

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

**O. M. BEKETOV NATIONAL UNIVERSITY
of URBAN ECONOMY in KHARKIV**

Methodical recommendations
for practical and independent work
on an academic discipline

«INTERNATIONAL COMMUNICATIONS»

*(for second (master's degree) students specialty
073 – Management, 281 – Public administration)*

**Kharkiv
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CONTENTS

PREFACE.....	4
TOPIC 1 COMMUNICATION AND ITS ROLE IN INTERNATIONAL RELATIONS	6
TOPIC 2 INTERNATIONAL COMMUNICATION MODELS	9
TOPIC 3 METHODS OF COMMUNICATIVE ANALYSIS	12
TOPIC 4 INTERNATIONAL COMMUNICATION FACILITIES	15
TOPIC 5 ORGANIZATIONAL SUPPORT OF INTERNATIONAL COMMUNICATIONS	17
TOPIC 6 THE LATEST INFORMATION TECHNOLOGIES IN INTERNATIONAL COMMUNICATION	19
TOPIC 7 PECULIARITIES OF INTERNATIONAL COMMUNICATIONS MANAGEMENT	21
TOPIC 8 UKRAINE' STRATEGIC INTERNATIONAL COMMUNICATIONS	23
REFERENCES.....	25

PREFACE

The purpose of an academic discipline «International Communications» is to provide students with theoretical knowledge and practical skills to successfully perform professional responsibilities in the area of international relations with an emphasis on the development of competencies necessary for information and analytical work, planning and implementation of effective communication at the international, regional and national levels.

Tasks of the discipline:

- know of the content of the basic concepts of international communication theory;
- be able to establish and use information sources taking into account the needs of the parties interested in communication;
- know of place, role, significance of the theory and practice of international communication in modern society;
- know of communication models and their main components;
- be able to analyze and choose definitions and terms, most relevant to the essence of the subject and ideas about it;
- know of the essence of the concepts that make up the theory of international communications;
- be able to determine the features of communication processes at all levels;
- be able to analyze and typologies' communication processes.

Content module 1. Theoretical foundations of communications.

Communication and its role in international relations. Concept of communication. Terms in the communications area. The main types of communication. International communications in the area of international relations. International communication models. Harold Laswell's communication model. Methods of communicative analysis.

Content module 2. Communication tools and mechanisms.

International communication facilities. Means and types of mass communication. Organizational support of international communications. International experience in the formation of strategic communications. The latest information technologies in international communication. Modern information and communication technologies as a factor in the evolution of social and political relations.

Content module 3. Peculiarities of international communications.

Peculiarities of international communications management. Characteristics of the management structure in international organizations. Ukraine' strategic international communications. Strategic communications in international relations. Strategic communications for security and government institutions.

End-of-course assessment is Differentiated test.

Current control is carried out and evaluated based on the questions presented in lectures, independent work and practical tasks. Current control is carried out in the classroom during the current control period, or in a distance course, in the form of tests, cases.

The system of current control is based on the application of the following forms of control: oral survey based on lecture materials; performance of practical tasks; solving tasks and problem situations; survey of students for each meaningful module; control of performance of practical tasks; testing in a virtual educational environment on the MOODLE platform.

Final control is carried out using examination tickets or in a virtual educational environment on the MOODLE platform. Candidates who completed all the tasks and scored more than half of the maximum possible points for each content module and individual task are admitted to the final control in the form of a differentiated assessment.

TOPIC 1 COMMUNICATION AND IT'S ROLE IN INTERNATIONAL RELATIONS

Practical task № 1

Table 1 provides examples of missions of well-known companies. It is necessary to determine to which type these missions belong, taking into account:

Mission-purpose – in a brief form gives an idea of the main directions of activity, customer needs, distinctive features and social utility; reveals the main goals of the enterprise and its functioning.

Mission-orientation – a complete concept, clarification of working principles, credo, orientation, policy of the enterprise. This is the philosophy that guides the management of the organization and its employees. A form of presentation that reveals rules of conduct of the organization in relation to partners and customers.

Mission-policy – concentration of the main goals of the enterprise development, formulation of the organization's strategy both in the present and in the future.

Mission-slogan – in a very short form reflects the main principle of existence of the enterprise on the market.

Fill in the table 1 (✓ or +).

