

### Description of an optional academic component

Academic Component	Optional Academic Component «PRACTICAL MEDIA MONITORING AND ANALYTICS»
Level of HE	second (master's) level
Title of Specialty / Educational and Professional Program	C3 International Relations / EPP International Strategic Communications
Form of Education	Full-time
Course, Semester, Duration	2nd year, 3 semester, 4 credits
Semester Control	Credit
Number of Hours (total: including lectures / practical)	120 hours (10 lectures / 14 practical)
Language of Instruction	English
Department that Provides Teaching	Department of International Communications and Political Analyses
Instructor	Candidate of Geographical Sciences, Associate Professor <b>Fedonyuk Serhiy</b>
<b>Brief Description</b>	
Requirements for Starting Studies	Fluency in Ukrainian; basic knowledge of information and communication technologies.
What will be Studied	Technologies, tools and methods of media monitoring in the field of international relations, using artificial intelligence (AI) technologies.
Why is it Interesting / should be Studied?	You will learn how to practically apply the benefits of AI to quickly process large amounts of information and prepare information products, which is important for future professional activities.
What can you Learn (Learning Results)?	Ability to perform effective media monitoring in manual, semi-automatic and automatic modes, including using AI agents (ChatGPT, Copilot models and other models and tools).
How to Use the Acquired Knowledge and Skills (Competencies)?	<ul style="list-style-type: none"> <li>• knowledge and understanding of the possibilities and methods of effective professional use of AI tools;</li> <li>• ability to analyse within the framework of complex specialized tasks and practical problems in the field of international relations using AI technologies;</li> <li>• ability to synthesize to solve complex specialized tasks and practical problems in the field of international relations using AI technologies.</li> </ul>

	<p>Special (professional) competencies:</p> <ul style="list-style-type: none"><li>- ability to solve complex specialized tasks and practical problems in the field of international relations, foreign policy of states, public communications, regional studies;</li><li>- ability to analyse international processes in various contexts, including political, security, legal, economic, social, cultural and informational;</li></ul> <p>General competencies:</p> <p>Ability to use information and communication technologies.</p> <p>Ability to search, process and analyse information from various sources.</p>
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