

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

Lesya Ukrainka Volyn National University

International Relations Faculty

International Relations Department

SYLLABUS

of an elective academic component

**«ARTIFICIAL INTELLIGENCE AND DIGITAL TOOLS
IN INTERNATIONAL COMMUNICATIONS»**

Bachelor training

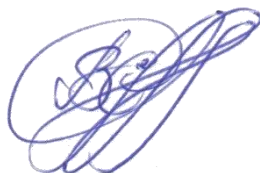
Lutsk – 2026

The syllabus of the elective academic component «Artificial Intelligence and Digital Tools in International Communications», Education Level – Bachelor.

Developer: Assistant of the Department of International Relations **Borys ROHOVYI**

Approved

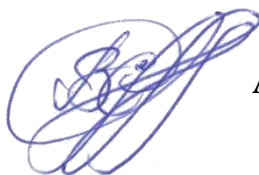
by the Guarantor of Education and Professional Programme:



Associate Professor **Yevheniia VOZNIUK**

The syllabus of the elective academic component was approved at the meeting of the International Relations Department
Protocol № 7 of January 30, 2026.

The Head of the Department:



Associate professor **Yevheniia VOZNIUK**

I. THE DESCRIPTION OF THE ELECTIVE ACADEMIC COMPONENT

Indicator Name	Field of Knowledge, Educational and Professional Programme, Education Level	Characteristics of the Academic Component
Full-Time Form of Education	C «Social Sciences, Journalism, Information and International Relations», C3 «International Relations», «International Communication and Mediation», bachelor	Elective
Number of Hours / Credits 150 / 5		Year of Study – 2
		Semester – 3
Individual Student’s Work: no		Lectures – 10 hours
		Seminars – 20 hours
		Independent Work – 110 hours
		Consultations – 10 hours
Form of Control: Credit		
Language of Study: English		

II. INFORMATION ABOUT THE INSTRUCTOR

Name: Borys ROHOVYI

Academic Title: Assistant of the International Relations Department

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Days classes: <https://ps.vnu.edu.ua/cgi-bin/timetable.cgi>.

III. DESCRIPTION OF THE ELECTIVE ACADEMIC COMPONENT

1. *Course Abstract.*

The syllabus of the elective educational component *Artificial Intelligence and Digital Tools in International Communications* has been developed taking into account the possibility of forming an individual educational trajectory for second-year students (bachelor’s level).

2. *Goal* – to develop students’ systematic knowledge of the principles underlying the functioning of artificial intelligence and digital tools in the field of international communications; to ensure the acquisition of practical skills in using digital platforms, analytical and communication technologies; to foster the ability to analyse the impact of digitalisation and AI on international information processes, diplomacy, public communication, and global security.

3. *Soft Skills:* application of analytical and critical thinking for the comprehensive analysis of international communications in the digital environment; development of digital

literacy, communicative and intercultural skills, and the ability to use artificial intelligence tools for information analysis, conducting professional discussions, moderating academic debates, and ensuring an effective communication space.

4. Structure of the Elective Academic Component

Names of Content Modules and Topics	Total	Lect.	Semin.	Consult.	Self-study	Form of control / points*
Topic 1. Artificial Intelligence in the System of International Communications	22	2	4	2	14	DC/ 20
Topic 2. Digital Platforms and Information Analysis Tools	30	2	4	2	22	DC/ 20
Topic 3. Artificial Intelligence in Digital Diplomacy and Public Communication	30	2	4	2	22	DC/ 20
Topic 4. Ethical, Legal, and Security Aspects of AI Use in International Communications	30	2	4	2	22	DC/ 10
Topic 5. The Future of International Communications in the Digital Era: Challenges and Opportunities of AI	38	2	4	2	30	DC/ 30
Total	150	10	20	10	110	100

* *Control methods: DS – discussion, DB – debate, T – tests, TR – training, PM/CM – problems/cases management, IST/ISW – individual task/individual work of the student, SGW – work in small groups, MTP/TP – module test paper/test paper, Ab – abstract, analytical note, analytical essay, analysis of the work, P – presentation.*

IV. TASKS FOR INDEPENDENT WORK

Independent work includes studying the material covered in practical classes. You can work with the materials covered in practical classes on the distance learning platform <https://teams.cloud.microsoft/>. The effectiveness of independent work is assessed during thematic testing and reflected in the overall assessment of the elective academic component.

