

Description of an Elective Academic Component

Academic Component	Elective Academic Component « Manipulation in Mass Communication »
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	3d year, 5 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 terminology and basic concepts of information warfare, information and communication technologies; desire to learn and critical thinking, command of the Ukrainian language.
What will be studied	The term «information warfare», the history of the information warfare formation, information warfare as a set of tools of the information field, communication channels, communication methods in a hybrid warfare, the essence of the concept of «manipulation», mass communication as the most powerful tool of manipulation, constructive and destructive forms of informational influences, the spread of rumours as the technology of manipulation, methods and means of media manipulation, information terrorism, information attacks and special operations, toolkit of manipulative technologies, basic approaches and tools

	<p>for countering media manipulation, use of fakes and media viruses as information weapons, detection of fakes and methods of combating them, role of modern masses – media and main directions of implementation, use of bot farms, troll and elf farms, modern mass media in the conditions of information warfare.</p>
<p>Why it is interesting / should be studied?</p>	<p>Manipulation in media, tools of manipulative technologies, the use of fakes and media viruses, bot farms, troll farms and elves as information weapons, as well as the ability to recognize and counteract manipulation technologies, will contribute to the development of media literacy.</p>
<p>What you can learn (results)</p>	<p>Understanding the forms and methods of manipulation in mass communication, identifying modern methods of information warfare, mastering the skills of how not to become a «victim» of mass communication, analysis of the manipulative influence of mass communication, the ability to recognize veiled forms of manipulative influence and effectively counteract them.</p>
<p>How to use the acquired knowledge and skills (competencies)</p>	<p>To be able to analyse the role and place of manipulation in mass communication as a component of information warfare. Use the acquired skills to identify manipulative technologies, basic methods and tools for countering media manipulation, fakes and media viruses in information warfare.</p>