

## Description of a Selective Academic Component

Academic component	Selective Academic Component <b>«EU Strategic Communications»</b>
Level of higher education	first (Bachelor) level
Title of specialty / education and professional program	291 «International Relations, Public Communications and Regional Studies», EPP «International Information and Public Communications»
Form of education	Full-time
Year, semester, duration	3 <sup>d</sup> year, 5 semester, 5 credits
Semester control	Credit
Hours	150 h. / 5 ECTS credits: lectures – 10 h., practical classes – 20 h.
Language of teaching	English
Department that provides teaching the academic component	International Communications and Political Analysis
Instructor	Doctor of Political Science, Professor <b>Nataliia Karpchuk</b>
<b>Brief Description</b>	
Requirements for starting studies	willingness to learn and critical thinking.
What will be studied	The concept of «strategic communications», its components. The connection between EU strategic communications and the EU common security policy. European values as the basis of EU strategic communications. Media sources for the dissemination of EU narratives. EU public diplomacy. 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.
Why is it interesting/should be studied?	Strategic communications are integrated into all spheres of the modern state. They allow for the effective promotion and protection of foreign policy interests and state goals. They also allow for the counteraction of destructive communications implemented by the Russian Federation. Therefore, strategic communications are an integral part of the security environment. The EU experience is a case that illustrates the specifics and great potential of strategic communications. This experience is important for Ukraine, which is in the process of European integration.
What you can learn (results)	You will - know and understand the nature, dynamics and place of strategic communications in the European context and the

	<p>international environment in general;</p> <ul style="list-style-type: none"> <li>- understand the principles, mechanisms and processes of interaction between foreign and domestic policy, in the field of security, in particular, to protect and promote national interests in the international arena.</li> </ul>
How you can use the acquired knowledge and skills (competencies)	<ul style="list-style-type: none"> <li>- ability to learn and master modern knowledge;</li> <li>- knowledge and understanding of the subject area and understanding of professional activity;</li> <li>- ability to analyze international processes in various contexts, including political, security, legal, economic, social, cultural and informational;</li> <li>- ability to analyze international integration processes in the world and on the European continent, and Ukraine's place in them;</li> <li>- ability to analyze the structure and dynamics of international public communications, to identify their impact on the international system, state and social institutions.</li> </ul>