

Description of an Optional Academic Component

Academic Component	Optional Academic Component « Internet Memes as a Means of Communication in Digital Diplomacy »
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	3d year, 6 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 Political Sciences Bogorodetska Olga Ivanivna
Brief Description	
Requirements for starting studies	basic knowledge of terminology and basic concepts of digital diplomacy, information and communication technologies; critical thinking.
What will be studied	<p>the concept of digital diplomacy, digital diplomacy and its history, the meaning of the concept of Internet memes, the purpose of creating and the practice of using Internet memes, their functions, meaning and place in the modern virtual space, the transformation of entertaining memes into a means of manipulation and disinformation, a means of communication and action. The role of the Internet meme as a communication tool in digital diplomacy and international relations.</p> <p>The influence of Internet memes on mass consciousness and international relations. Political Internet memes and their impact on international relations.</p> <p>The use of Internet memes as a means of struggle, resistance in the virtual information space, and propaganda.</p> <p>Mashup memes as a means of communication in digital diplomacy and international relations.</p>

<p>Why it is interesting / should be studied?</p>	<p>The constant development of new media, the main function of which is interactivity, produces the creation of new means of communication in digital diplomacy and international relations.</p> <p>Internet memes have taken a leading position thanks to their brightness, brevity, and clarity. Today, message transmission is losing large text forms, meme images, emoticons, and gifs are usually used. Internet memes allow society to express the essence of the most important problems or trends, particularly in international relations, in a witty, humorous, aphoristic way. To influence public opinion, manipulate, produce disinformation, which became especially relevant during the Russian-Ukrainian war.</p>
<p>What you can learn (results)</p>	<p>to systematize the concept of digital diplomacy, the history of its emergence, the content of the concept of Internet memes.</p> <p>To analyze the practice of using memes, their function and meaning.</p> <p>Explore the role of the Internet meme as a communication tool in digital diplomacy and international relations.</p> <p>Investigate the transformation of entertaining Internet memes into a means of manipulation, disinformation, and a means of communication and action. To analyze the role of the Internet meme as a communication tool in digital diplomacy and international relations.</p>
<p>How to use the acquired knowledge and skills (competencies)</p>	<p>to form skills in the effective use of elements of digital diplomacy. Analyze the role of Internet memes as a communication tool in digital diplomacy and international relations. The use of Internet memes as a manipulative influence on public opinion for propaganda.</p>