

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
International Communications and Political Analysis Department

SYLLABUS
of a normative academic subject
"INTERNATIONAL INFORMATION AND PUBLIC COMMUNICATIONS"

Bachelor training
Field of knowledge: 29 «International Relations»
Specialty: 292 «International Economic Relations»
Education and professional program: «International Business»

The syllabus was developed on the basis of the bachelor study program “International Business”, the Standard of Higher Education of Ukraine for bachelors of specialty 292 “International Economic Relations”.

Developer: Doctor of Political Science, Prof. Nataliia Karpchuk.

The syllabus of the subject was approved at the meeting of the International Communications and Political Analysis Department, Protocol № 2 as of September 13, 2021.

Head of the department:



(N. Karpchuk)

SYLLABUS

TITLE OF THE SUBJECT	INTERNATIONAL INFORMATION AND PUBLIC COMMUNICATIONS
ORGANISATION STRUCTURE	International Communications and Political Analysis Department, International Relations Faculty
REALISATION PERIOD OF THE SUBJECT	2 nd semester, 2021 / 2022
TEACHER	Nataliia Karpchuk
CONTACTS	Natalia.Karpchuk@vnu.edu.ua
COMPETENCES AND INFORMATION ABOUT THE TEACHER	<p>Doctor of Political Science, Associate Professor, Professor, Head of the Department of International Communications and Political Analysis.</p> <p>Research topics: information and communication policy of international actors, information and psychological warfare, media warfare.</p> <p>She teaches subjects in Ukrainian and English.</p>
FORM OF THE REALISATION	Lectures, seminars, laboratory classes, module tests
ECTS CREDITS	4
FORM OF THE CONTROL	<i>Exam</i>
METHODS AND FORMS OF STUDENTS' WORK EVALUATION (CRITERIA AND FORM OF EVALUATION TO BE CREDITED FOR THE SUBJECT)	<p>The course consists of three conditional blocks: discussion of theoretical issues, performance of applied tasks (laboratory work) (maximum 40 points for these two types of work) and writing two module tests (to test theoretical knowledge and ability to compare and contrast; the task is not provided in advance) (maximum 60 points).</p> <p>If a student is not satisfied with all the current results or scored less than 75 points, he / she takes the oral exam.</p> <p>In the case of online training, the requirements can be adjusted.</p>
POLICY OF THE SUBJECT	<p>All theoretical and practical tasks are handed in on the day of the seminar. Working students coordinate the schedule of assignments with the teacher. Missed classes are passed only if there is confirmation of a good reason for absence (certificate of absence due to illness or a statement about the need to miss classes).</p> <p>Module tests are not repeated.</p> <p>Cheating is prohibited.</p>
AIM AND TASKS OF THE SUBJECT	<p>The aim of the course is to provide knowledge about the nature and specifics, the dynamics of international information and public communications; to form skills of work in information space.</p> <p>The main objectives of the course are to study the basic categories and concepts of international information and public communications, to get acquainted with the basics of information and communication policy of international actors and their foreign policy communication activities; to develop skills of practical information activity.</p>

COURSE DESCRIPTION

THE COURSE IS SUBDIVIDED INTO 8 TOPICS

N o.	TOPICS
1.	Theoretical aspects of public communications
2.	Information paradigm of civilization development. Information society
3.	Information and communication policy of international organizations and states
4.	EU information and communication policy
5.	International information security
6.	International information and foreign policy
7.	International image information
8.	Information ethics

