

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

**SYLLABUS
of an optional academic component**

«INTERNATIONAL PUBLIC RELATIONS»

training

Master

specialty

**291 International Relations, Public
Communications and Regional Studies**

Educational and professional programme

**International Information and
Public Communications**

The syllabus of the academic component *International Public Relations*, Education Level *Master*, Field of Knowledge 29 *International Relations*, Specialty 291 *International Relations, Public Communications and Regional Studies*, Educational and professional programme *International Information and Public Communications*.

Developer: Doctor of Political Sciences, Professor, Professor of the International Communications and Political Analysis Department, Nataliia Karpchuk

Approved

by the Guarantor of the Education and Professional Programme:



Prof. Nataliia Karpchuk

The syllabus of the academic component *International Public Relations* was approved at the meeting of the International Communications and Political Analysis Department
Protocol No. 1 as of August 29, 2024

The Head of the Department:



Yevhenia Vozniuk

I. The description of academic component

Indicator Name	Field of knowledge, educational and professional programme / education and research program, education level	Characteristics of the academic component
Full-time form of education	29 International Relations, Specialty 291 International Relations, Public Communications and Regional Studies, International Information and Public Communications, Master	Optional
Number of hours / credits 120 / 4		Year of study: 2 nd
		Semester: 3 rd
		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 Communications and Political Analysis Department

Contacts 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. A Course Abstract

Concepts and tasks of international PR. "Soft power" of the state as the basis of international PR. Multicultural environment of international PR. National stereotypes when developing a PR campaign. PR of multinational corporations. The essence and characteristic features of the image. Stages of image formation. The image of a political leader. Typology of the image of a political leader. Formation of the image of the state. Myth-making in image formation. The essence and features of foreign political communication technologies. Activities of press services of foreign policy departments. Spin doctoring. Information and explanatory work in the host country. Information provision of visits. Media diplomacy in international PR. Social networks in international PR. State branding.

2. Goal and tasks of the academic component

The purpose of the optional AC is to provide knowledge about the essence of Public Relations in the international relations.

The main tasks of the course are to identify and analyze the nature, dynamics, principles of organization of international relations, types of international actors, modern trends in the development of world politics.

3. Learning outcomes (competencies)

	Effects	Criterion code
General competencies	Ability to learn and master modern knowledge.	GC 2
	Ability to identify, pose and solve problems	GC 3
	Ability to generate new ideas (creativity).	GC 5
	Ability to work in an international context.	GC 6
Special (professional) competencies	The ability to identify and analyze the nature, dynamics, principles of organizing international relations, types and types of international actors, modern trends in the development of world politics.	SC 1
	The ability to make informed decisions regarding the implementation of international and foreign policy activities.	SC 2
	The ability to argue the choice of ways to solve problems of a professional nature in the field of international relations, public communications and regional studies, critically evaluate the obtained results and justify the decisions made.	SC 3
	Ability to analyze global processes and their impact on international and social relations, political and social systems.	SC 4
	Ability to analyze and forecast international relations in various contexts, including political, security, legal, economic, social, cultural and information.	SC 5
	The ability to conduct applied analytical research on problems of international relations and world politics, public communications, regional studies, and professionally prepare analytical materials and references.	SC 7
	The ability to identify and analyze the peculiarities of the development of countries and regions, modern global, regional and local processes, and Ukraine's place in them.	SC 9
	Ability to self-study, maintain an appropriate level of knowledge, readiness to acquire new level of knowledge, increase one's expertise and level of qualification.	SC 10
Education	To know and understand the nature of the sources and directions of the evolution of international relations, international politics, the foreign policy of states, the state of theoretical studies of international relations and world politics.	EO 01
	To critically understand and analyze global processes and their impact on international relations.	EO 02

outcomes	To collect, process and analyze information about the state of international relations, world politics and foreign policy of states.	EO 05
	To evaluate and analyze international and foreign policy problems and situations, propose approaches to solving such problems.	EO 07
	To communicate fluently in the state and foreign languages, orally and in writing, on professional and scientific issues.	EO 08
	To prepare analytical reports, reports and other documents on the state of international relations, foreign policy, public communications and regional studies.	EO 09
	To participate in professional discussions in the field of international relations, foreign policy, public communications and regional studies, respect opponents and their points of view, convey information, ideas, problems, solutions and own experience on professional issues to specialists and the general public.	EO 13

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 international PR						
Topic 1. Concepts and tasks of international PR.	26	2	2	20	2	DS, P, 10 points
Topic 2. Multicultural environment of international PR.	26	2	2	20	2	DS, P, 10 points
Total for CM 1	52	4	4	40	4	20 points
Content module 2. Practical aspects international PR						
Topic 3. Image-making strategies	36	4	6	24	2	DS, P, Ab, 10 +20+20
Topic 4. Foreign political communication	32	2	4	24	2	DS, P, Ab, 10+20
Total for CM 1	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.