Table 1 – Type of companies' mission

Name of the companies	Mission of the company	Type of companies' mission			
		purpose	orientation	policy	slogan
Microsoft Corporation	To help people and businesses around the world realize their full potential				
Nokia	By connecting people, we help to satisfy the fundamental human need for connection and social contact. Nokia builds bridges between people – whether they are far apart or face to face – and helps people get the information they need				

Continuation of table 1

Starbucks	To become the leading supplier of the world's finest coffees, while adhering to our unwavering principles (a workplace that respects employees: cultural diversity: high standards of work with coffee, customer satisfaction customers: contribution to the local community)				
Sony Corporation	To feel the excitement of creating innovation and applying technology for the welfare and satisfaction of people				
Toyota	Promoting people, their lifestyle, society and the economy through automotive industry				
Apple Computer	We offer computers of the highest quality to people all over the world				
Canon	Working and living together for the common welfare				
EBay	To provide a global trading marketplace where anyone can sell or buy almost anything				
Ford Motor	We are a global family and proud of our heritage of providing personal freedom of movement to people around the world				
IBM	We strive to be leaders in the invention, development and manufacture of the most advanced information technologies, including computer systems, software, data storage systems and microelectronics, data storage and microelectronics. We turn these technologies into value for customers through professional solutions, service and consulting services worldwide.				
Intel	Maintaining the role of a key supplier in the Internet economy and increasing the efficiency of the Internet. Today the main thing in computers is the Internet. We are expand the capabilities of PCs and the Internet.				

The end of the table 1

Mary Kay	To beautify lives around the world by offering customers quality products, opening new horizons for independent beauty consultants and providing them with unlimited opportunities career growth, doing everything so that women who come into contact with the company Mary Kay, were able to realize themselves				
McDonald's	Fast, quality customer service with using a standard set of products				

Questions for self-examination

1. Concept of communication.
2. Terms in the communications area.
3. The main types of communication.
4. International communications in the area of international relations.

Tests for self-examination

1. Communication is constructive communication that leads people to conclusions that change their lives for the better.

Choose one answer:

- a) correct;
- b) incorrect.

2. Examples of which communication are haptic communication, chronemic communication, gestures, body language, facial expressions, eye contact etc.:

Choose one answer:

- a) verbal;
- b) nonverbal;
- c) written?

3. Which type of communication is often referred to as face-to-face communication between two (or more) people:

Choose one answer:

- a) interpersonal;
- b) political;
- c) organizational;
- d) mass?

4. Fill in the missing words.

International communications contribute to the spread of _____ in the international environment, the _____ of geopolitical problems, the _____ of a new architecture of the modern system of international relations:

- a) influence;
- b) solution;
- c) formation.

5. Establish correspondence between differences of communication and socializing.

_____ of communication is to establish contact between speakers.

_____ of communication is to find a way to communicate information.

_____ involves the exchange of not only information but also emotions. And in communication emotions should not play any important role:

- a) the main function;
- b) the main purpose;
- c) personal communication.

TOPIC 2 INTERNATIONAL COMMUNICATION MODELS

Practical task № 2 Building a model of influence on the image

Models of image communication can be characterized as active, which are implemented only under conditions of powerful influence of mass media. The latter can consciously manipulate information in a given direction.

The model of image communication differs in that it implements communication with a predictable and controlled reaction of the population. If the audience has a more or less decent level of trust in the source of information, the messages generated by the image maker are «technologically correct» perceived by the mass consciousness.

Proceeding from this, within the framework of image communication models set:

- 1) format of an effective message;
- 2) the format of behavior of the subject to whom the image is «set»;
- 3) choose a communication channel, etc.

Thus, the knowledge of mythological (image) communication models is extremely important for public relations specialists, especially press officers, who have to choose the communication channel, the format of behavior, and the format of effective information messages.

You need to introduce the concept of format to describe a particular way of behaving within a particular communication channel. For example, Nixon in the 1968 election was put in the format in which he would appear stronger. Or: B. Clinton in the format of a talk show was stronger than his opponent J. Bush in 1992. The image maker should create formats that are beneficial (favorable) for the leader. Or V. Zelenskyy in April 2019 at the presidential election debate with P. Poroshenko at the football stadium.

Build your image impact model by following the steps below:

A. Sociological stage, which results in the definition of:

- 1) leading topics (three or four for each phase of the campaign).

