

### Description of an Optional Academic Component

Academic Component	Optional Academic Component « <b>Crisis Communications</b> »
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	4 <sup>th</sup> year, 8 semester, 7 credits
Semester control	Credit
Number of hours (total: including lectures / practical)	210 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	Doctor of Political Sciences, Professor <b>Tykhomyrova Yevgeniia Borysivna</b>
<b>Brief Description</b>	
Requirements for starting studies	desire to learn, understanding of terminology from a certain field at the level of the school curriculum, knowledge of the basic norms of the Ukrainian literary language and critical thinking.
What will be studied	specifics of crisis communications, crisis prevention, interaction with the public in the period of crisis communications, features of PR support in the period of crisis in the organization, enterprise, etc.
Why it is interesting / should be studied?	mastering the problems of crisis communications regulation, getting to know the current topics of PR in this area, and conducting an independent educational study devoted to the analysis of the practice of crisis communications.
What you can learn (results)	directions and topics of scientific research in the field of crisis communications; to choose methods and techniques, methodical techniques and procedures for researching crisis communications; work with relevant sources of information; systematize, analyze and summarize informational material; design research in the field of crisis management (conduct empirical research on crisis communication problems).
How to use the acquired knowledge and skills (competencies)	prepare and issue messages, reports, and articles on crisis communications issues; apply the methods of analysis and interpretation of crisis communications.