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

SYLLABUS
of an optional academic component

«FOREIGN POLICY IMAGE TECHNOLOGIES»

training   **Master**

Lutsk – 2025

The syllabus of the academic component "Foreign Policy Image Technologies" 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 Foreign Information Manipulation and Interference 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	**Optional**
		Year of study: 1st
Number of hours / credits 120 / 4		**Semester: 2st**
		Lectures 10 h.
		Seminars 14 h.
		Independent work 88 h.
		Consultations 8 h.
		Form of control: credit.
Language of education: 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 according to the schedule (https://ps.vnu.edu.ua/cgi-bin/timetable.cgi)

III. Description of the academic component

1. The academic component abstract

International PR in foreign policy communication. Foreign policy communications, their types. "Soft power" in foreign policy. International PR, multicultural environment for implementing PR activities. National stereotypes. The concept of "image", components of image. Stages of image formation. Myth-making in image formation. Narratives as a tool for forming the image of a state. Foreign policy image of a state. Factors of state's perception development. Formation and promotion of the image of a state. Branding of a state. Cases of branding of states. Foreign policy image of a leader. Image of a politician, its features. Verbal sphere of a politician. Nonverbal behavior of a politician. Typology of the image of a political leader. Case-study.

2. The purpose and objectives of the academic component

The purpose of teaching the AC is to provide knowledge about the essence of foreign policy image technologies, which allow effectively positioning the political leader / leader of the state and the state itself (its institutions) in the foreign policy arena.

The main objectives of the course are to study the basic categories and concepts of technologies for forming the foreign policy image of a subject of international relations.

3. Soft skills

ability to analyze information sources, detect fake news, manipulations and propaganda; assessment of the reliability and bias of content; ability to systematically analyze 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; 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

Titles of content modules and topics	Total	Lec.	Sem.	Indep. work	Cons.	Control/ points
Content Module 1. Theoretical Aspects of Image-Making						
Topic 1. International PR in foreign policy communication	26	2	2	20	2	DS, P, 10 points
Topic 2. Image technologies	26	2	2	20	2	DS, P, 10 points
Total for Module 1	52	4	4	40	4	20 points
Content Module 2. Applied Aspects of Forming the Foreign Policy Image of an Entity						
Topic 3. Foreign policy image of the state	36	4	6	24	2	DS, P, Ab, 10 +20+20
Topic 4. Foreign policy image of the leader	32	2	4	24	2	DS, P, Ab, 10+20
Total for Module 2	68	6	10	48	4	80
Total:	120	10	14	88	8	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. 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 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.

V. Final Control

The final control in the form of credit is regulated by the Regulation on the organization of the educational process at the first (bachelor) and second (master) levels at Lesya Ukrainka Volyn National University (https://hel1.your-objectstorage.com/vnustorage/s3fs-public/inline-files/-2025-olozhennya_pro_org_anizatsiyu_navch-pr_otsesu_u_vnu_red_0.pdf).

The credit is given based on the results of the current work, provided that the student has completed the types of educational work specified in the syllabus. If the student did not attend some classes (for good reasons), he/she has the right to work through the missed classes and get the number of points that was determined for the missed topics during the consultations. On the date of the assessment, the teacher records in the report the amount of current points that the student scored during the current work (scale from 0 to 100 points).

If the student has scored less than 60 points during the current work, he/she will be credited during the liquidation of academic debt. In this case, the points scored during the current evaluation are canceled. The maximum number of credit points during the liquidation of academic debt is 100.

Issues for the credit

1. Foreign policy communications, their types
2. "Soft power" in foreign policy
3. International PR, multicultural environment for implementing PR activities
4. National stereotypes
5. The concept of "image", components of image
6. Stages of image formation
7. Myth-making in image formation
8. Narratives as a tool for forming the image of a state
9. The image of a state, factors of its formation
10. Formation and promotion of the image of a state
11. State branding
12. Cases of state branding
13. The image of a politician, its features
14. The verbal sphere of a politician
15. Nonverbal behavior of a politician
16. Typology of image
17. Analyze the website of the Ministry of Foreign Affairs of Ukraine, its content, informativeness, accessibility for understanding. How fully is the information about Ukraine's

foreign policy priorities reflected? Can we see/comprehend the main message(s) of the Ministry of Foreign Affairs for the target audience? Who is the target audience? Describe your impression of the Ministry's online activities?

18. Illustrate the strategy for forming/improving the image/developing the brand of one of the countries in the world.

19. Describe the image of the President (the country is at your discretion) based on at least 5 independently defined criteria. "Name" this image. Does it correspond to reality?

