of the Course Paper preparation

Stage/hours	Content, main tasks	Indep. w.	Cons.
Preparatory /10	<ul style="list-style-type: none"> - choosing a research topic; - drawing up the work schedule and coordinating it with the scientific supervisor; - initial development of the research concept and sources of information; - approval of the work plan 	7	3
Main / 60	<ul style="list-style-type: none"> - collection of empirical material, its analysis and systematization; - formulation of results and conclusions; - preliminary discussion of the results; - design of the research text; - preparation of presentation material 	55	5
Final / 10	<ul style="list-style-type: none"> - checking the text for uniqueness; - submission of work for defense; - preparation for the defense and defense of the course paper 	8	2

Topics of course papers are developed with the participation of all students of higher education within the framework of the educational and professional program and the corresponding course. Applicants submit and discuss their proposals in the e-course team of the academic component «Strategic Communications in International Relations» (MS Teams). Each applicant can choose a topic from the tentative list or submit their own proposal.

The topics are approved by the decision of the department of international communications and political analysis and the decision of the academic council of the faculty of international relations.

After determining the topic, the applicant must receive the first guidance consultation from the head of the course work. During the consultation, the following are determined: general requirements for the work, the procedure for its execution, an approximate plan, sources to be studied, the content and methodology of conducting a specific study, and the deadlines for the completion of work stages are determined.

An approximate list of topics to be studied as part of the academic component «Course Paper on Strategic Communications in International Relations».

1. *Telegram messenger as a channel of strategic communications.*
2. *Prospects for the development of US strategic communications in terms of the National Security Strategy - 2022.*
3. *Prospects for the development of strategic communications of the North Atlantic Treaty Organization in the aspect of the Strategic Concept of NATO - 2022.*
4. *Organization of strategic communications of the European Union.*
5. *The EUvsDisinfo project as an element of the EU strategic communications system.*
6. *Activities of the East StratCom Task Force in the EU strategic communications system.*
7. *Prospects for the development of EU strategic communications with the adoption of the «Strategic Compass» strategy.*
8. *Organization of countering hybrid threats in the EU.*

9. *Organization of countering disinformation in the EU.*
10. *Expansion of NATO's toolkit for countering hybrid threats.*
11. *«Information» (cyber) sovereignty and international law in the aspect of strategic communications.*
12. *The use by the Russian side and radical socio-political organizations of the Republic of Poland of controversial pages of Ukrainian-Polish history as a trigger for the aggravation of interstate relations.*
13. *The Ukrainian issue on European and North Atlantic platforms in terms of the international image of our state.*
14. *Foreign social media and messengers as threats to the national security of Ukraine.*
15. *Ways of counteracting the spread of manipulations in the Ukrainian information space in the context of compliance with guarantees of freedom of speech.*
16. *Forecast of US foreign policy priorities after the 2024 presidential elections from the point of view of Ukraine's national interests.*
17. *Prospects for the implementation of the tasks of strategic communications of Ukraine in the light of the development of relations in AUKUS.*
18. *China's strategic communications within the framework of the «Belt and Road» strategy.*
19. *Russia's strategic communications using the «Russkiy Mir» fund.*
20. *«Rossotrudnichestvo» in the system of strategic communications of Russia.*
21. *Prospects of the 17+1 block from the point of view of Ukraine's national interests.*
22. *Russian news channels as a tool of strategic communications in Western countries.*
23. *Strategic communications in the aspect of functioning of the energy market as an arena of modern geopolitics.*
24. *Forecast of socio-economic development of countries and regions of the world until 2050 in the aspect of strategic communications of new growth leaders.*
25. *Forecast of social and economic development of China until 2050 in the aspect of strategic communications.*

The volume of the main text of the course paper should be at least 30 and an average of 40 pages. The main text includes:

- title page (1 page);
- content of the work (1 page);
- introduction (1.5–2 pages);
- the main part (25–30 pages);
- conclusions (2-3 pages).

The volume of the following components of the work - the list of used sources and appendices (if any) depends on the number of sources and the content of the work. After the final design, the manuscript must be edited and stitched. Appendices are not included in the total number of pages of the term paper.

4. EVALUATION POLICY

The course paper uses the Microsoft 365 cyber environment (MS Teams and SharePoint). For this purpose, the use of electronic means of applicants (BYOD (Bring Your Own Device) approach) is encouraged. To perform analytical work, modeling and visualization of results, applications integrated into the interface of the MS Teams team work center (Strategic Communications in International Relations team) are used. The preparation of the text is carried

out on the corresponding pages of personal notebooks of higher education applicants. Recording of work time and activity of higher education applicants is additionally recorded in automatic mode.

