

Ministry of Science and Education of Ukraine
Lesia Ukrainka Eastern European National University
Department of International Communications and Political Analysis .



Pro-rector for scientific and pedagogical,
education work education work
and recruiting
Prof. Havryniuk S.V.
Protocol # 2 as of 17.10.2018

SYLLABUS

INTERNATIONAL INFORMATION

of a normative academic subject of the training of Bachelors
knowledge branch 05 «Social and behavioral sciences»,
specialty 055
«International Relations, Public Communications and Regional Studies»,
education program «International Relations»

Lutsk 2018

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«APPROVE»

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Syllabus of a normative academic subject «International Information» for training of Bachelors, branch of knowledge 05 «Social and behavioral sciences», specialty 055 «International Relations, Public Communications and Regional Studies», education program «International Relations»

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Reader: Antonina Mytko, Doctor of Political Sciences, Professor, Head of of the International Communications and Political Analysis Department

Syllabus of a normative academic subject was approved at the meeting of the International Communications and Political Analysis Department

Protocol № ____ as of _____ 2018

Department Head: _____ (Prof. Mytko A.)

Syllabus of a normative academic subject was approved by the Methodological Commission of the International Relations Faculty

Protocol № ____ as of _____ 2018

Head of the Academic and Methodological Commission of the Faculty _____ (As. Prof. Romaniuk N.)

Syllabus of a normative academic subject was approved by the Academic Methodological Council of the Lesya Ukrainka Eastern European National University

1. DESCRIPTION OF THE ACADEMIC SUBJECT

Table 1

Titles	Branch of knowledge, specialty, education program, education degree	Nature of the academic subject
Full-time study	05 «Social and behavioral sciences», 055 «International Relations, Public Communications and Regional Studies», «International Relations», Bachelor	Normative
		Year of education: 3 ^d
Number of hours /credits 120 / 4		Semester: 5 th
		Lectures: 32 h.
		Seminars : 22 h.
		Independent work: 58 h.
Individual scientific research task : no		Consultations: 8 h.
	Form of the control: exam	

2. SUMMARY OF THE COURSE:

Sociology as a science and its place in the humanities and social science. The main functions of sociology. Background of sociology. The place and role of social research in the knowledge of social phenomena. Methods of collecting primary data. The social structure of society. Sociology of work and industrial relations. Sociology of family life and leisure. Sociology of education and culture. Sociology of personality.

3. COMPETENCES:

- ability to communicate effectively at the professional and social levels with the use of professional terminology;
- ability to demonstrate knowledge of the basic categories and the latest theories, concepts, technologies and methods in the field of political science;
- ability to realize the processes of the search, transfer and analysis of information, the selection and use of analytical tools in shaping the decisions in the sphere of social relations;
- ability to maintain an adequate level of theoretical knowledge and continuously improve personal professional training.

4. INFORMATION SCOPE OF THE ACADEMIC SUBJECT

CONTENT MODULE I. PRINCIPLES OF INTERNATIONAL INFORMATION POLICY

Topic 1. Information paradigm of civilization development

Information dimension of international cooperation. The impact of the information revolution on international relations. Concept of information civilization: the dynamics and strategy of the XXI century. Okinawa Charter of global information society. The Declaration of Global Civilization (2001). Western and non-Western models of information society. WSIS - a global strategy of informationalism. Regional and national programs of WSIS. Declaration and Action Plan of WSIS 2003-2005.

Topic 2. The institutional framework of international information relations

The ideology of the legal regulation of the international information field. The system and structure of international information law. International agreements on cross-border exchange of information, information products and services.

Topic 3. International information policy

History, theory and practice of international politics. The main provisions of international politics. Dynamics of International Programs. International information policy in the XXI century. Specificity and substantive provisions of a regional information policy (European regional

information policy, information policy in the region of Latin America and the Caribbean, information policy, Asia-Pacific, African information policy and information policy in the region of Western Asia). Comparative analysis of national information policy concepts of the world.

Topic 4. Activities of international organizations in the field of information and communication

International organizations in the system of international information relations. Classification, areas of information policy and program activities of international organizations. Activities of the UN specialized agencies in the field of information and communication. The political strategy of UNESCO in the field of information and communication. The new international information order (1980). Report by C. McBride "Many voices - one world". The new communication strategy of UNESCO (1985 - 1995rr.). World report on UNESCO data (1997-1998). Information Society for All (1996). UNESCO World Report on Communication (1997/98). Strategy for Knowledge Societies (2001). World UNESCO report on Information and Communication (1999/2000). Programming documents and reports of UNESCO 2006-2007, UNESCO Participation in WSIS 2003-2005.

