МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"

Заступник керівника
(проректор з науково-педагогічної роботи)

_____ Микола АФАНАСЬЄВ

Комунікативні технології в міжнародних відносинах

робоча програма навчальної дисципліни

Галузь знань	*29 Міжнародні відносини*
Спеціальність	*291 Міжнародні відносини, суспільні комунікації та регіональні студії*
Освітній рівень	*другий (магістерський)*
Освітня програма	*Міжнародні відносини*

Статус дисципліни	*базова*
Мова викладання, навчання та оцінювання	*англійська*

Завідувачка кафедри
Міжнародного бізнесу та економічного аналізу   Ірина ОТЕНКО

Харків
2020

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

"APPROVED"
Deputy rector
(vice-rector on scientific and pedagogical work)

Mykola AFANASIEV

Communication technologies in international relations
syllabus of the educational discipline

Subject area	*29 International Relations*
Specialty	*291 International Relations, Public Communications and Regional Studies*
Level of education	*Second (master)*
Educational program	*International Relations*

Discipline status	*base*
Teaching language	*english*

Head of department of international business
and economic analysis
doctor of sciences, prof.

Iryna Otenko

Kharkiv
2020

APPROVED
at the meeting of the of international business and economic analysis department
Protocol No. 1 dated August 25, 2020

Compiled by:
Gron O.V., PhD., Associate professor of international business and economic analysis department

Letter update and approve the syllabus of the discipline

Academic year	Date of the meeting of the department	Protocol number	Sign of the Head of the department

Introduction

The global transformation of industrial society into information society is accompanied by the penetration of information technology into all spheres of society, the emergence and development of a totally new type of communication structures and processes. International communications were usually defined as cross-border, the analysis of international communication has traditionally been associated with intergovernmental exchanges of information on established norms of communication. The development of communication means in the information society has influenced the tools of foreign policy and diplomatic practice. Advances in communication and information technology in the late twentieth century significantly expanded the scope of international communications, which went beyond government communications between states and included interaction between business and people at the global level. Nowadays, people and groups around the world can transmit information through the Internet, which is poorly controlled by governments or over which they have no control at all. Significant amounts of information and multiple entry points have reduced the ability of states and their resources to block the penetration of this information.

The discipline "Communication Technologies in International Relations" is a basic discipline and is studied in accordance with the curriculum of educational level "Master" specialty 291 "International Relations, Public Communications and Regional Studies" of all forms of education.

Communication performs very important functions in public life, creating conditions for ensuring the activities not only of information, but the entire public sphere. In order to be in demand in the labor market, future specialists in international relations need to know the models and theories that explain communication, as well as be able to put into practice knowledge about the application of communication technologies in professional activities.

The purpose of the discipline is to give students a holistic view of the role of communication in modern international relations, the formation of a system of knowledge about communication technologies and their effectiveness, the acquisition of skills in the application of communication technologies in international relations.

The main tasks of studying the discipline "Communication technologies in international relations" are:

mastering knowledge of the theoretical foundations of communicative science, studying the basic models of communications, communication technologies;

formation skills of communication tools application depending on a communicative situation; mastering specific communication technologies and skills for their application in international relations;

providing knowledge and skills to create the image and brand of the state or organization in the international arena; implementation of measures in the field of cultural and public diplomacy; identification of methods of manipulation of mass consciousness and misinformation in the media and the Internet; participation in planning and conducting PR campaigns at the national and international levels; preparing of information and analytical materials for national and international media, etc.).