5. Tasks for independent work.

Independent work includes the theoretical study of issues related to the topics of lecture classes that were not included in the theoretical course, or were considered very briefly, their in-depth study according to the recommended literature, as well as the completion of

homework in order to consolidate the theoretical material, study the literature for preparation for seminar classes.

Components of students' independent work	Hours
reading literature for classes	16
preparing for discussions of theoretical issues	20
preparing a report/presentation	22
performing practical tasks	30
Total hours	88

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.

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 or modular test papers (work) can be counted (depends on the subject of the training and is decided separately in each individual case).

If a student has undergone training under the project "EU Strategic Communications: Counteraction to Destructive Influences" of the ERASMUS+ program, Jean Monnet Module (No. 101047033 ERASMUS-JMO-2021-MODULE)", he/she may not attend the lectures and will be evaluated based on the results of the Project Certificate and final module test.

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://ed.vnu.edu.ua/wp-content/uploads/2022/08/2022_Polozhprootzin%D0%A0%D0%B5%D0%B4_%D1%80%D0%B5%D0%B4%D0%9C%D0%95%D0%94.pdf) .

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://ed.vnu.edu.ua/wp->

content/uploads/2022/08/2022Polozhennya_pro_org_anizatsiyu_navch._pr_otsesu_u_VNU_%D1%80%D0%B5%D0%B4.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. Concepts and tasks of international PR.
2. "Soft power" of the state as the basis of international PR.
3. Multicultural environment of international PR.
4. National stereotypes when developing a PR campaign.
5. PR of multinational corporations.
6. The essence and characteristic features of the image.
7. Stages of image formation.
8. The image of a political leader.
9. Typology of the image of a political leader.
10. Formation of the image of the state.
11. Myth-making in image formation.
12. The essence and features of foreign political communication technologies.
13. Activities of press services of foreign policy departments.
14. Spin doctoring.
15. Information and explanatory work in the host country.
16. Information provision of visits.
17. Media diplomacy in international PR.
18. Social networks in international PR.
19. State branding.
20. Perception of the European integration.

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., Юськів Б. Інформаційні приводи й інформаційний супровід гібридної війни РФ проти України. *Історико-політичні проблеми сучасного світу*, № 45, 2022,

2. Карпчук Н. Культурна дипломатія Японії. *Міжнародні відносини, суспільні комунікації та регіональні студії*, № 3 (11), 2021.
3. 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.
4. Культурна дипломатія: навч. посібник / за заг. ред. І.Б. Матяш, В.М. Матвієнка; Інститут міжнародних відносин КНУ імені Тараса Шевченка; Наукове товариство історії дипломатії та міжнародних відносин. Київ: ДП «ГДП», 2021. 252 с.
5. *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>

Basic literature

1. Карпчук Н. Дипломатія діаспори: українці в Південно-Африканській Республіці. *Міжнародні відносини, суспільні комунікації та регіональні студії*, 2024. № 2 (19). С. 5-23.
2. Карпчук Н. Сучасні тренди дипломатичної комунікації: “Whatever works”. *Міжнародні відносини, суспільні комунікації та регіональні студії*, 2024. № 1 (18). С. 69-84.
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.
4. Смірнова К. PR менеджмент. Конспект лекцій, Одеса, ОДЕКУ, 2021. 191 с., URL: http://eprints.library.odetu.edu.ua/id/eprint/9370/1/SmirnovaKV_PR%20management_KL_2021.pdf
5. Чубук О. Л. Організація роботи прес-служби : навчально-методичний посібник (для студентів денної форми навчання). Національний університет «Одеська юридична академія», Одеса : НУ "ОЮА", 2020, 52 с., URL: <http://dspace.onua.edu.ua/handle/11300/14724>
6. Забіяка І. Культурна дипломатія: від самопізнання до само презентації. *Український культурний фонд*, 2022, <https://uaculture.org/texts/kulturna-dyplomatiya-vid-samopiznannya-do-samoprezentaciyi/>
7. Національний центр «Український дім», URL: <https://uadim.in.ua/>
8. Стратегія публічної дипломатії МЗС на 2021-2025 рр., URL: <https://mfa.gov.ua/storage/app/sites/1/public-diplomacy-strategy.pdf>
9. Cultural Diplomacy. Recommendations and Research, URL: www.culturalpolicy.org
10. 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>
11. Institute for Cultural Diplomacy, URL: https://www.culturaldiplomacy.org/index.php?en_culturaldiplomacy
12. Pop-Culture Diplomacy, URL: <https://www.mofa.go.jp/policy/culture/exchange/pop/index.html> Зелена книга протидії дезінформації / Упоряд. і заг. ред. С. Балан. ГО «Інститут інформаційної безпеки». К., 2022. 178 с.
13. Yuskiv B., Karpchuk N. Dominating Concepts of Russian Federation Propaganda Against Ukraine (Content and Collocation Analyses of Russia Today). *Politologija*, 2021, № 102, Issue 2, p. 116-152. <https://doi.org/10.15388/Polit.2021.102.4>