Topic 5. European information policy

Information dimension of European integration. Europe and the WSIS in 2003 and 2005: basic provisions, principles and action plan. Regional strategy for the European intergovernmental organizations: political, economic, technological and legal aspects of information programs. Information Policy of the Council of Europe: basic principles and program of action. Conceptual documents of the Council of Europe in the field of Information and Communication (1986 - 2005.). Strategies and Practice of Information Policy of Council of Europe in the XXI century. EU activities in the field of information and communication. History, dynamics and practice of EU information policy. Framework program of international cooperation in the EU Information and Communication (1983 - 2003.) as well as for the future 2015.

CONTENT MODULE II. INTERNATIONAL INFORMATION SECURITY AND COMMUNICATIONS

Topic 6. International information security: political, legal and technological aspects

The impact of the information revolution in the international system of peace and security. Political, legal and technological factors of international information security. Prognostic models of international information security. Typology of information threats. Special information operations. Information security programs and practices of European regional organizations CoE, EU, OSCE and NATO. Comparative analysis of national strategies for information security world. The concept of information security of Ukraine in international relations.

Topic 7. International information in the system of foreign policy

Foreign policy communication. Forms and means of foreign communications. Managing external and internal information flows in diplomatic activities. International information in the system of international relations. Classification and structure. Foreign policy communication technologies: classification and structure. Traditional communication technologies, image, network and media diplomacy, technology of state branding.

Topic 8. Information and analytical support of foreign policy

Information and analytical activity of foreign ministries. Classification and structure of information resources of foreign ministries. Information awareness in the host country. Information support of visits. Classification and structure of information analysis and position papers for the visit. Information "wave" for the media. Media monitoring results of the visit. Information and analytical institutions in international relations. Classification, structure and working methods. Information and analytical products and services. The impact of information and analytical institutions for making foreign policy decisions.

Topic 9. Technology of network diplomacy

The concept of virtual diplomacy. International cooperation in the global network Internet. Classification and structure of the Web - websites of foreign ministries. Technology of network diplomacy. The impact of global media on the system of international relations. The activity of the masses - the media in foreign policy. Forms and means of information campaigns of foreign ministries. Technology of media diplomacy.

Topic 10. Technology of image diplomacy

Concept of image diplomacy. The activity of PR-departments of foreign ministries. Technologies and applications of development and maintenance of image in the international information space. The concept of state and foreign branding. Applications of state and foreign branding in the world. Technology of development and promotion of the brand in the state system of international relations. International public communication: classification, structure and specificity. Technologies of public diplomacy. The impact of public diplomacy in international relations.

Structure of the Academic Subject

Table 2

Titles of the content modules and topics	Hours				
	Total amount	Including			
		L	S	Consult.	Indep.
1	2	3	4	5	6
Content module 1. PRINCIPLES OF INTERNATIONAL INFORMATION POLICY					
Topic 1. Information paradigm of civilization development	12	4	2	1	5
Topic 2. The institutional framework of international information relations	10	2	2	1	5
Topic 3. International information policy	12	4	2	1	5
Topic 4. Activities of international organizations in the field of information and communication	12	4	4	1	5
Topic 5. European information policy	11	4	2		5
Content module 2. INTERNATIONAL INFORMATION SECURITY AND COMMUNICATIONS					
Topic 6. International information security: political, legal and technological aspects	12	4	2	1	5
Topic 7. International information in the system of foreign policy	9	2	2	1	4
Topic 8. Information and analytical support of foreign policy	12	4	2	1	5
Topic 9. Technology of network diplomacy	9	2	2	1	4
Topic 10. Technology of image diplomacy	9	2	2		5
Total amount of hours	120	32	22	8	58

5. INDEPENDENT WORK

Content module 1. PRINCIPLES OF INTERNATIONAL INFORMATION POLICY		
1.	Find out the priority spheres of information cooperation within international organizations. Characterize Ukraine's eurointegration policy in the field of information and communication.	29 h.
Content module 2. INTERNATIONAL INFORMATION SECURITY AND COMMUNICATIONS		
2.	Define the structure of thematic flows of international information for foreign political decision making process. Analyze communication strategies of terrorism.	29 h.
Total:		58 h.

