

PUBLIC COMMUNICATION IN EU

Кафедра філософії та міжнародної комунікації

Гуманітарно-педагогічний факультет

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| Лектор | Кравченко А.Г. |
| Семестр | 2 |
| Ступінь вищої освіти | Магістр |
| Кількість кредитів ЄКТС | 3 |
| Форма контролю | Залік |
| Аудиторні години | 30 |

Academic discipline description

Goal of the course. Communicating effectively with people from different nations is extremely challenging and complex in practice. There is no certitude that the message delivered is interpreted in the same way by all individuals. Communication cannot make the European Union (EU) function better, nor solve its economic, social, political and environmental problems. However, it helps in raising awareness and mobilising people.

Communication can be a leading tool for enhancing identity, integration, respect and democracy. The course aim is to give students road for a better comprehension of the challenges and difficulties of communicating in an enlarged Europe.

Upon completion of the course, the student should:

- have acquired a core understanding of the central questions within both academic and professional contexts of public communications in the EU;
- be able to combine theoretical and academic understanding with professional skills within strategic and applied contexts;
- appreciate the strategic importance of public communications as a key form of communication by organisations;
- develop a critical appreciation of the ethical and legal issues involved in Public Communication;
- be capable of describing and discussing the various policies of the EU related to Public Communication;
- understand how business, politics, government and society interact with each other in the EU;
- have experience of working both independently and in small teams.

Themes of Lection

1. The information and Communication of the EU: general characteristics
2. History of developments from Information Policy to Communication Policy.
3. Communication Policy and Cultural Politics.
4. The European Union, Europe Direct Centers and Civil Society Organisations: their interactions.
5. EU Commission Spokespersons and their functions.
6. Interrelation between Brussels-Based and National-Based Public Relations.
7. Public E-Consultations in the EU context.
8. European Union Public Diplomacy.

Themes of Seminar

1. Political culture of involvement in the EU.
2. National Identity and Regional Differences in the EU.
3. Features of Audiovisual and Media Policy in the EU.
4. Policy on Public Sector Use and Copyrights in the EU.
5. Language Policy and it's implementation in the EU.
6. Main Approaches to Correspondence Exchange in the EU.
7. Communication Integration of Ukraine with the EU.