

### Description of an optional academic component

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| Academic component                                       | <b>OPTIONAL ACADEMIC COMPONENT<br/>«COMMUNICATIVE DIMENSION OF<br/>POPULISM»</b>  |
| Level of higher education                                | second (Master) level   |
| Title of specialty / education and professional program  | C3 International Relations, EPP International Strategic Communications  |
| Form of education  | Full-time   |
| Year, semester, duration                                 | I year, I semester, 4 ECTS credits  |
| Semester control   | Credit  |
| Hours  | 120 h. / lectures – 10 h., practical classes – 14 h.  |
| Language of teaching                                     | <b>English</b>  |
| Department that provides teaching the academic component | International Communications and Political Analysis   |
| Author   | Doctor of Political Science, Professor Nataliia (Petrivna) Karpchuk   |
| <b>Summary</b>   |   |
| Requirements for starting studies                        | willingness to learn and critical thinking.   |
| What will be studied                                     | Communication policy of governments with citizens. Nature and causes of populism; types of populism. Populism as a means of foreign information manipulation and interference in the political process of the state. European and American populism in the context of the RF's against Ukraine.   |
| Why is it interesting/should be studied?                 | Modern populists offer bright, emotional, "attractive", simple and "understandable" slogans-ways to solve problems in society. Appealing to stereotypes, dissatisfaction and sometimes fears of citizens, populist appeals can shape a distorted reality or shake public peace. Third parties (for example, the Russian Federation or China) may be interested in destabilization. It is necessary to know the causes and potential consequences of populism. |
| What you can learn (results)                             | To understand the nature, types and goals of populism, its potential consequences and how to counter populism.  |

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| <p>How you can use the acquired knowledge and skills (competencies)</p> | <ul style="list-style-type: none"> <li>• ability to identify and analyze the nature, means and goals of populism;</li> <li>• ability to make informed decisions regarding the motives and goals of the initiators of such influence;</li> <li>• ability to argue the choice of ways to counteract / prevent populism;</li> <li>• ability to analyze and predict the consequences of one's professional activities in various contexts, including political;</li> <li>• ability to conduct applied analytical research in the field of political communication;</li> <li>• ability to self-study, maintain an appropriate level of knowledge, readiness to master new levels of knowledge, increase one's professionalism and level of qualification;</li> <li>• ability to determine and analyze the nature, dynamics, principles of organizing international relations, types of international actors, modern trends in the development of world politics;</li> <li>• ability to make informed decisions regarding the implementation of international and foreign policy activities;</li> <li>• ability to argue the choice of ways to solve professional problems in the field of international relations, public communications and regional studies, critically evaluate the results obtained and justify the decisions made.</li> </ul> |
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