

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

**SYLLABUS**  
**of an optional academic component**

**«COMMUNICATIVE DIMENSION OF POPULISM»**

**training**

**Master**

**Lutsk – 2025**

Syllabus of the academic component “Communicative Dimension of Populism” of the Master's degree program.

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

**Approved**

by the Guarantor of the Education and Professional Programme:



Prof. Nataliia Karpchuk

**The syllabus of the academic component** *Communicative Dimension of Populism* was approved at the meeting of the International Relations Department Protocol No. 1 as of September 1, 2025

The Head of the Department:



Yevhenia Vozniuk

## I. The description of the 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 Strategic Communications, Master | <b>Optional</b>                           |
|                                       |  | Year of study: 1 <sup>st</sup>            |
|                                       |  | Semester: 1 <sup>st</sup>                 |
|                                       |  | Lectures 10 h.                            |
|                                       |  | Seminars 14 h.                            |
|                                       |  | Independent work 88 h.                    |
|                                       |  | Consultations 8 h.                        |
|                                       | Form of control: credit.   |   |
| <b>Language of education: English</b> |  |   |

## II. Information about the instructor

**Name** Nataliia Karpchuk

**Scientific Degree** Doctor of Political Sciences

**Academic Title** Professor

**Title** Professor of the International Relations Department

**Contacts** [Natalia.Karpchuk@vnu.edu.ua](mailto:Natalia.Karpchuk@vnu.edu.ua), 097 494 3183

**Days Classes** according to the schedule (<https://ps.vnu.edu.ua/cgi-bin/timetable.cgi>)

## III. Description of the academic component

### 1. The academic component abstract

The syllabus of the optional academic component “Communicative Dimension of Populism” is compiled taking into account the possibility of forming an individual educational trajectory of master's level students.

A review of the main theoretical approaches to populism as a phenomenon of political communication. Analysis of the discursive nature of populism, its rhetorical techniques and the role of the media in the formation of populist narratives. The dichotomy “people” vs. “elite” as a key element of populist communication. Analysis of linguistic means used to create the image of the “true people” and the “corrupt elite”. Emotions in populist discourse: fear, anger, hope. The transformation of populist communication in the context of digitalization. The role of algorithms, memes, viral content and personalized messages in the spread of populist ideas. Visual aspects of populist communication: the use of symbolism, gestures, stagecraft and media images to create an emotional connection with the audience. Examples from political advertising, rallies, video appeals.

### 2. The purpose and objectives of the academic component

The purpose of the AC is to provide knowledge about the specificity of communicative interaction between a populist and the public.

The main objectives of the course are to study the basic categories of populism, to develop and improve the skills of analyzing populists and their messages including the international environment.

### 3. *Soft skills*

ability to analyze information sources, detect manipulations and propaganda; assessment of the reliability and bias of content; ability to systematically analyze information campaigns and communication techniques, narratives and influence strategies; work with cases; 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 academic component*

| <b>Titles of content modules and topics</b>  | <b>Total</b> | <b>Lec.</b> | <b>Sem.</b> | <b>Indep. work</b> | <b>Cons.</b> | <b>Control/ points</b> |
|--|--------------|-------------|-------------|--------------------|--------------|------------------------|
| <b>Content Module 1. Theoretical foundations of populism</b>                           |              |             |             |                    |              |                        |
| <b>Topic 1. Populism as a communicative strategy: theoretical foundations</b>          | 15           | 2           | 2           | 10                 | 1            | DS, P, PM/CM<br>12     |
| <b>Topic 2. The language of the “people” and the “elite”: the rhetoric of division</b> | 23           | 2           | 2           | 18                 | 1            | DS, P, PM/CM<br>12     |
| <b>Topic 3. Emotions in populist discourse: fear, anger, hope</b>                      | 15           | 2           | 2           | 10                 | 1            | DS, P, PM/CM<br>12     |
| <b>Total for content module 1</b>  | 53           | 6           | 6           | 38                 | 3            | 36 points              |
| <b>Content Module 2. Populism and new technologies</b>                                 |              |             |             |                    |              |                        |
| <b>Topic 4. Populism in the digital age: social networks as a tool of influence</b>    | 28           | 2           | 4           | 20                 | 2            | DS, P, PM/CM<br>12+20  |
| <b>Topic 5. Visual rhetoric of populism: images, symbols, performativity</b>           | 39           | 2           | 4           | 30                 | 3            | DS, P, PM/CM<br>12+20  |
| <b>Total for content module 2</b>  | 67           | 4           | 8           | 50                 | 5            | 64 points              |
| <b>Total</b>   | <b>120</b>   | <b>10</b>   | <b>14</b>   | <b>88</b>          | <b>8</b>     | <b>100 points</b>      |

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. Evaluation Policy**

##### **The teacher's policy regarding the student**

Attending lectures is an individual decision of the master. But absence from seminar classes must be justified by objective reasons (for example, illness, international internship, participation in scientific events, employment, etc.). In this case, training can take place according to an individual plan in agreement with the teacher.

