

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

**INTRODUCTION TO THE SPECIALTY «INTERNATIONAL INFORMATION AND
PUBLIC COMMUNICATIONS»**

Bachelor Training

Specialty 291 International Relations, Public Communications and Regional Studies

Education and professional programme International Information and Public Communications

Lutsk – 2023

The syllabus of the academic component *Introduction to the Specialty «International Information and Public 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: PhD in Politics, Associate Professor Voznyuk Yevheniia.

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

1. THE DESCRIPTION OF ACADEMIC COMPONENT

Indicator Name	Field of knowledge, Specialty, Educational and Professional Programme, Education Level	Characteristics of academic component
Full-time form of education	29 International Relations,	Normative
Number of hours / credits: 150 / 5	291 International Relations, Public Communications and Regional Studies,	Year of study: 1
Independent Student's Work: no	International Information and Public Communications Bachelor	Semester: 1
		Lectures : 26 hours
		Seminars: 20 hours
		Independent work: 94 hours
		Consultations: 10 hours
Form of control: credit		
Language:		English

II. INFORMATION ABOUT THE INSTRUCTOR

Name	Voznyuk Yevheniia
Scientific Degree	PhD in Politics
Academic Title	Associate Professor
Title	Acting Head of International Communications and Political Analysis Department, Associate Professor
Contacts	Voznyuk.Yevhenija@vnu.edu.ua, 0958654410.
Days classes	http://94.130.69.82/cgi-bin/timetable.cgi

III. DESCRIPTION OF THE ACADEMIC COMPONENT

1. Abstract

The legal framework of the students training of the programme «International Information and Public Communications» at Lesya Ukrainka Volyn National University. International relations as a social phenomenon. International system. Globalization processes. Integration and disintegration processes. International information. International information law. Theoretical aspects of public communications. Diplomacy and diplomatic negotiations as communication activity. Public Relations. Media education and media literacy.

2. Goal and tasks of the academic component (AC)

The goal of AC is to master the knowledge of the specialty «International Information and Public Communications» essence.

The main tasks of AC are to study the basic categories and concepts of international relations and international information, to familiarize with the basics of public communications, international communications; Formation of skills of media aggregate.

3. Learning outcomes (Competencies)

	Effects	Criterion Code
General Competences (GC)	Ability to realize one's rights and responsibilities as a member of society, to realize 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 understanding of 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 abstract thinking, analysis and synthesis	GC 8
	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 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
	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
	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 Ukrainian and foreign languages).	SC 12
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 1
	To know the nature and mechanisms of international communications.	LO 5
	To conduct a professional discussion on issues of international relations, international communications, regional studies, foreign	LO 13

	political activity, argue one's position, respect opponents and their points of view.	
	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

Names of content modules and themes	Total	Lect.	Semin.	Self-Study	Cons .	Form of control/ points
Content Module 1. Basic Categories of the System of International Relations						
Normative and legal framework of the Lesya Ukrainka Volyn National University, which regulates studies at the Faculty of International Relations under the specialty «International Information and Public Communications»	18	2		14	2	<i>D</i>
International relations as a social phenomenon.	22	4	4	13	1	<i>D, P, SGW, 10+10</i>
Globalization processes. Integration and disintegration processes	23	4	4	14	1	<i>D, P, SGW, 10+10</i>
Total for module 1	63	10	8	41	4	40
Content Module 2. Basic Concepts of International Information						
International information, public communications	25	6	4	13	2	<i>D, P, SGW, 10+10</i>
Communication in diplomatic negotiations	22	4	4	13	1	<i>D, P, SGW, 10+10</i>
Public Relations.	18	2	2	13	1	<i>D, P, SGW, 10</i>
Media literacy	22	4	2	14	2	<i>D, P, SGW, 10</i>
Total for module 2	87	16	12	53	6	60
Total hours	150	26	20	94	10	100

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.*

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.

Elements of the independent student's work	Number of hours
reading literature for classes	31
doing homework	24
group work outside the classroom	25
preparation of report / presentation	14
Total hours	94

IV. EVALUATION POLICY

The policy of the teacher regarding the student of education.

Attendance at lectures is mandatory, lateness to classes is unacceptable (demonstrates disorganization and disrespect of the student), but is not punished. If the student attended all the lectures, he 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.

Academic Integrity Policy.

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

Deadlines and Rescheduling Policy.

All theoretical tasks are submitted on the day of the seminar. Students who are working coordinate the schedule of assignments 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).

If the student has completed the training and received the relevant Certificate, the subject/subjects of the discipline may be included (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's) and second (master's) levels at Lesya Ukrainka Volyn National University (<http://tinyurl.com/3xzs8tt9>). Regulations on the current and final assessment of the knowledge of higher education students of Lesya Ukrainka Volyn National University (https://vnu.edu.ua/sites/default/files/2023-09/2023_Polozh_pro_otzin.pdf).

Credit is 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 individual classroom classes (for good reasons), he has the right to work through the missed classes and get the number of points that was determined for the missed topics at the consultations. On the date of the assessment, the teacher records in the report the sum of the 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, credit is given 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.