Characteristics of the discipline

Academic year	**1M**
Semester	**1**
Number of credits ECTS	**5**
Final assessment	**exam**

Structural logical scheme of the discipline study

Previous disciplines	Next disciplines
Public Communications	Undergraduate practice
International Information	Graduate work
Fundamentals of Intercultural Communication	Comprehensive training
International Relations	

Competence and results of discipline study

Competence	Study results
Ability to identify, set and solve problems	Formulate modeling tasks, create and research models of objects and processes of international relations, foreign policy, public communications and regional studies.
Ability to communicate in a foreign language	Critically comprehend and analyze global processes and their impact on international relations
Ability to generate new ideas (creativity)	Free to communicate in state and foreign languages orally and in writing, on professional and scientific issues
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, to critically evaluate the results and justify decisions	Carry out professional oral and written translation from / into a foreign language on professional topics of international cooperation, foreign and world policy.
	Ability to demonstrate knowledge of basic categories and the latest concepts of communication, communication technologies in the field of international relations.
	Ability to choose adequate communication technologies to solve professional problems, to apply communication technologies in professional activities.
	Ability to use the results of public opinion research in the process of PR activities.
Ability to analyze and forecast international relations in various contexts, including political, security, legal, economic, social, cultural and informational	Evaluate and analyze international and foreign policy problems and situations, offer approaches to solving such problems.
	Understand the peculiarities of propaganda technology in authoritarian, totalitarian and democratic countries and conduct propaganda campaigns through modern mass media and communication.
	Ability to assess the image of the country for different stakeholders.
	Analyze the practice of virtual diplomacy in different countries; prospects for the development of virtual diplomacy in Ukraine; features of functioning of the information field of the embassy of the state abroad.

Ability to organize and conduct international meetings and negotiations, develop, analyze and evaluate diplomatic and international documents	Participate in professional discussions in the field of international relations, foreign policy, public communications and regional studies, respect opponents and their views, convey to professionals and the general public information, ideas, problems, solutions and personal experience on professional issues

The syllabus of the academic discipline

Theme 1. Communication and its role in international relations. Basic principles of communication technologies in international relations.

1.1. The concept of communication. Functions and role of communication in society.

1.2. Communicative process. Communication process planning.

1.3. Communication models.

1.4. Foreign policy communications. Specifics of communicative activity in international relations. Mechanisms for implementing international communications.

1.5. The concept of communication technology. Types of foreign policy communication technologies.

1.6. Communicative tools of Ukraine in international relations.

Theme 2. Modern technologies of public opinion formation.

2.1. The concept of public opinion. Features of public opinion. Functions of public opinion.

2.2. The international community and public opinion in international relations. Nature, structure, functions of international public opinion.

2.3. The process of formation, functioning, expression and consideration of public opinion in international relations.

2.4. Communicative technologies of formation and change of public opinion. Technologies of public opinion management in international relations.

2.5. The influence of the media on the formation of public opinion.

2.6. Communicative technologies of psychological warfare. Information-psychological operations and the asymmetric nature of information weapons.

2.7. Public diplomacy.

Theme 3. PR-technologies in international relations.

3.1. The essence of international PR. Factors of growth of value and weight of international PR. Specifics of PR-activity of foreign policy institutions of the state.

3.2. PR-programs: essence, purpose, content. Problems of PR-program implementation in the field of international relations.

3.3. Elements of programming PR-activities: defining the theme of the action program and preparation of appeals; determining the content of actions and the nature of special events; definition of mass media; choice of principles of effective communication. Tasks of PR-campaigns (positioning, crisis management, reputation correction).

3.4. Types of PR-campaigns: public information, raising public awareness, public education, strengthening the position and behavior, change of opinion, change of behavior.

3.5. Defining the audience of a PR campaign in international relations. Influence on the public through PR programs (identification and understanding of public opinion; definition of target groups; taking into account the laws of public opinion formation).

3.6. Directions of international PR-activity of national and local authorities. Functions of the state press center (information center) in the field of international relations.

3.7. Information correction technologies. Spindoctor. Speechwriting.

Theme 4. Communicative technologies of propaganda..

4.1. Propaganda: concepts, structure, functions. Models, technologies and methods of modern propaganda.

4.2. Types of propaganda.

4.3. Propaganda analysis. Advocacy campaigns.

4.4. Manipulation techniques. Manipulation in the media. Brainwashing. Psychological phenomenon of manipulation. Mass manipulation.

4.5. Propaganda as a means of manipulating public opinion. Methods, success factors, the fight against rumors.

Theme 5. Technological features of international negotiations.