Table 2 – Priority ranking of national problems according to the results of the survey of Ukrainian respondents

Problems	Ranking	Percentage of respondents
Improving the quality of life of Ukrainian people		
Guarantee of personal safety of Ukrainian people		
Decrease in inflation, stabilization of the national currency		
Ecological safety and nature protection		
Observance of equality of people		
Fighting corruption		
...		
...		

B. Image stage, which consists in generating image messages in the following areas:

- 1) a story about the leader’s personality;
- 2) a story about his past successes, serving as proof of his competence to hold a high position;
- 3) a story about his vision of the future;

- 4) a story about the negative qualities of the opponent's personality;
- 5) a story about the opponent's failure to fulfill his promises in the past.

C. The testing stage, where the degree of communicativeness of the prepared messages (both their own and others') is checked within the framework of focus groups and other methods.

D. The stage of attack, where you should respond to the accusations of the enemy, as well as generate messages taking into account the appearance of future enemy texts.

*The whole system of work is focused on those who have not made a decision, since it is impossible to refuse opponents. People practically do not change their stereotypes. Therefore, candidates should try to expand their base at the expense of those who do not yet have a clear point of view.

**It is necessary to constantly translate verbal information into visual and event information to increase the impact. In this case, the context of his life can serve as a «clue» for such a story. For example, the story about the admission of Clinton's daughter Chelsea to Stanford University is at the same time a story about Clinton himself, because even purely logically this story has value only as a story about the president's daughter.

E. The monitoring stage, the task of which is to objectively record the effect of the messages produced within the campaign.

Questions for self-examination

1. Dialogical (modern) model of intercultural communications.
2. Phenomenological (postmodern) model of intercultural communications.
3. Critical (neo-modern) model of intercultural communications.
4. Harold Laswell's communication model.

Tests for self-examination

1. Cultural anthropology as a paradigm of interpretation of mentality is the basis of:
 - a) creative economy and culturally conditioned management;
 - b) marketing policy of memory of large enterprises;

c) both answers are right.

2. Knowledge of the mentality of representatives of different regions and civilizations helps in building _____ relationships with them:

- a) appropriate;
- b) profitable;
- c) aggressive;
- d) unnecessary.

3. The theory of communication used in market globalism is categorically not different from the classical national paradigm of dialogue of cultures.

Choose one answer:

- a) correct;
- b) incorrect.

4. The phenomenological model is based on balancing between:

- a) knowledge;
- b) desire;
- c) resilience in mastering the aggression of one's own beliefs.

5. The phenomenological model promotes the development of esthetical competencies of subjects of interaction through imagination.

Choose one answer:

- a) correct;
- b) incorrect.

TOPIC 3 METHODS OF COMMUNICATIVE ANALYSIS

Practical task № 3

Opposite each statement, you should put the following marks (Table 3):

AA – absolutely agree;

A – agree;

D – disagree;

AD – absolutely disagree.

To make conclusions.

Table 3 – Assessment of the level of ethics of the organization

Number	The statement	Assessment
1	Employees should not be expected to report their mistakes to management	
2	There are times when a manager must ignore contractual requirements and break safety standards to get the job done	
3	It is not always possible to keep accurate records of expenses for reporting: therefore, sometimes it is necessary to give approximate numbers	
4	There are times when you need to hide unfavorable information from superiors	
5	We should always do what our supervisors tell us to do, even though we may have doubts about the correctness of these actions	
6	I would disclose the desired shipment date of the orders to get this order	
7	It is okay to use the company line for personal phone calls when it is not in use by company	
8	Sometimes it is necessary to take care of personal matters during working hours' time, and there is nothing wrong with that	
9	Management should be focused on the end goal, so the end usually justifies the means we have used	
10	Psychologically, sometimes it is advisable to set goals that are slightly exceed the norm if it helps to stimulate employee effort	
11	If a large contract requires a banquet or a minor change in organizational policy, I will give permission for this	
12	Without violating the organization's policies and existing guidelines it is absolutely impossible to live	
13	The occasional use of the organization's photocopying equipment of the organization for personal or local purposes is perfectly acceptable	
14	Taking home company property (pencils, paper, ribbons for typewriters, etc.) is an acceptable additional benefit	
15	Inventory control reports should be prepared in such a way so that the received goods are recorded as «shortages» and not «surplus»	
16	If there is an opportunity to work part-time in the organization competitor, it is a private matter of the employee and quite acceptable	
17	Offer the persons responsible for the purchase of your goods, profitable work, a deal – is acceptable	
18	Engage in extraneous affairs or your personal business on the premises of the organization and during working hours – acceptable, if it does not harm the organization, does not reduce its income	
19	Slander, lies, disparaging remarks about competitors are permissible if they are made in the interests of the organization	
20	Accepting gifts, money from another organization in full acceptable	
21	The principle of «interconnection» or «you to me – I to you» is quite acceptable and strengthens relations with partners	
22	Deceiving colleagues, making false statements for the purpose of organization is acceptable	
23	If necessary, you can use the power of the organization to intimidate or threaten competitors with in order to achieve your goals	

