

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

**SYLLABUS
of a normative academic component**

«Strategic Communications in the Security Context»

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 *Strategic Communications in the Security Context*, 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 *Strategic Communications in the Security Context* 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 | Normative |
| Number of hours / credits 120 / 4 | | Year of study: 1 st |
| | | Semester: 1 st |
| | | Lectures ¹ 28 h. |
| | | Seminars ² 26 h. |
| | | Independent work 58 h. |
| | | Consultations 8 h. |
| Form of control: exam. | | |
| 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

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Days Classes according to the schedule (<http://94.130.69.82/cgi-bin/timetable.cgi>)

III. Description of the academic component

1. A Course Abstract

Concept of "strategic communications", their components. Narratives in strategic communications. National interests in strategic communications of states. Security component of strategic communications. Destructive communications in hybrid warfare. The connection of strategic communications with the foreign policy of the state. Counteraction to destructive information and hybrid influences. Strategic communications of the EU. The EU's countermeasures against the spread of radicalism and extremism. Strategic communications of NATO. Civil protection, humanitarian aid and peacekeeping activities as components of strategic communications.

2. Goal and tasks of the academic component

The purpose of the course is to provide knowledge about the essence of strategic communications in the context of security challenges of international actors.

¹ In the case of a small group, the number of hours may be reduced.

² In the case of a small group, the number of hours may be reduced.

The main tasks of the course are to study the basic categories and concepts of strategic communications, to develop and improve the skills of analyzing strategic communications tools, which are used by participants in international relations.

Prerequisites: no.

Post-requisites: Information support of foreign policy activities, Informational and prognostic instruments in International Relations, Analysis of regional security, Qualification work, Qualification exam.

3. Learning outcomes (competencies)

| | Effects | Criterion code |
|--|---|----------------|
| General competencies | Ability to conduct research at an appropriate level. | GC 1 |
| | 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 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 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 outcomes | 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 analyze and evaluate the problems of international and national security, international and internationalized conflicts, approaches, methods and mechanisms of ensuring security in the international space and in the foreign policy of states. | EO 04 |
| | To identify, assess and forecast political, diplomatic, security, social and other risks in the field of | EO 06 |

| | | |
|--|--|--------------|
| | international relations and global development. | |
| | To formulate modeling tasks, create and research models of objects and processes of international relations, foreign policy, public communications and regional studies. | EO 12 |

4. Structure of the academic component

[illegible]

Current control: $(37 \text{ points} + 43 \text{ points})/2$ (content modules) = 40 points

| | | | | | | |
|---------------|------------|-----------|-----------|-----------|----------|------------|
| Total: | 120 | 28 | 26 | 58 | 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, preparation for the exam.

| Components of students' independent work | Hours |
|---|--------------|
| reading literature for classes | 20 |
| preparation of report / presentation | 18 |
| preparation for modular control work | 10 |
| preparation for the exam | 10 |
| Total hours | 58 |

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 form of final control is an exam. However, if the student received a total of at least 75 points for all types of work, he/she may not pass the exam. If he/she has 75 points or more, but wants to improve their result, he/she passes the exam. The exam is conducted orally. The exam card includes 3 questions. On the exam, the student receives from 0 to 60 points. The total number of points for the course is 100. It is formed as the sum of points for the current assessment (40 points) and the final assessment (60 points).

Questions to prepare for the exam:

1. The emergence and evolution of the concept of "strategic communications"
2. Public diplomacy as a component of strategic communications
3. International PR as a component of strategic communications
4. Information and psychological operations as a component of strategic communications
5. Destructive communications, their forms
6. Hybrid warfare
7. Hybrid influences
8. Media in promoting the national interest of the state
9. Media in shaping the image of the state and its leadership
10. Media as a tool of destructive propaganda
11. Media literacy as a countermeasure against negative media influence
12. Specifics of NATO strategic communications
13. NATO StraCom in promoting a positive image of the Alliance and clarifying NATO's mission
14. Work with the target audience
15. Security policy of the EU
16. Understanding strategic communications in the EU
17. Institutionalization of the EU strategic committee
18. EU StratCom missions
19. East StratCom – interaction with Eastern Partnership countries
20. EUvsDisinfo.
21. Activities of EU StratComs in the Balkans and North Africa
22. Counteraction to the spread of ideas of extremism and radicalism
23. Civil protection in the EU
24. EU humanitarian aid
25. Peacekeeping activities of the EU
26. Institutionalization of strategic communications in Ukraine
27. Promotion of the national interest of Ukraine abroad
28. Fight against destructive propaganda and fakes

VI. Grading Scale

| Scores | Linguistic Grade | ECTS Grading Scale | |
|--------|------------------|--------------------|-------------|
| | | Grade | Definition |
| 90-100 | Excellent | A | outstanding |

| | | | |
|-------|--------------|----|--|
| | | | performance |
| 82-89 | Very good | B | above the average standard |
| 75-81 | Good | C | generally sound work |
| 67-74 | Satisfactory | D | not bad |
| 60-66 | Sufficiently | E | performance meets the minimum criteria |
| 1-59 | Fail | Fx | needed to retake |