5.1. Classification of international negotiations according to the concept of J. Dean: three groups of negotiations. Functions of international negotiations: information and communication; regulatory; image or propaganda; the function of solving tasks that are not related to the problem under discussion.

5.2. Preparation for international negotiations: the choice of strategy and tactics. The concept of "national style of negotiation". The role of national styles in the negotiation process.

5.3. Negotiation process: definition, preparation and structure. Features of the organization and stages of international negotiations

5.4. Negotiation strategies. Trading strategy. Strategy of joint with the partner of search of the decision of a problem. Ways to present the position. Basic tactics of negotiation.

5.5. Institute of mediation in international negotiations. Functions of a mediator. Mediation strategies. Types of mediation. Mediation of states. Mediation of interstate and non-governmental organizations.

Theme 6. Image and brand communications in international relations. Image diplomacy.

6.1. The concept of image and its connection with reputation. The main groups of stakeholders in public reputation management.

6.2. Brand of a state as a factor of foreign policy. Features of designing a national brand.

6.3. Vertical and horizontal components of the state brand. Specifics of state branding strategies of foreign countries. Comparative analysis, features and effectiveness of state branding strategies of developed countries, post-socialist countries, CIS countries.

6.4. Formation of the state brand of Ukraine. Activities of the Ministry of Foreign Affairs in promoting a positive international image of the country. Ukraine in foreign media.

6.5. Information channels for promoting the international brand of Ukraine. Mass media as a tool for shaping the international image of the country. Strategy for promoting the international brand of Ukraine

6.6. Anti-crisis communication technologies and mechanisms of communicative influence in crisis situations.

6.7. Image technologies in the process of covering international negotiations: creating a positive opinion through media channels; conformity of image to stereotypes of perception of the given audience; halo effect; psychological adjustment; dominant need; protective mechanisms; simplification.

Theme 7. Public diplomacy.

7.1. The role and place of public diplomacy in ensuring the national interests of the state. Goals of public diplomacy.

7.2. Levels and dimensions of public diplomacy. Development of international communications as a factor in the transformation of the concept of "public diplomacy".

7.3. The concept of "soft power". Different concepts of public diplomacy.

7.4. The role of non-governmental organizations in public diplomacy.

7.5. Application of public diplomacy by countries of the world. Public diplomacy of Ukraine.

Theme 8. Communicative technologies of E-diplomacy.

8.1. Innovative information and Internet technologies in the system of foreign policy communications of government institutions (units) and diplomatic practice of the state.

8.2. E-diplomacy and e-government in international relations. Virtual (network) diplomacy. Technologies of (network) virtual diplomacy.

8.3. Diplomacy of social networks. Social networks as a tool for foreign policy. Features of positioning the subjects of international relations in social networks.

8.4. WEB-sites of foreign policy institutes and structures (departments). Ukrainian practice of application of foreign policy information and information-analytical technologies.

The list of practical (seminar) / laboratory classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the discipline".

Teaching and learning methods

Among the teaching methods used are various methods aimed at activating and stimulating educational and cognitive activities of higher education students, namely: problem lectures, lectures-discussions, presentations, case studies, debates, brainstorming, various individual and group projects, work in small groups, individual research work during the creative task.

The system of the study results assessment

Evaluation of the results of the study of the discipline "Communication Technologies in International Relations" is carried out according to the accumulative (100-point) evaluation system.

Evaluation is carried out by the following types of control:

current control carried out during the semester during lectures, practical, seminar classes and independent work of students and is estimated by the amount of points scored (maximum amount - 60 points; minimum amount that allows a student to be admitted to the exam - 35 points);

final control in the form of an exam.

