

Description of an Elective Academic Component

Academic Component	Elective Academic Component « Strategic Communications of the EU and NATO »
Level of HE	First (Bachelor) Level
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 Relations Department
Instructor	Doctor of Political Sciences, Professor Nataliia KARPCHUK
Brief description	
Requirements for starting studies	Basic knowledge of strategic communications, international relations.
What will be studied	The concept of «strategic communications», its components. The evolution of the concept in the NATO vision. The connection between EU strategic communications and the EU common security policy. European values as the basis of EU strategic communications. Strategic communications with the Eastern Partnership countries. EU strategic communications Task Forces. Countering the hybrid influences of the Russian Federation. EU, NATO countering the spread of radicalism and extremism. Civil protection, humanitarian aid and peacekeeping activities as components of EU, NATO strategic communications.

<p>Why it is interesting / should be studied?</p>	<p>The main objectives of the course are to study the basic categories and concepts of strategic communications, to develop and improve the skills of analysing strategic communications tools used by participants in international relations.</p>
<p>What you can learn (results)</p>	<p>The study of the elective academic component contributes to the formation of students' knowledge about the essence of strategic communications in the context of security challenges of international actors (EU, NATO). Ability to use information and communication technologies. Ability to analyse international processes in various contexts, including political, security, information, etc. Know and understand the nature and dynamics of international security, understand the features of its provision at the global, regional and national levels, know the nature and approaches to solving international and internationalized conflicts</p>
<p>How to use the acquired knowledge and skills (competencies)</p>	<p>Ability to analyse information sources, detect fake news, manipulations and propaganda; assessment of the reliability and bias of content; ability to systematically analyse information campaigns, narratives and influence strategies; work with cases of real information interventions; ability to express opinions in a reasoned manner, to lead discussions on sensitive topics; effective presentation of research results; awareness of cultural characteristics in the perception of information; ability to recognize the emotional impact of information on the audience; awareness of the limits of what is permissible in information warfare; understanding the impact of manipulation on democratic processes; ability to listen and take into account different points of view.</p>