Module	Tasks	Hours
Foundations of AI in International Communications	- an analytical essay: «How AI transforms international communication and diplomacy» (1500 words); - case analysis: AI bias in global media platforms. Short report: AI risks for democratic communication.	12
Digital Analysis Tools	- use AI tools (ChatGPT, Voyant Tools, Gemini) to analyze a political speech. Identify narratives, keywords, and framing strategies. Prepare a short analytical report.	16
Digital Diplomacy	- analyze how governments use AI in public diplomacy (choose 1 country). Prepare presentation: «AI as a tool of soft power».	14
Strategic Communications	- use generative AI to create strategic narratives for a country's image. Analyze strengths and risks.	14

Information Security	- research examples of deepfake use in international politics. Prepare risk assessment.	12
Visual AI Tools	- create AI-generated posters for a country's image campaign. Explain communication strategy.	12
International Organizations	- study EU AI Act or global AI governance initiatives. Prepare policy brief.	10
Research Skills	- compare AI-generated vs. academic content. Identify inaccuracies and biases.	10
Project Work	- develop a strategic communication project for: country branding / crisis communication / digital diplomacy. Include: audience analysis, AI tools selection, expected outcomes.	10
Final Paper	Choose one topic and prepare research paper (3000–4000 words): AI in Diplomatic Negotiations AI and Global Media Influence AI in Hybrid Warfare Communication AI and International Public Opinion	10
Total		110

V. ASSESSMENT POLICY

The assessment takes place in accordance with the Regulations on the current and final assessment of knowledge of higher education applicants of the Lesya Ukrainka Volyn National University dated 06.26.2025. Academic Integrity Policy. (<https://hell.your-objectstorage.com/vnustorage/s3fs-public/inline-files/2025-pro-potoch-ne-i-pidsumk.otsinyuvannya.pdf>). Under valid reasons (participation in scientific events, sick leave), studies may be conducted according to an individual plan agreed with the instructor.

Academic integrity policy

The process of studying the elective educational component «Artificial Intelligence and Digital Tools in International Communications» is carried out under the conditions of compliance by students and instructors with the Code of Academic Integrity of the Lesya Ukrainka Volyn National University <https://ra.vnu.edu.ua/wp-content/uploads/2023/06/Kodeks-akademichnoyi-dobrochesnosti.pdf>.

Seminar classes missed by a student for valid reasons (medical certificate, formal application) are retaken orally by answering questions related to the seminar topic or by preparing a written summary (outline) of the topic including answers to specific questions. Based on the results of the retake, a grade is assigned according to the grading scale for student performance in seminars. The retake of a pass/fail exam (credit) is conducted according to the examination schedule and in accordance with the Regulations on Ongoing and Summative Assessment of Higher Education Students at Lesya Ukrainka Volyn National University.

Learning outcomes obtained through formal, non-formal, and/or informal education (professional courses/training, online education, internships) may be recognized and

credited to students. The recognition process is governed by the Regulations on the Recognition of Learning Outcomes Obtained through Formal, Non-formal, and/or Informal Education at Lesya Ukrainka Volyn National University (<https://tinyurl.com/52c87nzk>). In accordance with the established procedure, learning outcomes may be recognized if their subject matter, scope, and content correspond to either an entire credit module or to specific topics specified in this syllabus. To initiate the process, the student must submit a formal application addressed to the Dean within the established deadlines, attaching all necessary supporting documents for review.