Current control includes evaluation of students' work during:

lectures: active work in class is evaluated (1 point for each lesson, 2 points for a lecture on topic 7) if only active participation in the discussion of the topic of the lecture, the student's answers to questions posed by the teacher. Total number of points 8.

practical and seminar classes: active work in class (1-2 points for each class depending on the complexity of the tasks) provides that the student performs practical tasks, student participation in solving cases, discussions, debates. Total number of points - 20;

written test, the maximum score is 8 points. The test contains three tasks: 1 theoretical (2 points), two situational tasks (each is evaluated in 3 points);

Colloquium: Students have one colloquium at the end of the semester. The maximum score for the colloquium is 10 points. The colloquium includes tasks on all topics of the discipline. Colloquium structure: 1) 8 test tasks (maximum score for each test task - 0.5 points); 2) 2 situational tasks (maximum score for every 3 points);

independent work: performing a creative task. The results of the research on the chosen topic are presented in class, PowerPoint programs or other programs for creating presentations should be used for the presentation. Maximum score - 8 points, evaluates the correctness of the results of the study, the number of analyzed sources of information, creative approach in the presentation of results, public communication skills;

practical tasks proposed for independent solution. Each task is evaluated in 3 points, provided the correct execution and correct conclusions. Number of tasks for independent work - 2,

the maximum number of points for all homework is 6.

Final control students' knowledge and competencies in the discipline is carried out on the basis of a semester exam, the task of which is to test students' understanding of the program as a whole, logic and so that has links between topics, ability to creatively use accumulated knowledge, ability to formulate their attitude to a problem. disciplines, etc.

The exam task covers the program of the discipline and provides the determination of the level of knowledge and the degree of mastery of competencies by students.

Each exam task consists of 3 tasks. One stereotypical (theoretical) task (10 points); one diagnostic task (13 points) and one heuristic task (17 points), which provide for the solution of typical professional tasks of a specialist at the workplace and allow to diagnose the level of theoretical training of the student and the level of his competence in the discipline.

The result of the semester exam is evaluated in points (maximum number - 40 points, minimum number of credits - 25 points) and is affixed in the appropriate column of the examination "Information of success". The final grade is set according to the scale given in the table "Grade scale: national and ECTS".

Forms of assessment and distribution of points are given in the table "Rating-plan of the discipline".

Evaluation scale

Total points for all the educational activities	Estimate	Estimate of the national scale	
		for exam, course project (work), practice	for test
90 – 100	A	perfectly	
82 – 89	B	good	accepted
74 – 81	C		
64 – 73	D	satisfactorily	
60 – 63	E		
35 – 59	FX	unsatisfactorily	not accepted

Rating plan of the discipline

Theme	Forms and types of education		Forms of evaluation	Max rating
1	2		3	4
Theme 1. Communication and its role in international relations.	*Classroom work*			
	Lecture	Lecture: 1.1. The concept of communication. 1.2. Communicative process. Communication process planning. 1.3. Communication models. 1.4. Foreign policy communications. 1.5. The concept of communication technology. Types of foreign policy communication technologies.	Work on lectures	1
	Seminar session	Seminar on issues: Information society. New technologies, their impact on international communications.	Active participation in the discussion	1
	Practice session	Practical lesson: situational task "modeling of communication process". Determining the main characteristics of an effective communicator.	Active participation in practical tasks	2
	Independent work			
	Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Communicative tools of Ukraine in international relations.	Homework check	
Theme 2. Modern technologies of public opinion formation	*Classroom work*			
	Lecture	Lecture on questions: 2.1. The concept of public opinion. 2.2. The international community and public opinion in international relations. 2.3. The process of formation, functioning, expression and consideration of public opinion in international relations. 2.4. Communicative technologies of formation and change of public opinion.	Work on lectures	1
	Practice session	Task: Analysis of the results of public opinion research in Ukraine and abroad.	Active participation in practical tasks	2
	Practice session	Task: Definition of technologies of manipulation of public opinion.	Active participation in practical tasks	2
	Independent work			
	Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Communicative technologies of psychological warfare. Information and psychological operations and the asymmetric nature of information weapons. Public diplomacy.	Homework check	3