6. DISTRIBUTION OF POINTS AND CRITERIA OF EVALUATION

The maximum number of points a student can receive during the current control is 40 points (participation in seminars), for module control (writing control work) it is 60 points. The form of final semester control is an exam. If a student scored less than 75 points for the entire course, then he/she must take the exam.

Table 4

Module 1 : Current control (max = 40 points)						Module 2: 2 tests / exam (max = 60 points)		Total
Content module 1						MTP 1	MTP 2	100
S.1	S.2	S.3	S.4	S.5	S.6			
3	3	4	4	4	4	30	30	
Content module 2								
S.7	S.8	S.9	S.10	S.11				
4	4	3	4	3				

Evaluation scale

Table 5

Mark in points for all kinds of educational activity	Mark
	For the exam
90 – 100	Excellent
82 – 89	Very good
75 - 81	Good
67 -74	Satisfactory
60 - 66	Sufficient
1 – 59	Unsatisfactory

7. RECOMMENDED LITERATURE

Basic sources:

1. Аналітика. Експертиза. Прогнозування. – К.: Наша культура і наука, 2003. 614с.
2. Бебик В.М. Інформаційно-комунікаційний менеджмент у глобальному суспільстві: психологія, технології, техніка публік рилейшнз / В.М. Бебик. – К.: МАУП, 2005. – 440 с.
3. Європейська інформаційна політика. – К.: Наша культура і наука, 2003. 368с.
4. Зернецька О.В. Глобальний розвиток систем масової комунікації та міжнародні відносини / О.В. Зернецька. – К.: Освіта. 1999. 316с.
5. Інформаційна безпека: контрманіпулятивні стратегії. – К.: Наша культура і наука, 2005. 620с.
6. Міжнародні інформаційні відносини. – К.: Наша культура і наука, 2002. 475 с.
7. Тихомирова Є.Б. Публік рилейшнз у глобалізованому світі / Є.Б. Тихомирова. – К.: Наша культура і наука. 2004. 489с.

Supplementary sources:

8. Інформація. Дипломатія. Психологія. – М., Известия. 2002.
9. Королько В.Г. Публік рилейшнз. Наукові основи. Методика. Практика / В.Г. Королько. – К., 2001
10. European Infopolitik: Developing EU PD Strategy by Philippe Fiske de Gouvea [Electronic resource]. – Available at : [http://ics.leeds.ac.uk/papers/pmt/exhibits/2542/EU_Public_Diplomacy_Pamphlet_-_FPC_\(2\).pdf](http://ics.leeds.ac.uk/papers/pmt/exhibits/2542/EU_Public_Diplomacy_Pamphlet_-_FPC_(2).pdf)
11. Pro et Contra. Політики и експерты. – М., 2003.
12. Вартанова Є.Л. Финская модель на рубеже столетий. Информационное общество и СМИ в Финляндии в европейской перспективе / Є.Л. Вартанова. – М.: МГУ, 1999, с.288.
13. Глобалізація і безпека розвитку. – К., КНУ. 2001.
14. Глобальные тенденции развития человечества до 2015 года. – Екатеринбург. 2002.
15. Гуменюк Б.І. Сучасна дипломатична служба / Б.І. Гуменюк, О.В. Щерба. – К., Либідь. 2001.
16. Інтеграція і різноманітність: нові тенденції політики України у сфері ЗМІ та нових комунікаційних послуг. – К.: 2005, с.120
17. Інформаційне суспільство, політика, право в діяльності ЮНЕСКО. – К.: Наша культура і наука, 2002. 384с.
18. Кашлев Ю. Информация и PR в международных отношениях / Кашлев Ю., Галумов Э. – М.: Известия. 2003, - 432с.
19. Леонов Н.С. Информационно-аналитическая работа в загранучреждениях / Н.С. Леонов. – М., 1996
20. Литвиненко О.В. Інформаційні впливи та операції / О.В. Литвиненко. – К.: 2003, - 240 с.
21. Литвиненко О.В. Спеціальні інформаційні операції / О.В. Литвинен. – К., НІСД, 1993.
22. Литвиненко О.В. Спеціальні пропагандистські та психологічні кампанії / О.В. Литвинен. – К., ВКФ. Сатсанга. 2000.
23. Масс-медиа, сектор безопасности и власть. – К.: 2005, 280с.
24. Почепцов Г.Г. Теория и практика информационных войн / Г.Г. Почепцов. – Рівне. Волинські обереги. 1999.
25. Прес – служба зовнішньополітичних відомств. – К., ІМВ. 2005.
26. Сардачук Г.А. Дипломатичне представництво: організація і форми роботи / Сардачук Г.А. Кулик П.П. – К., Україна. 2001.
27. Семенов Б.М. Особенности информационно-аналитической работы государственных структур в области внешней политики. – М., 2003
28. Українська дипломатична енциклопедія. – К.: Знання України, 2004. – т.1, 2