RECOMMENDED LITERATURE

<ol style="list-style-type: none"> 1. Giles Keir. Russia's 'New' Tools for Confronting the West Continuity and Innovation in Moscow's Exercise of Power, <i>Research Paper. Russia and Eurasia Programme</i>, 2016. URL: https://www.chathamhouse.org/2016/03/russias-new-tools-confronting-west-continuity-and-innovation-moscows-exercise-power 2. HACKS, LEAKS AND DISRUPTIONS. RUSSIAN CYBER STRATEGIES Edited by Nicu Popescu and Stanislav Secieru. URL: https://www.iss.europa.eu/content/hacks-leaks-and-disruptions-%E2%80%93-russian-cyber-strategies 3. Information Ethics, URL: https://en.unesco.org/themes/information-ethics 4. International and National Security: Politics, Information, Ecology, Economy: collective monograph / Ed. by Mytko A. Kyiv: SPME "Hordon", 2018. 320 p. 5. Richterová Jitka. NATO & Hybrid Threats. Background Report, 2016, URL: https://www.researchgate.net/publication/286344092_NATO_Hybrid_Threats 6. Security in Transborder Regional Cooperation: Ukraine vs Poland. Lublin: SAPWP KUL, 2020 7. Snegovaya Maria. Russia Report 1. Putin's Information Warfare in Ukraine. Soviet Origins of Russia's Hybrid Warfare, Washington: the Institute for the Study of War, 2015, URL: www.understandingwar.org 8. SÕJATEADLANE Estonian Journal of Military Studies CULTURAL, PEACE AND CONFLICT STUDIES SERIES 9. Veebel Viljar. <i>Russian Propaganda, Disinformation and Estonia's Experience</i>, Tallinn: Foreign Policy Research Institute, 2015, URL: https://www.files.ethz.ch/isn/194051/veebel-russian_disinformation.pdf (accessed June 4, 2020). 10. White Jon. DISMISS, DISTORT, DISTRACT, AND DISMAY: CONTINUITY AND CHANGE IN RUSSIAN DISINFORMATION. URL: https://www.ies.be/node/3689 11. Європейська інтеграція : навч. посіб. для студ. вищ. навч. закл. [С. В. Федонюк та ін.] / За ред. С. В. Федонюка, В. Й. Лажніка. Вид. 2-е, переробл. й доповн. – Луцьк : Волин. нац. ун-т ім. Лесі Українки, 2010. – 760 с. 12. Європейські комунікації: монографія. / Макаренко Є.А., Ожеван М.А., Рижков М.М. та ін. – К.: Центр вільної преси, 2006. – 536с. 	
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13. Європейські публічні комунікації: культура, політика, технології: колективна монографія / А.Л. Шинкарук, В.М. Парфенюк, Е.Я. Кац. – Рівне, 2013. – 416 с.
14. Інноваційна дипломатія ХХІ століття: колективна монографія / Макаренко Є. А., Рижков М. М., Ожеван М. А. та ін. – К.: Центр вільної преси, 2012. – 408 с.
15. Карпчук Н. Засади комунікаційної політики: досвід країн-членів Європейського Союзу: монографія. – Луцьк : Вежа-Друк, 2015. – 440 с.
16. Картунов О. В. Інформаційне суспільство: аналіз політичних аспектів зарубіжних концепцій: монографія / О. Картунов, О.О. Маруховський. – К.: Університет економіки та права «КРОК», 2012. – 344 с.
17. Макаренко Є. А. Віртуальна дипломатія: підручник / Є. А. Макаренко, Н. О. Піпченко. – К.: Центр вільної преси, 2010. – 302 с.
18. Макаренко Є. А. Стратегічні комунікації в міжнародних відносинах [Електронний ресурс] / Є. А. Макаренко. – Режим доступу: http://journals.iir.kiev.ua/index.php/pol_n/article/view/3117
19. Руднєва В. Публічна дипломатія: теоретичні основи застосування нової інформаційно-комунікаційної технології в державному управлінні / В. Руднєва [Електронний ресурс]. – Режим доступу: <http://visnyk.academy.gov.ua/wp-content/uploads/2013/11/2012-1-18.pdf>
20. Шевченко О. ІТ-технології в міжнародних відносинах (європейський досвід та перспективи України): моногр. / О. Шевченко. – К.: Центр вільної преси, 2003. – 193 с.