		Classroom work			
Theme 3. PR-technologies in international relations	Lecture	Lecture on issues: 3.1. The essence of international PR. 3.2. PR-programs: essence, purpose, content. 3.3. Elements of programming PR-activities. 3.4. Directions of international PR-activity of national and local authorities.	Work on lectures		
	Seminar session	Seminar. Influence on the public through PR programs (identification and understanding of public opinion; definition of target groups; taking into account the laws of public opinion formation). Research of audiences of influence and definition of methods. impact.	Active participation in the discussion	3	
	Practice session	PR campaign analysis. Development of a press release.	Control test	8	
		Independent work			
	Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: 3.7. Information correction technologies. Spindoctor. Speechwriting.	Homework check		
Theme 4. Communicative technologies of propaganda.		*Classroom work*			
	Lecture	Lecture on questions: 4.1. Propaganda: concepts, structure, functions. Models, technologies and methods of modern propaganda. 4.2. Types of propaganda. 4.3. Manipulation techniques.	Work on lectures	1	
	Practice session	Consideration of problem situations in groups. Analysis of speeches of famous public figures. Analysis of advertising messages.	Active participation in practical tasks	2	
	Practice session	Analysis of media materials to determine the methods of propaganda.	Active participation in practical tasks	2	
		Independent work			
	Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the issues: Propaganda as a means of manipulating public opinion. Methods, success factors, the fight against rumors. Research of well-known propaganda companies in different countries.	Homework check	3	
Theme 5. Technological features of international negotiations		*Classroom work*			
	Lecture	Lecture on questions: 5.1. Classification of international negotiations. 5.2. Preparation for international negotiations: the choice of strategy and tactics. 5.3. Negotiation process: definition, preparation and structure. 5.4. Negotiation strategies. Trading strategy. Strategy of collective search with the partner the decision of a problem.	Work on lectures	1	
	Practice session	Practical lesson in the form of a business game: Features of the organization and stages of international negotiations. Defining goals. Ways to present the position.	Active participation in practical tasks	2	
	Practice session	Case studies: Analysis of national styles in the negotiation process	Active participation in practical tasks	2	
		Independent work			
	Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Institute of mediation in international negotiations.	Homework check	–	

		Classroom work		
Theme 6. Image and brand communications in international relations.	Lecture	Lecture on questions: 6.1. The concept of image and its connection with reputation. 6.2. State brand as a factor of foreign policy. 6.3. Vertical and horizontal components of the state brand. 6.4. Formation of the state brand of Ukraine. 6.5. Information channels for promoting the international brand of Ukraine. 6.6. Anti-crisis communication technologies and mechanisms of communicative influence in crisis situations.	Work on lectures	1
	Practice session	Situational task "Formation image of the country". Components of the country's image.	Active participation in practical tasks	1
		Independent work		
	Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Features of designing a national brand. Specifics of state branding strategies of foreign countries. Comparative analysis, features and effectiveness of state branding strategies of developed countries, post-socialist countries, CIS countries. Activities of the Ministry of Foreign Affairs in promoting a positive international image of the country. Ukraine in foreign media.	Presentation	8
Theme 7. Public diplomacy		*Classroom work*		
	Lecture	Lecture on questions: 7.1. The role and place of public diplomacy in ensuring the national interests of the state. 7.2. Levels and dimensions of public diplomacy. 7.3. The concept of "soft power". 7.4. The role of non-governmental organizations in public diplomacy.	Work on lectures	2
		Independent work		
	Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Different concepts of public diplomacy. Application of public diplomacy by countries of the world. Public diplomacy of Ukraine.	Homework check	–
Theme 8. Communicative technologies of E-diplomacy		*Classroom work*		
	Practice session	Technologies of (network) virtual diplomacy. Social networks as a tool for foreign policy. Features of positioning the subjects of international relations in social networks. Tasks: analysis of WEB-sites of foreign policy institutes and structures (departments).	Active participation in practical tasks	2
			Colloquium	10
		Independent work		
	Questions and tasks for independent work	Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Ukrainian practice of application of foreign policy information and information-analytical technologies. Preparation for the colloquium.	Homework check	
			Exam	40

Recommended literature

Main

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6. Mladionova O. Manipulation of public consciousness as a technology of information warfare. Bulletin of V.N. Karazina Kharkiv National University. Series "Questions of Political Science" - 32. - 2018. - C. 79-82.

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