In the conditions of martial law or quarantine restrictions, the educational process at the university can be carried out in a mixed form of education, namely: face-to-face in the classroom or remotely in Microsoft Teams.

##### **Academic Integrity Policy.**

Zero tolerance for write-offs. Plagiarism and copying during the performance of written assignments (in particular, using mobile devices) are gross violations of the principle of academic integrity and are unacceptable in the process of studying the course.

If AI was used for the preparation of analytical tasks, the student recognizes and claims it and bears full responsibility for the validity of the results.

##### **Deadlines and Rescheduling Policy.**

All theoretical tasks are submitted on the day of the seminar. Working students coordinate the assignment schedule with the teacher. 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 can be considered as passed (it depends on the subject of the training and is decided separately in each individual case).

For instance, if a student has undergone training under the project “EU Counteraction to FIMI” (ERASMUS+ JEAN MONNET MODULE № 101172342 – EUC2FIMI – ERASMUS-JMO-2024-HEI-TCH-RSCH), or other respective training, he/she may not attend the lectures and will have to perform only practical tasks.

Passing and retaking the exam from the course is regulated by the Regulation on current and final assessment of knowledge of students of higher education of Volyn National University named after Lesya Ukrainka (<https://surl.lu/kyqyrp>) .

##### **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.

#### **V. 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 classroom classes (for good reasons), 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 teacher 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 canceled. The maximum number of points for the credit during the liquidation of academic debt is 100.

##### **Questions to prepare for the credit:**

1. Theoretical approaches to populism as a phenomenon of political communication.
2. Discursive nature of populism, its rhetorical techniques

3. Media in the formation of populist narratives
4. The dichotomy “people” vs. “elite” as a key element of populist communication.
5. Linguistic means used to create the image of the “true people” and the “corrupt elite”
6. Emotions in populist messages.
7. How fear, anger and hope mobilize the audience, form political identity and influence the perception of reality
8. Transformation of populist communication in the context of digitalization.
9. The role of algorithms, memes, viral content and personalized messages in the spread of populist ideas
10. Visual aspects of populist communication: the use of symbolism, gestures, stagecraft and media images to create an emotional connection with the audience

## VI. Grading Scale

| Grading scale | Linguistic scale                         |
|---------------|--|
| 90 – 100      | credited                                 |
| 82 – 89       |  |
| 75 - 81       |  |
| 67 -74        |  |
| 60 - 66       |  |
| 1 – 59        | Not credited (it is necessary to repass) |

## VI. Recommended literature and Internet resources Educational and methodological publications

1. *Стратегічні комунікації ЄС: протидія деструктивним впливам*: кол. моногр. / за заг. ред. д-ра політ. наук, проф. Н. Карпчук. Луцьк : Вежа-Друк, 2023. 308 с. (С. 90-128, 210-259, 280-302) <https://evnuir.vnu.edu.ua/handle/123456789/22712>
2. Карпчук Н. Еволюція стратегічних комунікацій Європейського Союзу в умовах агресії РФ проти України. *European Perspective: Сучасні виклики та можливості для України*: кол. моногр. / за заг. ред.: Н. В. Павліхи, упорядкування І. О. Цибалюк. Луцьк: Вежа-Друк, 2024. (306 с.). 228 – 243 с. <https://evnuir.vnu.edu.ua/bitstream/123456789/24034/1/compressed.pdf>
3. Карпчук Н. EUvsDisinfo як інструмент стратегічних комунікацій ЄС у країнах Східного Сусідства й державах-членах. *Україна в координатах Східного партнерства: пошук геополітичних пріоритетів крізь призму національної безпеки: матеріали інтернет-конференції*, Львів: Видавництво Львівської політехніки, 2022, с.31-34.
4. Карпчук Н. Стратегічні комунікації ЄС в контексті безпекової політики. Стратегічні комунікації в контексті безпекової політики: європейський та глобальний рівні: матеріали Інтернет-конференції, Луцьк, 19 травня, 2022, с. 5-10.

### *Basic literature*

1. Cybersecurity Law Casebook. Czech CyberCrime Centre of Excellence. Masaryk University, Institute of Law and Technology, 2021.
2. EU DisinfoLab, URL: <https://www.disinfo.eu/>
3. EU East Stratcom Task Force, URL: <http://www.tepsa.eu/wp-content/uploads/2015/12/Kimber.pdf>