Academic integrity and cooperation: copyright violations are not allowed, if plagiarism is detected, the coursework is not graded. Discussions in the process of conducting research and discussing the results are encouraged.

Adherence to the principles of academic integrity is mandatory.

The course paper is submitted to the supervisor for review two weeks before the scheduled defense of the course work.

The defense of the paper is accepted by a committee consisting of at least three people. The commission for the defense of the course work listens to the candidates' messages regarding the main provisions of the course work within the specified time, after which the candidate gives answers to the questions of the members of the commission (in general, the defense of the course work cannot exceed 20 minutes).

The discussion of the results and the issuing of the assessment is carried out by the commission in the presence of the winners. In the event of a discrepancy in evaluations, the conclusion of the scientific supervisor is decisive.

An applicant who has not defended a coursework, after its finalization, is allowed to re-defend it in accordance with the schedule for liquidation of academic debt of applicants.

The content, design and presentation of the results, and the defense of the coursework are evaluated.

Content - 50 points:

- 1) relevance of the content of the topic - 5 points;
- 2) paper structure – 5 points;
- 3) analysis of theoretical material - 5 points;
- 4) clarity, logic and sequence of presentation of the material - 5 points;
- 5) systematization and generalization of the material - 5 points;
- 6) analysis of illustrative material - 5 points;
- 7) application of innovative approaches and methods, creativity - 5 points;
- 8) reasoning of the conclusions to the sections – 5 points;
- 9) compliance of the conclusions with the tasks defined in the introduction - 5 points;
- 10) independence, creativity, novelty - 5 points.

Design and presentation of results - 20 points:

- 1) accuracy of design - 5 points;
- 2) use of illustrative material and citation – 5 points;
- 3) design and application of presentation materials – 10 points.

The form of the final control is the defense of the coursework with the presentation of the results before the committee. The commission is guided by the following evaluation criteria:

Defense - 30 points:

- 1) oral presentation (statement of the results of own research) within 5-7 minutes. – 10 points;
- 2) participation in the discussion, the ability to oppose - 10 points;
- 3) approval of research results - 10 points.

5. GRADING SCALE

Total points for all types of educational activities	Assessment on a national scale
90 – 100	Perfectly
82 – 89	Very good
75 – 81	Fine
67 -74	Satisfactorily
60 – 66	Enough
1 – 59	Unsatisfactorily

6. RECOMMENDED LITERATURE AND INTERNET RESOURCES

Educational and methodological publications

1. 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>.
2. 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>
3. 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.
4. Карпчук Н. Стратегічні комунікації ЄС як засіб боротьби з дезінформацією. *Політичне життя*, 2019, № 1, с. 52-58.
5. 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.
6. 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

Main literature

1. Стратегічні комунікації в міжнародних відносинах. Монографія. Київ : Вадекс, 2019, 442 с. <http://stratcom.nuou.org.ua/wp-content/uploads/2019/10/SCvmeqdunar.pdf>
2. *Стратегічні комунікації ЄС: протидія деструктивним впливам*: кол. моногр. / за заг. ред. д-ра політ. наук, проф. Н. Карпчук. Луцьк : Вежа-Друк, 2023. 308 с. <https://evnuir.vnu.edu.ua/handle/123456789/22712>
3. EU DisinfoLab, URL: <https://www.disinfo.eu/>.
4. EU East Stratcom Task Force, URL: <http://www.tepsa.eu/wp-content/uploads/2015/12/Kimber.pdf>.
5. 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).

6. HACKS, LEAKS AND DISRUPTIONS. RUSSIAN CYBER STRATEGIES. 2018. Edited by Nicu Popescu and Stanislav Secrieru. URL: <https://www.iss.europa.eu/content/hacks-leaks-and-disruptions-%E2%80%93-russian-cyber-strategies>.
7. NATO Strategic Communications Centre of Excellence, URL: <https://stratcomcoe.org/>.
8. NATO STRATEGIC COMMUNICATION HANDBOOK, URL: <http://stratcom.nuou.org.ua/wp-content/uploads/2020/01/NATO-STRATEGIC-COMMUNICATION-HANDBOOK.pdf>.
9. StratCom Ukraine, URL: <https://stratcomua.org/ua>.
10. *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
11. 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>.
12. 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).