

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

SYLLABUS
of an elective educational component
“Practical Media Monitoring and Analytics”

for the training of a **Master’s degree student**

Lutsk – 2025

The syllabus of the educational component “**Practical Media Monitoring and Analytics**” for the training of Master’s degree students

Course developer:

PhD (Geography), Associate Professor,
Associate Professor of the Department of International Relations

Sergii V. Fedoniuk

Approved by:

Guarantor of the Educational and Professional Programme:

Professor **Nataliia P. Karpchuk**

The syllabus of the educational component was approved at the meeting of the Department of International Relations,

No. 1 of **September 1, 2025**

Head of the Department:

Associate Professor **Yevhenia V. Vozniuk**

I. Description of the Educational 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 Strategic Communications, Master	Optional
Number of hours / credits 120 / 4		Year of study: 2st
		Semester: 3st
		Lectures 10 h.
		Seminars 14 h.
		Independent work 88 h.
		Consultations 8 h.
Form of control: credit.		
Language of education: English		

II. Instructor Information

Full name: Sergii Valentynovych Fedoniuk

Academic degree: PhD in Geography

Academic title: Associate Professor

Position: Associate Professor, Department of International Relations

Contact information: Sergii.Fedoniuk@vnu.edu.ua

Class schedule: classes are conducted according to the timetable published on the website <https://ps.vnu.edu.ua/cgi-bin/timetable.cgi>

III. Description of the Educational Component

Course annotation

The educational component “**Practical Media Monitoring and Analytics**” is aimed at developing Master’s degree students’ practical skills of systematic analysis of the media space in the context of international relations and strategic communications. The course focuses on applied mastery of media monitoring tools, analysis of information flows, identification of information campaigns and disinformation narratives, and assessment of their impact on international processes.

Special attention is paid to working with open sources (OSINT), digital platforms, international and national media, as well as to preparing applied analytical products for the needs of public authorities, international organizations, and communication units.

Purpose and objectives of the educational component

Purpose:

to form students’ ability to conduct applied media monitoring and analytical processing of

information in the field of international relations and strategic communications to support managerial and communication decision-making.

Objectives of the educational component:

- mastering the logic and stages of media monitoring in the international environment;
- developing skills of searching, selecting, and verifying information from media and digital platforms;
- applying basic methods of content, discourse, and narrative analysis;
- forming skills of preparing analytical briefs and reviews based on monitoring results;
- developing critical thinking and academic integrity when working with information.

Soft skills

- ability to learn and acquire modern knowledge;
- ability to identify, formulate, and solve problems;
- ability to work in an international context;
- ability to evaluate and ensure the quality of performed work.
- ability to make well-grounded decisions in the field of international relations and strategic communications;
- ability to analyze international processes in informational and communicational contexts;
- ability to conduct applied analytical research and prepare analytical materials;
- ability to apply information technologies and analytical tools in professional activity.

Structure of the Educational Component

Content module	Topic	Lectures (hours)	Practical classes (hours)	Independent work (hours)	Forms of control
Module 1. Fundamentals of media monitoring	Media monitoring in the system of strategic communications	2	2	14	D 15
	Information sources and media landscape of international relations	2	2	14	PS/C 15
Total for Module 1		4	4	28	
Module 2. Tools and methods of analysis	OSINT and digital media monitoring platforms	2	4	22	PS/C 15
	Content, discourse, and narrative analysis of media texts	2	4	22	PS/C 15
Total for Module 2		4	8	44	
Module 3. Analytical products	Preparation of analytical briefs and reports	2	2	16	IRT/ISW29
	Presentation of media monitoring results	–	–	–	IRT/ISW20
Total for Module 3		2	2	16	

TOTAL		10	14	88	Pass
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Forms of control:

Discussion (D), Debates (DB), Tests (T), Training (TR), Problem-solving / case-solving (PS/C), Individual research task / individual student work (IRT/ISW), Work in small groups (WSG), Module test / control work (MT/CW), Essay (E), analytical note, analytical essay, text analysis, etc. Presentation (P).

Questions and Tasks for Independent Study

Independent work of students is aimed at deepening theoretical knowledge and developing applied analytical skills in the field of media monitoring and analysis of international information processes.