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. Ініціативи Європейського Союзу в боротьбі з пропагандою тероризму. *Гуманітарні візії*, Том 6, число 2, 2020, с. 15-20. DOI: <https://doi.org/10.23939/shv2020.02.015>.
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. <https://relint.vnu.edu.ua/index.php/relint/issue/view/11/8>
4. 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.
5. 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.
6. Юськів Б., Карпчук Н., Пелех О. Структура стратегічних комунікацій як основа ефективного комунікаційного менеджменту України в умовах війни. *Міжнародні відносини, суспільні комунікації та регіональні студії*, 2023, № 2 (16). С. 92-118. <https://relint.vnu.edu.ua/index.php/relint/article/view/318/293>
7. Yuskiv B., Karpchuk N., Pelekh O. The Structure of Wartime Strategic Communications: Case Study of the Telegram Channel Insider Ukraine. *Politologija*, 2022, Vol. 107 (3), p. 90-119, DOI: <https://doi.org/10.15388/Polit.2022.107.3>, <https://www.journals.vu.lt/politologija/article/view/28365/28762>
8. 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.
9. Fedoniuk S., Karpchuk N. Dynamics of the EU Strategic Communications Regarding the European Integration of Ukraine. *On-line Journal Modelling the New Europe*, 2024. № 45. P. 79 – 118, https://neweurope.centre.ubbcluj.ro/wp-content/uploads/2024/09/NR.-45_SEPTEMBRIE-2024.pdf

Basic literature

1. Доктрина зі стратегічних комунікацій, 2020, URL: <http://stratcom.nuou.org.ua/wp-content/uploads/2020/10.pdf>
2. Зелена книга протидії дезінформації / Упоряд. і заг. ред. С. Балан. ГО «Інститут інформаційної безпеки». К., 2022. 178 с.

3. Стратегічні комунікації для безпекових і державних інституцій : практичний посібник / [Л. Компанцева, О. Заруба, С. Череватий, О. Акульшин; за заг. ред. О. Давліканової, Л. Компанцевої]. Київ: ТОВ «ВІСТКА», 2022, 278 с.
4. Andriukhina V., Homaniuk O., Yelova T., Korotkyi V., Kotsiuba V., Taradiuk R., Shuliak N. Digitalization and strengthening resistance to misinformation in Ukraine as the instrument of strategic communications. *AD ALTA: Journal of Interdisciplinary Research*. 14/01/XL. (Volume 14, Issue 1, Special Issue XL). 2024. P.97-103. https://www.magnanimitas.cz/ADALTA/140140/papers/A_16.pdf
5. EU DisinfoLab, URL: <https://www.disinfo.eu/>
6. EU East Stratcom Task Force, URL: <http://www.tepsa.eu/wp-content/uploads/2015/12/Kimber.pdf>
7. García, Juan Pablo Villar, Quirós, Carlota Tarín and Soria, Julio Blázquez. “Strategic communications as a key factor in countering hybrid threats”, *European Parliamentary Research Service* (Brussels, March 2021), [https://www.europarl.europa.eu/RegData/etudes/STUD/2021/656323/EPRS_STU\(2021\)656323_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2021/656323/EPRS_STU(2021)656323_EN.pdf).
8. Krugliy O., Kozak A., Morenchuk A., Yelova T., Fesyk O., Karpuk I., Shuliak N. Theoretical basis of studying the concept of strategic communications in international relations. *AD ALTA: Journal of Interdisciplinary Research*. Special Issu. 13/02-XXXII. 2023. P. 123–126. http://www.magnanimitas.cz/ADALTA/130132/papers/A_22.pdf
9. NATO Strategic Communications Centre of Excellence, URL: <https://stratcomcoe.org/>
10. NATO STRATEGIC COMMUNICATION HANDBOOK, URL: <http://stratcom.nuou.org.ua/wp-content/uploads/2020/01/NATO-STRATEGIC-COMMUNICATION-HANDBOOK.pdf>
11. Pashentsev Ye. Strategic Communication in EU-Russia Relations, 2020,
12. StratCom Activity Report. *European External Action Service*, 2021, https://www.eeas.europa.eu/eeas/2021-stratcom-activity-report-strategic-communication-task-forces-and-information-analysis-division_en
13. StratCom Ukraine, URL: <https://stratcomua.org/ua>
14. *Strategic Communication in EU-Russia Relations: Tensions, Challenges and Opportunities*, ed. Evgeny Pashentsev (Cham: Palgrave Macmillan, 2020): 19-20, https://www.academia.edu/40959010/Strategic_Communication_in_EU_Russia_Relations_Strategic_Communication_in_EU_Russia_Relations_Tensions_Challenges_and_Opportunities_Ed_Evgeny_Pashentsev_Cham_Palgrave_Macmillan_2020
15. US Department of Defense, *Strategic Communication: Joint Integrating Concept* (Washington, DC: Department of Defense, 7 October 2009): ii, <https://apps.dtic.mil/sti/pdfs/ADA510204.pdf>.
16. Zerfass, Ansgar, Verčič, Dejan, Nothhaft, Howard and Werder, Kelly Page. “Strategic Communication: Defining the Field and its Contribution to Research and Practice”, *International Journal of Strategic Communication*, 12:4 (2018): 487-505, DOI: [10.1080/1553118X.2018.1493485](https://doi.org/10.1080/1553118X.2018.1493485)