Question for Credit

1. The essence and peculiarities of international relations. Types and forms of international relations.

2. Theories of international relations: the theory of idealism.

3. Theories of international relations: the theory of political realism.

4. Theories of international relations: neorealism.

5. The concept of «international system», types of international systems.

6. State power.

7. The concept of «globalization», its causes. The theory of globalism.

8. Impact of globalization on the system of international relations.

9. Anti-globalism, alter-globalism.

10. Global problems of our time.

11. Integration processes.

12. Disintegration processes.

13. Functions of international information; basic concepts of it.

14. «Brain centers».

15. Information space. Global information space.

16. The relationship between the concepts of «information» and «communication».

Theoretical foundations of social communication development.

17. Communicative process. Functions and role of communication in society.

18. Effects of communication.

19. Laws of communication.

20. Public sphere.

21. Verbal and non-verbal communications.

22. Intercultural and international communications.

23. Relationship between the concepts of «diplomacy» and «diplomatic negotiations».

Types and functions of diplomatic negotiations.

24. Parties of diplomatic negotiations, their interests and power.

25. Structure of diplomatic negotiations.

26. National negotiating styles.

27. The concept of «public relations» (PR).

28. The purpose and main tasks of the public relations system.

29. Public relations campaign and basic PR operations.

30. Principles of PR activities and requirements for public relations.

31. The most successful campaigns in the history of PR.
32. Concept of media literacy. Anti-fakes.

VI. GRADING SCALE

Credit

Scores	Linguistic Grade
90-100	Passed
82-89	
75-81	
67-74	
60-66	
1-59	Fail (needed to retake)

VII. RECOMMENDED REFERENCES

1. Vozniuk E. Terroryzm informacyjny. *Vademecum bezpieczeństwa informacyjnego* / redakcja naukowa Olga Wasiuta, Rafał Klepka, T.2. Kraków : AT Wydawnictwo, Wydawnictwo LIBRON. Filip Lohner. 2019. 688 p.
2. Vozniuk Ye. Info-analytic support for ukrainian-polish cross-border cooperation: a case study of euro-regions. *Codrul Cosminului*. Issue 2, Vol. 26. 2020, Pages: 431-454, DOI: 10.4316/CC.2020.02.007.
3. Vozniuk Ye. International information security AD ALTA: Journal of Interdisciplinary Research. volume 11, issue 01. 429 pages. DOI: 10.33543/1101.
4. Vozniuk Ye. The Influence of the Information Society Development on Political Ideologies. *Annales Universitatis Paedagogicae Cracoviensis. Studia de Securitate*. 11(1). 2021. DOI: 10.24917/26578549.11. 1.2.
5. Vozniuk Ye. Basic models of protection and functioning of the Ukrainian border in modern geopolitical realities: a view from Ukraine. *European Spatial Research and Policy* Vol. 29, Number 1 (2022) P: 79-96. DOI:10.18778/1231-1952.29.1.04
6. Вознюк Є. В. Війна свідомості (консцієнтальна війна). Гібридні загрози. Інформаційна війна. Інформаційний омбудсмен. Культура інформаційної безпеки. Методи боротьби з інформацією в електронних засобах масової інформації. Операційна безпека «OPSEC». *Глосарій: навчальний енциклопедичний словник-довідник з питань інформаційної безпеки* / за заг. редакцією д. політ. н., проф. А. М. Шуляк. Київ : МПБП «Гордон» 2019. 580 с.
7. Європейський омбудсмен, Європейський інспектор із захисту даних, Охорона здоров'я, Права людини *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 : Освіта, 2020. 600 с.
8. Кібербезпека в умовах російської агресії *Науковий вісник Східноєвропейського національного університету імені Лесі Українки. Серія: Міжнародні відносини*. №2 (406). 2020.
9. Інформаційний тероризм VS міжнародна безпека: монографія. Луцьк : Вежа-друк, 2021. 370 с.

10. Європейський інспектор із захисту даних. Охорона здоров'я. *Зелений і безпечний Європейський Союз* : монографія / [А. О. Бояр (кер. авт. кол.), І. В. Кицюк, Н. І. Романюк та ін.] ; за ред. А. О. Бояра, В. Й. Лажніка. Луцьк : Вежа-друк, 2023. 592 с.
11. Карпчук Н. П. Вступ до фаху : конспект лекцій. Луцьк, 2019. URL: <https://evnuir.vnu.edu.ua/handle/123456789/16009>.
12. Карпчук Н. Вступ до фаху «Міжнародна інформація та суспільні комунікації» : конспект лекцій. Луцьк, 2020. 204 с. URL: <https://evnuir.vnu.edu.ua/handle/123456789/18390>.
13. Глосарій. Навчальний енциклопедичний словник-довідник із питань інформаційної безпеки. За заг. ред. д. політ. н., проф. Шуляк А. М. Київ : МПБП «Гордон», 2019. 580 с.

Основна література

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2. Міжнародні відносини та світова політика : навчальний посібник / О. М. Кузь, Д. С. Коротков, Д. Ю. Михайличенко, О. В. Бровко ; за заг. ред. д-ра філос. наук, професора О. М. Кузя. Харків : ХНЕУ ім. С. Кузнеця, 2020. 201 с. URL: <http://repository.hneu.edu.ua/bitstream/123456789/25295/1/2020.pdf>.
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4. Мороз О. Як не стати овочем. Інструкція з виживання в інфопросторі. Хаоків : Віват, 2021, 208 с.