29. Флюр О.М. Інтеграція України у світовий інформаційний простір. – К.: ІМВ, 2004.- 200 с.
30. Хемпсон К. Правительство Великобритании. Координация связей с общественностью [Електронний ресурс] / Хемпсон К. – Режим доступу : <http://www.polit.spb.ru/art.php3>
31. Шевченко О.В. PR - технології в міжнародних відносинах / О.В. Шевченко. - К., ІМВ. 2003.

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32. CNN [Electronic resource]. – Available at : <http://www.cnn.com>
33. Аналітичний центр RAND [Електронний ресурс]. – Режим доступу : <http://www.rand.org/organization/org.ext.pdf>
34. Європейська обсерваторія інформаційних технологій [Електронний ресурс]. – Режим доступу : www.eito.com/
35. Європейський інститут медіа [Електронний ресурс]. – Режим доступу : www.eim.org
36. Європейський Союз [Електронний ресурс]. – Режим доступу : <http://europa.eu.int>
37. Інформаційні війни [Електронний ресурс]. – Режим доступу : <http://www.infowar.com>
38. Міжнародна асоціація паблік рилейшнз [Електронний ресурс]. – Режим доступу : www.ipra.org
39. Міжнародний союз електрозв'язку [Електронний ресурс]. – Режим доступу : <http://www.itu.int/>
40. Міністерство закордонних справ України [Електронний ресурс]. – Режим доступу : <http://www.mfa.gov.ua/>
41. НАТО [Електронний ресурс]. – Режим доступу : <http://www.nato.int/>
42. Організація з безпеки та співробітництва в Європі [Електронний ресурс]. – Режим доступу : www.osce.org/
43. Організація Об'єднаних Націй [Електронний ресурс]. – Режим доступу : <http://www.un.org/>
44. Постіндустріальне суспільство [Електронний ресурс]. – Режим доступу : <http://www.postindustrial.ru>
45. Рада Європи [Електронний ресурс]. – Режим доступу : <http://www.coe.int/>
46. Християнська європейська асоціація візуальних медіа [Електронний ресурс]. – Режим доступу : <http://cevma.com/>
47. Центральна Європейська Ініціатива [Електронний ресурс]. – Режим доступу : <http://www.ceinet.org/home.php>
48. ЮНЕСКО [Електронний ресурс]. – Режим доступу : <http://www.unesco.org/>

ISSUES FOR THE EXAM

1. The notion of Information Society
2. Information policy of the USA
3. Cyberwarfare
4. Theories of Information Society
5. OSCE information activity
6. Public diplomacy
7. Models of Information Society
8. Information activity of the European Commission
9. Media diplomacy
10. Information Revolutions. Digital Divide
11. EU multilingualism
12. Information support of state visits

13. E-governance. E-government
14. NATO information activity
15. Types of the information security. Basic information security principles
16. International (Global) Information Space
17. UN information activity
18. Psychological warfare
19. Information resources, information infrastructure
20. Information activity of the European Parliament
21. Digital (virtual, e-) diplomacy
22. Many Voices, one world. MacBride report
23. European Commission Information Centers
24. Information warfare
25. Bangemann Report "Recommendations to the European Council and the global information society"
26. EU communication policy
27. The notion of information ethics
28. "e-Europe"
29. Cyberterrorism
30. Information activity of the diplomatic missions
31. The notion of information policy
32. Information security threats
33. Nation branding
34. UNESCO information policy
35. Nation image
36. Cultural diplomacy
37. EU Framework Programs
38. Information weapon
39. Computer ethics
40. Information Policy of the Council of Europe
41. Information activity in the host country
42. Information culture
43. ENISA
44. The problem of information security in the UN activity
45. EU audiovisual policy