VI. FINAL CONTROL

The form of final control is a credit, which is set based on the results of the types of work that are provided for in the syllabus of the academic component. Tasks from these types of current control are evaluated in the range from 0 to 100 points. The student can additionally pass the topics he/she missed during the semester (for valid reasons) in consultation with the instructor, thus improving his/her result by exactly the amount of points provided for the missed topics. In the event that a student received less than 60 points, he/she makes a credit during the liquidation of academic debt. In this case, the points scored during the current assessment are cancelled. The maximum number of points during the liquidation of academic debt from credit is 100.

Questions

1. Explain the role of artificial intelligence in shaping contemporary international communications and global information flows.
2. Analyse how digital platforms influence international public opinion, agenda-setting, and strategic communication among states and non-state actors.
3. Discuss the use of artificial intelligence tools in diplomatic practice, including digital diplomacy and public diplomacy.
4. Evaluate the advantages and limitations of AI-based information analysis tools in international relations and communication strategies.
5. Examine the impact of artificial intelligence on intercultural communication and cross-cultural dialogue in the international arena.
6. Assess the ethical challenges associated with the use of artificial intelligence in international communications.
7. Analyse the legal and regulatory frameworks governing the application of artificial intelligence and digital platforms in global communication.
8. Discuss the security risks related to the use of artificial intelligence in international communications, including misinformation, disinformation, and hybrid threats.

9. Evaluate the role of artificial intelligence in crisis communication, conflict prevention, and global security management.

10. Analyse future trends in international communications in the digital era, focusing on the opportunities and challenges posed by artificial intelligence.

VII. GRADING SCALE

Scores	Linguistic Grade
90-100	Passed
82-89	
75-81	
67-74	
60-66	
1-59	Fail (needed to retake)

VIII. REFERENCES

1. UNESCO Guidelines for the Governance of Digital Platforms: Safeguarding Freedom of Expression and Access to Information through a Multi-stakeholder Approach. (2023). URL: <https://unesdoc.unesco.org/ark:/48223/pf0000387339>.

2. Artificial Intelligence in Diplomacy: Transforming Global Relations and Negotiations URL: <https://trendsresearch.org/insight/artificial-intelligence-in-diplomacy-transforming-global-relations-and-negotiations/?srsltid=AfmBOopp6SCo7NURy25wP5braP6th7BvWQ4QdxJ2kz3bkjL1Qf1QUUSC>.

3. THE Impact of Artificial Intelligence in Digital Communication and Social Media: a Review URL: https://www.researchgate.net/publication/388177823_THE_IMPACT_OF_ARTIFICIAL_INTELLIGENCE_IN_DIGITAL_COMMUNICATION_AND_SOCIAL_MEDIA_A_REVIEW.

4. Artificial Intelligence and Digital Diplomacy. Challenges and Opportunities. URL: <https://www.springerprofessional.de/artificial-intelligence-and-digital-diplomacy/19615800>.

5. OECD Assessing Potential Future Artificial Intelligence Risks, Benefits and Policy Imperatives (OECD Artificial Intelligence Papers, No. 272). URL: https://www.oecd.org/content/dam/oecd/en/publications/reports/2024/11/assessing-potential-future-artificial-intelligence-risks-benefits-and-policy-imperatives_8a491447/3f4e3dfb-en.pdf.

6. OECD (June 2025). Governing with Artificial Intelligence (Full report). URL: https://www.oecd.org/en/publications/governing-with-artificial-intelligence_795de142-en/full-report.html.

7. Global Partnership on AI (GPAI) The Safety and Assurance of Generative AI (SAFE) Project Report (2025). URL: <https://wp.oecd.ai/app/uploads/2025/09/final-GPAI-2024-SAFE-Reports-AGI-Safety.pdf>.

8. Misinformation, Disinformation, and Generative AI: Implications for Perception and Policy. URL: <https://dl.acm.org/doi/pdf/10.1145/3689372>.