

Description of an optional academic component

Academic component	Optional academic component 5.1. « International Public Relations »
Level of higher education	second (Master) level
Title of specialty / education and professional program	291 «International Relations, Public Communications and Regional Studies», EPP «International Information and Public Communications»
Form of education	Full-time
Year, semester, duration	II year, III semester, 4 ECTS credits
Semester control	Credit
Hours	120 h. / 40 h. of class work
Language of teaching	English
Department that provides teaching the academic component	International Communications and Political Analysis
Author	Doctor of Political Science, Professor Nataliia (Petrivna) Karpchuk
Summary	
Requirements for starting studies	willingness to learn and critical thinking.
What will be studied	Concepts and tasks of international PR. "Soft power" of the state as the basis of international PR. Multicultural environment of international PR. National stereotypes when developing a PR campaign. PR of multinational corporations. The essence and characteristic features of the image. Stages of image formation. The image of a political leader. Typology of the image of a political leader. Formation of the image of the state. Myth-making in image formation. The essence and features of foreign political communication technologies. Activities of press services of foreign policy departments. Spin doctoring. Information and explanatory work in the host country. Information provision of visits. Media diplomacy in international PR. Social networks in international PR. State branding.
Why is it interesting/should be studied?	Modern relations with the public are a powerful tool to form attitudes towards the state, its leaders, goods, services, citizens, etc. Understanding the basics of international PR will make it possible to objectively evaluate the technologies used by international actors to form their own positive perception and destroy/spoil the opponent's image.
What you can learn (results)	To know and understand the nature of formation and promotion of the image of a foreign policy actor on the international arena, its/his/her foreign policy interests. Critically interpret and analyze the actor's foreign policy image. Apply modern scientific approaches, methodologies and methods for researching problems of international relations and foreign policy.
How you can use the acquired	The ability to identify and analyze the nature, dynamics,

knowledge and skills (competencies)	principles of organization of international relations, types of international actors, modern trends in the development of world politics. The ability to make informed decisions regarding the implementation of international and foreign policy activities. The ability to argue the choice of ways to solve problems of a professional nature in the field of international relations, public communications and regional studies, critically evaluate the obtained results and justify the decisions made.
Information support and/or web link	Educational materials, scientific articles, images, video and printed materials for analysis; case studies.