

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
International Relations Faculty
International Relations Department

SYLLABUS

of an elective academic component

«STRATEGIC COMMUNICATIONS OF THE EU AND NATO»

Bachelor training

Lutsk – 2026

The syllabus of the elective academic component «Strategic Communications of the EU and NATO», Education Level – bachelor.

Developer: Doctor of Political Sciences, Professor, Professor of the International Relations Department, **Nataliia KARPCHUK**

Approved

by the Guarantor of the 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 Communications and Mediation, bachelor	Elective
Number of Hours / Credits 150 / 5		Year of Study – 2
		Semester – 4
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: Nataliia KARPCHUK

Scientific Degree: Doctor of Political Sciences

Academic Title: Professor

Title: Professor 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 academic component *Strategic Communications of the EU and NATO* is compiled taking into account the possibility of forming an individual educational trajectory of bachelor's level students.

The concept of «strategic communications», its components. The evolution of the concept in the NATO vision. The connection between EU strategic communications and the EU common security policy. European values as the basis of EU strategic communications. Strategic communications with the Eastern Partnership countries. EU strategic communications Task Forces. Countering the hybrid influences of the Russian Federation. EU countering the spread of radicalism and extremism. Civil protection, humanitarian aid and peacekeeping activities as components of EU strategic communications.

2. *Goal* of the elective AC is to provide knowledge about the essence of strategic communications in the context of security challenges of international

actors. The main objectives of the course are to study the basic categories and concepts of strategic communications, to develop and improve the skills of analysing strategic communications tools used by participants in international relations.

3. *Soft Skills*: ability to analyse information sources, detect fake news, manipulations and propaganda; assessment of the reliability and bias of content; ability to systematically analyse information campaigns, narratives and influence strategies; work with cases of real information interventions; ability to express opinions in a reasoned manner, to lead discussions on sensitive topics; effective presentation of research results; awareness of cultural characteristics in the perception of information; ability to recognize the emotional impact of information on the audience; awareness of the limits of what is permissible in information warfare; understanding the impact of manipulation on democratic processes; ability to listen and take into account different points of view.

4. Structure of the Elective Academic Component

Names of Content Modules and Topics	Total	Lec.	Sem.	Cons.	Indep. work	Control / Points*
Content Module 1. Information Dimension of Strategic Communications						
Topic 1. Strategic Communication in NATO	16	2	2	2	10	DS, P, Ab 10
Topic 2. Developing Strategic Communications in the EU. Strategic Communications Task Forces	28	2	4	2	20	DS, P, Ab 10+10
Topic 3. Strategic Communications with Eastern Partnership Countries	28	2	4	2	20	DS, P, Ab 10+10
Total for Content Module 1	72	6	10	6	50	50
Content Module 2. Security Dimension of Strategic Communications						
Topic 4. The EU's Counteraction Against Russian Propaganda and IS Extremism	40	2	6	2	30	DS, P, Ab 10+10+10
Topic 5. Civil Protection, Humanitarian Aid and Peacekeeping as Components of EU and NATO Strategic Communications	38	2	4	2	30	DS, P, Ab 10+10
Total for Content Module 2	78	4	10	4	60	50
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. Students 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.

Tasks		Hours
1.	Analytical essay: «Strategic communications as a tool of modern international security» (1500–2000 words).	10
2.	Identify key components: public diplomacy, information policy, media relations, psychological influence. Create a conceptual scheme of strategic communication structure.	15
3.	Analyze the concept of strategic narratives. Identify examples used by the EU and NATO. Prepare a short analytical summary.	20
4.	Analyze official EU communication campaigns. Identify tools used for public engagement and image-building. Prepare a case-based report.	20
5.	Analyze examples of NATO communication initiatives. Identify key messages and target audiences. Prepare a short analytical review.	15
6.	Study NATO efforts to strengthen information security. Analyze communication strategies in response to hybrid threats. Prepare a comparative analysis: EU vs NATO approaches.	15
7.	Track strategic narratives in media for 1–2 weeks. Identify dominant themes and messages.	15
Total		110

V. ASSESSMENT POLICY

The instructor's policy regarding the student. Attendance at classes is mandatory. For objective reasons (for example, illness, international internship, participation in scientific events, etc.), training may take place according to an individual plan in agreement with the instructor. In conditions of martial law or quarantine restrictions, the educational process at the university may be carried out in a mixed form of learning, namely: in person in the classroom or remotely in Microsoft Teams.

Academic Integrity Policy. Plagiarism, data falsification, and unauthorized use of AI tools are prohibited. If AI tools are used, students must clearly indicate this and bear responsibility for the validity and interpretation of results.

Deadlines and Rescheduling Policy. All theoretical tasks are submitted on the day of the seminar. Working students coordinate the assignment schedule with the instructor. Missed classes are passed only if there is confirmation of a valid reason for the absence (certificate of absence due to illness or a statement about the need to miss classes).

If the student has completed the training and received the relevant Certificate, then the topic/topics of the discipline or modular test papers (work) can be counted

(depends on the subject of the training and is decided separately in each individual case).

Opportunity to get additional (bonus) points. There is the respective system of bonuses at the International Relations Faculty and students may be added no more than 15 points to their current control.

VI. FINAL CONTROL

The credit is given based on the results of the current work, provided that the student has completed the types of academic work specified in the syllabus. If the student did not attend individual classroom classes, during consultations he/she has the right to work through the missed classes and get the number of points that was determined for the missed topics. On the date of the credit, the instructor writes down in the statement the amount of current points that the student scored during the current work (scale from 0 to 100 points). If the student scored less than 60 points during the current work, he/she takes the credit during the liquidation of academic debt. In this case, the points scored during the current assessment are cancelled. The maximum number of points for the credit during the liquidation of academic debt is 100.

Questions:

1. The emergence and evolution of the concept of «strategic communications».
2. Public diplomacy as a component of strategic communications.
3. International PR as a component of strategic communications.
4. Information and psychological operations as a component of strategic communications.
5. Media in promoting the national interest of the state.
6. Media in shaping the image of the state and its leadership.
7. Media as a tool of destructive propaganda.
8. Media literacy as a countermeasure to negative media influence.
9. Specifics of NATO strategic communications.
10. NATO StratCom in promoting a positive image of the Alliance and clarifying NATO's mission.
11. EU security policy.
12. Understanding strategic communications in the EU.
13. Institutionalization of the EU StratCom.
14. EU StratCom missions.
15. East StratCom – interaction with the Eastern Partnership countries.
16. EUvsDisinfo.
17. EU StratComs in the Balkans and North Africa.
18. Countering the spread of extremism and radicalism.
19. EU civil protection.
20. EU humanitarian aid.
21. EU peacekeeping.
22. Institutionalizing strategic communications in Ukraine.
23. Promoting Ukraine's national interest abroad.
24. Combating destructive propaganda and fake news.

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

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