Content Module 1. Fundamentals of Media Monitoring

Questions for independent study:

- Media monitoring as a tool of strategic communications in international relations.
- Types of media sources in the international information space: traditional media, online media, social platforms.
- The role of media monitoring in identifying information threats and hybrid influences.
- Criteria of relevance and reliability of information sources.
- Ethical aspects of working with open information sources.

Tasks for independent work:

- compile a list of key international and national media outlets for monitoring a selected topic (security, political, or communication-related);
- conduct a comparative analysis of the coverage of one international event in at least three different media sources;
- prepare a short written brief (1–2 pages) assessing the quality and bias of the selected materials.

Content Module 2. Tools and Methods of Media Content Analysis

Questions for independent study:

- OSINT as a component of modern media monitoring: opportunities and limitations.
- Basic approaches to content analysis of media texts.
- Discourse and narrative analysis in the study of international information campaigns.
- Indicators of disinformation and manipulative messages.
- Information verification in conditions of information warfare.

Tasks for independent work:

- conduct a mini content analysis of a corpus of 20–30 media messages on a selected topic;
- identify key narratives and actors of information influence;
- prepare an analytical table classifying messages (factual, evaluative, manipulative);
- formulate brief analytical conclusions on the information dynamics of the selected case.

Content Module 3. Analytical Products Based on Media Monitoring

Questions for independent study:

- Types of analytical products in the field of media monitoring (brief, review, policy brief).
- Requirements for the structure of an analytical report.
- Formulation of well-grounded conclusions and recommendations based on monitoring data.
- Visualization of analysis results as a communication tool.
- The role of analytical materials in supporting managerial decision-making.

Tasks for independent work:

- prepare an analytical brief (3–4 pages) based on the results of personal media monitoring;
- formulate practical recommendations for a subject of international strategic communications;
- prepare a short presentation of key analysis results for a professional audience.

IV. Assessment Policy

Instructor’s policy towards students

Attendance is a mandatory component of assessment for which points are awarded. For valid reasons (e.g., illness, international mobility, participation in academic events, etc.), learning may take place online or according to an individual schedule upon agreement with the instructor.

Under martial law or quarantine restrictions, the educational process may be conducted in a blended format: face-to-face or remotely via Microsoft Teams.

Academic integrity policy

Zero tolerance for cheating. Plagiarism and cheating during written assignments and examinations (including the use of mobile devices) constitute gross violations of academic integrity and are unacceptable during the course.

V. Final Assessment

The final assessment in the form of a **pass (credit)** is regulated by the Regulations on the Organization of the Educational Process at the first (Bachelor’s) and second (Master’s) levels at Lesya Ukrainka Volyn National University.

The pass is awarded based on current performance provided that the student has completed all types of work specified in the syllabus. If a student missed certain classes for valid reasons, they may compensate during consultations.

If a student scores less than 60 points during ongoing assessment, they must pass the credit during academic debt liquidation. In this case, previously accumulated points are annulled. The maximum score during re-assessment is 100 points.

Grading Scale

Score	Verbal grade
90–100	Passed
82–89	Passed
75–81	Passed
67–74	Passed
60–66	Passed
1–59	Failed (re-assessment required)

VI. Recommended Literature and Internet Resources

Analytical and academic sources

EU External Action Service.

EU vs Disinformation.

https://www.eeas.europa.eu/eeas/eu-vs-disinformation_en

NATO Strategic Communications Centre of Excellence.

StratCom Analysis.

<https://stratcomcoe.org>

Wardle C., Derakhshan H.

Information Disorder Revisited. 2023.

<https://www.hks.harvard.edu/publications/information-disorder-revisited>

OECD.

Disinformation and Media Monitoring. 2022.

<https://www.oecd.org/digital/disinformation-media-monitoring>

European Commission.

Code of Practice on Disinformation. 2022.

<https://digital-strategy.ec.europa.eu/en/policies/code-practice-disinformation>

Bradshaw S., Howard P.

The Global Disinformation Order. 2024.

<https://demtech.oii.ox.ac.uk/research/posts/the-global-disinformation-order>

UNESCO.

Media and Information Literacy in the Digital Age. 2023.

<https://www.unesco.org/en/media-information-literacy>