

### Description of a Selective Academic Component

Academic component	Selective Academic Component « <b>Foreign Policy Image Technologies</b> »
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
Semester control	Credit
Hours	120 h. / 4 ECTS credits: lectures – 10 h., practical classes – 14 h.
Language of teaching	English
Department that provides teaching the academic component	International Communications and Political Analysis
Author	Doctor of Political Science, Professor <b>Nataliia Karpchuk</b>
<b>Brief Description</b>	
Requirements for starting studies	willingness to learn and critical thinking.
What will be studied	The essence and characteristics of image. Types of images. Tools to create image. Imagelogs and narratives; political myths. International PR as a foreign policy communication technology. Image of a political leader. Image of a state. Image of an organization. Cases of successful imagemaking.
Why is it interesting/should be studied?	We perceive famous people, political leaders, states and even organizations through the external signs of a specially created image (especially in a situation of uncertainty or lack of information, time). For an educated person, it is important to have the skills of critical analysis of the demonstrated image not to be misled, and be able to make balanced, objective decisions. On the other hand, the profession of image maker remains in demand both in the field of politics, international relations, and business, culture, etc. The optional academic component aims to broaden the worldview and develop practical skills.
What you can learn (results)	knowledge of technologies to construct the image of a person, a state organization; the specifics of image-making in the system of international relations and foreign policy; the formation of image-making skills.
How you can use the acquired knowledge and skills (competencies)	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.