4. Карпчук Н., Юськів Б. Контент- й колокаційний аналіз аналітичних повідомлень RT про Україну. *Міжнародні відносини, суспільні комунікації та регіональні студії*, № 3(14), 2022, с. 73-87.
5. Карпчук Н. Інформаційна підтримка європейської інтеграції: досвід Швеції. *Міжнародні відносини: теоретико-практичні аспекти*, № 1, 2023, с. 17-30.
6. Fedoniuk S., Karpchuk N., Yuskiv B. Ukraine's Information Security Policy: on the Crossroads between the West and Russia. *Czech Journal of Political Science/Politologický časopis*, № 3, 2023. P. 184-205.
7. Карпчук Н. Інформаційна підтримка європейської інтеграції: досвід Швеції. *Міжнародні відносини: теоретико-практичні аспекти*, № 1, 2023, с. 17-30. <http://international-relations.knukim.edu.ua/article/view/278399/273549>
8. Карпчук Н. Європейська інтеграція країн Центральної Європи: комунікаційний вимір. *Міжнародні відносини, суспільні комунікації та регіональні студії*, № 3 (14), 2022, с. 6-17. <https://relint.vnu.edu.ua/index.php/relint/article/view/273/248>
9. Karpchuk N., Yuskiv B. Political Communication Discord Between the Government and the Citizens: the Case of Ukraine. *Toruńskie Studia Międzynarodowe (Torun International Studies)*, № 12 (Vol.1). Toruń : Nicolaus Copernicus University, 2019, p. 157–168.
10. Karpchuk N. Information and Communication policy in a Wartime: the Case of Ukraine. *Historia i Polityka*, № 40 (47), 2022, p. 125-140.
11. Карпчук Н. Сучасні тренди дипломатичної комунікації: “Whatever works”. *Міжнародні відносини, суспільні комунікації та регіональні студії*, 2024. № 1 (18). С. 69-84.
5. Юськів Б., Карпчук Н. Зовнішнє інформаційне маніпулювання та втручання: вплив РФ на громадську думку напередодні повномасштабного вторгнення. *Історико-політичні проблеми сучасного світу*. 2025. № 51. С. 59-76. <https://mhpi.chnu.edu.ua/mhpi/article/view/372>
12. Yuskiv B., Karpchuk N., Khomych S. Media Reports as a Tool of Hybrid and Information Warfare (the Case of RT – Russia Today). *Codrul Cosminului (Scopus (Q3), WoS)*, Issue 1, Vol. 27, 2021, p. 235-258. <https://doi.org/10.4316/CC.2021.01.012>
13. Yuskiv B., Karpchuk N. Dominating Concepts of Russian Federation Propaganda Against Ukraine (Content and Collocation Analyses of Russia Today). *Politologija (Scopus, Q4)*, 2021, № 102, Issue 2, p. 116-152. <https://doi.org/10.15388/Polit.2021.102.4>
14. Yuskiv B., Karpchuk N., Pelekh O. The Structure of Wartime Strategic Communications: Case Study of the Telegram Channel Insider Ukraine. *Politologija (Scopus, Q4)*, 2022, Vol. 107 (3), p. 90-119, DOI: <https://doi.org/10.15388/Polit.2022.107.3>,
15. Fedoniuk S., Karpchuk N., Yuskiv B. Ukraine's Information Security Policy: on the Crossroads between the West and Russia. *Czech Journal of Political Science/Politologický časopis (Scopus, Q3)*, № 3, 2023. P. 184-205. <https://doi.org/10.5817/PC2023-3-184>
16. Karpchuk N., Fedoniuk S. Response of Media to the War: the Case of Ukraine's United News Telethon. *Codrul Cosminului (Scopus (Q3), WoS)*, Vol. 30/1, 2024. P. 143-170. <https://doi.org/10.4316/CC.2024.01.07> [https://codrulcosminului.usv.ro/wp-content/uploads/2024/10/Article.7.Vol\\_.30-1.pdf](https://codrulcosminului.usv.ro/wp-content/uploads/2024/10/Article.7.Vol_.30-1.pdf)
17. Yuskiv B., Karpchuk N., Fedoniuk S. Model of Strategic Disinformation Reconstruction Based on Analysis of Intentions. *Politologija*. Vol. 116, № 4 (Q4). P. 198-237. <https://doi.org/10.15388/Polit.2024.116.5>
18. Fedoniuk S., Karpchuk N., Yuskiv B. China's Strategic Narratives in Relations with the US, the EU, and the RF. *Balkan Social Science Review*. 2024. Vol. 24. № 24. P. 233 – 261. <https://js.ugd.edu.mk/index.php/BSSR/issue/view/387>  
<https://js.ugd.edu.mk/index.php/BSSR/article/view/7076/5612>

19. Fedoniuk S., Karpchuk N. Dynamics of the EU Strategic Communications Regarding the European Integration of Ukraine. *On-line Journal Modelling the New Europe (Q 2)*, 2024. № 45. P. 79 – 118, <http://dx.doi.org/10.24193/OJMNE.2024.45.04>
20. Мороз О. Як не стати овочем. Інструкція з виживання в інфопросторі. Х.: Віват, 2021, 208 с.
21. Піпченко Н. Європейські комунікації. Навчальний посібник. К.: Вадекс, 2021, 136 с.
22. Терещук В. Політичні проблеми розвитку глобальної медійної системи в пост біполярний період. К. : Таксон, 2019, 350 с.
23. Mapping and Analysis of Efforts to Counter Information Pollution in Europe and Central Asia Region. UNDP Report. December 22, 2022.  
[HTTPS://WWW.UNDP.ORG/EURASIA/PUBLICATIONS/INFORMATION-POLLUTION](https://www.undp.org/eurasia/publications/information-pollution)
24. Melissen Jan (ed.). *The New Public Diplomacy. Soft Power in International Relations*. Palgrave Macmillan, 2020.