20. Analyze the current image of Ukraine based on SWOT analysis.

21. Ukraine plans to join NATO. Describe the image of NATO in Ukraine.

22. Ukraine has declared a course for European integration. Describe the image of the EU in Ukraine.

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. Карпчук Н. Національна ментальність як виклик європейським цінностям. *Міжнародні відносини, суспільні комунікації та регіональні студії*, 2023, № 3 (17), с. 216 - 228. https://doi.org/10.29038/2524-2679-2023-03-216-228 https://relint.vnu.edu.ua/index.php/relint/article/view/345

2. Карпчук Н. Євроскептицизм – виклик ролі ЄС як глобального безпекового актора. *Міжнародні відносини, суспільні комунікації та регіональні студії*, 2023, № 2 (16). С. 20-32. DOI 10.29038/2524-2679-2023-02-20-32 https://relint.vnu.edu.ua/index.php/relint/article/view/315/288https://relint.vnu.edu.ua/index.php/relint/article/view/315/288

3. Карпчук Н. Олімпійські Ігри-2022 в контексті «м'якої сили» Китаю: глобальний вимір. *Міжнародні відносини, суспільні комунікації та регіональні студії*, № 2 (13), 2022, с. 132-143, DOI: https://doi.org/10.29038/2524-2679-2022-02-132-143

4. Карпчук Н., Юськів Б. Аналіз прихованих тем пропаганди Кремля в Україні. *Політичне життя*, № 1, 2022, с. 160-171. DOI 10.31558/2519-2949.2022.1.19, https://jpl.donnu.edu.ua/issue/view/419

5. 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.

6. Карпчук Н., Юськів Б. Інформаційні приводи й інформаційний супровід гібридної війни РФ проти України. *Історико-політичні проблеми сучасного світу.* Чернівці, № 45, 2022, с. 71-85, DOI : 10.31861/mhpi2022.45.71-85, https://mhpi.chnu.edu.ua/index.php/issues/article/view/375/306

7. Карпчук Н. Культурна дипломатія Японії. *Міжнародні відносини, суспільні комунікації та регіональні студії*, № 3 (11), 2021, с. 169-181, DOI: https://doi.org/10.29038/2524-2679-2021-03-169-181

8. Карпчук Н.., Юськів Б. Лінгвістичний ландшафт держав-членів ЄС як ознака монолітного неконфліктного суспільства. *Міжнародні відносини, суспільні комунікації та регіональні студії,* № 3 (11), 2021, с.78-92.

9. Юськів Б., Карпчук Н. Чинники мультилінгвізму держав-членів Європейського Союзу. *Історико-політичні проблеми сучасного світу*. Чернівці, 2021, Т. 43, с. 136-145. DOI: 10.31861/mhpi2021.43.136-145

10. Карпчук Н., Юськів Б. Вплив російської пропаганди на формування іміджу української влади. *Міжнародні відносини, суспільні комунікації та регіональні студії*, 2020, № 2 (8), с. 73-82. https://relint.vnu.edu.ua/index.php/relint/issue/view/11/8

11. Yuskiv B., Karpchuk N. Linguistic Landscape and the Monolithic Nature of the EU**.** *Ankara Avrupa Çalışmaları Dergisi – Ankara Review of European Studies* (**WoS**), 2020, Vol. 19, # 2, pp. 641-676. http://aacd.ankara.edu.tr/wp-content/uploads/sites/462/2021/02/C19S2YuskivVeKarpchuk.pdf https://doi.org/10.32450/aacd.887200 https://dergipark.org.tr/tr/pub/aacd/issue/60300/887200

12. Yuskiv B., Karpchuk N., Khomych S. Media Reports as a Tool of Hybrid and Information Warfare (the Case of RT – Russia Today). *Codrul Cosminolui* (**Scopus (Q3), WoS**), Issue 1, Vol. 27, 2021, p. 235-258. https://doi.org/10.4316/CC.2021.01.012 http://codrulcosminului.usv.ro/CC27/1/12.html

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 https://www.journals.vu.lt/politologija/article/view/24506

Основна література

1. Баюрчак Н. Формування іміджу політика через конструювання образу харизматичного лідера. *Вісник Прикарпатського університету. Серія: Політологія.* Том 1. № 15. 2023. https://journals.pnu.if.ua/index.php/politology/article/view/47

2. Єремєєва І.А. Практичні аспекти формування міжнародного іміджу держави. Регіональні студії. 2021. № 24. https://dspace.uzhnu.edu.ua/items/0e255f46-daa2-47e2-9503-44a60241b76a

3. Клюковська А. Формування іміджу українських політиків за допомогою ЗМІ, 2020, http://dspace.onu.edu.ua:8080/bitstream/123456789/29617/1/Kliukovska.pdf

4. Прокопчук І. Політичний імідж лідера: гендерні відмінності. *Актуальні питання у сучасній науці.* № 12(18). 2023. https://perspectives.pp.ua/index.php/sn/article/view/8008/8052

5. Савон К.В. Вплив політики «м'якої сили» на імідж держави. Актуальні проблеми політики. 2020. Вип. 66. http://app.nuoua.od.ua/archive/66_2020/18.pdf

6. Семченко О. Іміджева політика України: монографія, https://pidru4niki.com/70814/politologiya/imidzheva_politika_ukrayini

7. Стратегія публічної дипломатії МЗС на 2021-2025 рр., URL: https://mfa.gov.ua/storage/app/sites/1/public-diplomacy-strategy.pdf

8. Melissen Jan. The New Public Diplomacy. Soft Power in International Relations. https://culturaldiplomacy.org/academy/pdf/research/books/soft_power/The_New_Public_Diplomacy.pdf