COMPULSORY LITERATURE

1. Міжнародна інформація: методичні рекомендації для студентів галузі знань 0302 «міжнародні відносини», напряму підготовки 6.030201 «міжнародні відносини». Луцьк, 2017. 43 с. - <http://esnuir.eenu.edu.ua/handle/123456789/12169> (IN ENGLISH)
2. Карпчук Н. Міжнародна інформація та суспільні комунікації: навч. посіб. для студ. закл. вищ. овіти. Луцьк, 2018, 514 с. <https://evnuir.vnu.edu.ua/handle/123456789/14600>
3. Міжнародна інформація: терміни і коментарі. Навчальний посібник / Макаренко Є. А., Рижков М. М., Кучмій О. П., Фролова о. М. – Вид. 2-ге, доповн. та переробл. – К.: Центр вільної преси, 2016. – 518 с.

EDUCATION EFFECTS

	Effects	
Competences	<ul style="list-style-type: none"> • Ability to exercise the rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine. • Ability to learn and be modernly trained. • Ability to plan and manage time. • Ability to communicate in the state language both orally and in writing. • Ability to communicate in foreign languages. • Information and communication technology skills. 	<i>GC 1, 3-8, 12</i>

	<ul style="list-style-type: none"> • Ability to think abstractly, analyze and synthesize. • Knowledge and understanding of the subject area and comprehension of professional activity. 	
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	Effects	Criterion code
Skills	<ul style="list-style-type: none"> • Ability to determine the functional features, nature, level and degree of relations between the subjects of international economic relations at different levels and to establish communication between them. • Ability to diagnose the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences. • Ability to conduct research on economic phenomena and processes in the international sphere, taking into account causal and spatio-temporal relationships. • Ability to use regulatory documents and reference materials in carrying out professional activities in the field of international economic relations. • Ability to communicate at professional and social levels using professional terminology, including oral and written communication in state and foreign languages • Ability to apply methods, rules and principles of functioning of international economic relations for the development of Ukraine's foreign economic activity. The ability to constantly improve the theoretical level of knowledge, generate and effectively use them in practice. 	SC 8, 9, 11, 12, 14-16
Knowledge	Effects	Criterion code
	<ul style="list-style-type: none"> • To be responsible for professional self-improvement, to be aware of the need for lifelong learning, to show tolerance and readiness for innovative change. • To use modern information and communication technologies, general and special purpose software packages. • To systematize and organize the received information on processes and phenomena in the world economy; to assess and explain the impact of endogenous and exogenous factors on them; to formulate conclusions and develop recommendations taking into account the peculiarities of the national and international environment. • To have the skills of self-analysis (self-control), to be understandable to representatives of other business cultures and professional groups of different levels (with experts in other fields of knowledge / activities) on the basis of valuing diversity, multiculturalism, tolerance and respect for them. • To plan, organize, motivate, evaluate and improve the effectiveness of teamwork, conduct research in a group under the guidance of a leader, taking into account the requirements and features of today in a limited time. • To understand, identify and describe new phenomena, processes 	ER 1, 3-6, 8, 12, 15, 17, 19, 23, 26

	<p>and trends of global development, mechanisms and tools for implementing economic policy and global integration / disintegration processes, including Euro-Atlantic integration.</p> <ul style="list-style-type: none"> • To carry out a comprehensive analysis of complex economic systems, compare and contrast their components, evaluate and justify evaluations of the effectiveness of their functioning. • To determine the functional features, nature, level and degree of relationships between the subjects of international economic relations of different levels and to establish communication between them. • To identify the causes, types and nature of international conflicts and disputes, to justify and apply economic, legal and diplomatic methods and means of resolving them at the international level, defending the national interests of Ukraine. • To understand and apply current legislation, international regulations and agreements, reference materials, current standards and specifications, etc. in the field of international economic relations. • To recognize the need for lifelong learning in order to maintain a high level of professional competence. • To choose the types and directions of international business on the basis of understanding the economic processes in the market environment, to make operational situational and strategic decisions on the development and security of international business; to organize the functioning of the economic security management system of international business. 	
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METHODS OF WORK AND HOURS

ECTS	4
Total hours	120
Lectures	24
Seminars	24
Laboratory works	20
Consultations	8
Students' independent work	44
Reading literature for classes	10
Media review	5
Preparation for classes with IT	5
Tasks fulfillment	10
Final test	5
Preparation of the report / presentation	5
Final exam	4