Description of an Optional Academic Component

Academic Component	Optional Academic Component **«Basics of Documents' Semantic Analysis»**
Level of HE	Education Level Bachelor
Title of specialty / educational and professional program	291 International Relations, Public Communications and Regional Studies / International Information and Public Communication.
Form of education	Full-time
Year, semester, duration	4th year, 7 semester, 5 credits
Semester control	Credit
Number of hours (total: including lectures / practical)	150 hours: lectures – 10 hours, practical – 20 hours.
Language of instruction	English
Department that provides teaching the academic component	International Communications and Political Analysis Department
Instructor	Candidate of Geographical Sciences, Associate Professor **Fedonyuk Serhiy Valentinovych**
Brief Description	
Requirements for starting studies	basic knowledge and skills of mastering and applying modern information and communication technologies.
What will be studied	practical methods and tools of semantic text analysis using Voyant Tools and large language models for various purposes are studied, as well as the basics of search engine optimization.
Why it is interesting / should be studied?	for qualified content analysis and preparation.
What you can learn (results)	ability to use available tools for deep semantic analysis of texts and web resources in various fields of activity.
How to use the acquired knowledge and skills (competencies)	acquired knowledge, abilities and skills can be used in the work of specialists providing information and analytical support in various fields, in particular in the field of strategic communications.