Continuation of table 3

24	Presenting the organization with a bill for uneaten lunches, unused gasoline, unused airline tickets is acceptable and is a small addition to personal income	
25	Threats against employees in order to solve the tasks of the organization are permissible	
26	Carrying weapons on the territory of the organization with the consent of the administration permissible	
27	The use of rudeness and violence against subordinates in case of emergency is permissible	
28	Discrimination on the grounds of skin color, religion, age, nationality, disability, length of service may be permissible with various reservations	
29	Work and not violate national legislation is impossible	
30	Intimidation of subordinates in the interests of increasing the level of discipline is permissible	
31	Sexual harassment on the territory of the organization is not too gross violation of ethical relations	

Key: for each grade of AA put 3 points, A – 2 points, D – 1 point, AD – 0 point.

If you have scored points in total:

10–20 – high ethical level;

21–30 – acceptable ethical level;

31–48 – average ethical level;

49–61 – low ethical level;

62–79 – very low ethical level;

over 80 – protect values from yourself.

Questions for self-examination

1. Aspects of modern theory of international communications.
2. The concept of a communicative situation and communicative competence.
3. The concept of communicative intention.
4. Methods of communicative analysis.

Tests for self-examination

1. The movement of information ensures:

- a) formation;
- b) functioning;
- c) normal development of any society.

2. Ukraine, which acquired independence only in the early 90's of the twentieth century, is interested in the dynamic development of its own information infrastructure, improvement of existing means of communication and international communication in general.

Choose one answer:

- a) correct;
- b) incorrect.

3. The components of the communicative situation are:

- a) place and time of the message;
- b) addressee and communicants;
- c) goals.

4. Communicative knowledge, skills and abilities consists in the ability and capacity to express a given meaning in different linguistic ways, to recognize homonymy and synonymy, to choose from the whole diverse arsenal of linguistic means those that are most acceptable, appropriate and suitable for achieving the communicative goal.

Choose one answer:

- a) correct;
- b) incorrect.

5. Communicative competence plays an important role here, it is it and language experience in general that will help to correctly recognize the international component that is hidden in the language means.

Choose one answer:

- a) correct;
- b) incorrect.

TOPIC 4 INTERNATIONAL COMMUNICATION FACILITIES

Practical task № 4

Imagine the following situation...

An international company has just hired you. You like everything: the

environment, the team, and the salary. Every time you enter the office to the management, you pay attention to the huge safe behind the boss's desk. One day, noticing you looking at it, the boss says: «There are very valuable documents in there on which the existence of our entire company depends on». It happens that your boss goes on vacation and leaves you the key to the safe and his office.

Then, as luck would have it, the building a fire breaks out in the building. You are near the office of the management and you realize that if you take the documents out of the safe, you will undermine your authority, if you leave it, you'll lose your job (because the documents are of great value).

How will you act in this situation?

If you pull out the documents, then how will you explain yourself to the bosses?

Questions for self-examination

1. International communication styles (North American, European business culture, Business culture of the East).
2. Explicit and implicit communications.
3. External international communications.
4. Internal international communications.

Tests for self-examination

1. International communication styles are a set of customary rules and norms of behavior in both formal and informal settings.

Choose one answer:

- a) correct;
- b) incorrect.

2. The peoples of each country make their own corrections and additions to the etiquette, due to:

- a) the social system of the country;
- b) the specifics of its historical structure;
- c) national traditions and customs;
- d) all the answers are correct.

3. Not knowing the national specifics of communication can have:

- a) an unwanted impact on the partners;
- b) harm the interaction both at the stage of the negotiation process;
- c) in the implementation of certain common projects;
- d) all the answers are correct.

4. English business is characterized by caste, which, on the one hand, determines its high professional level, and on the other hand, prevents the inflow of «fresh blood».

Choose one answer:

- a) correct;
- b) incorrect.

5. The French are not very polite, refined; not strive to observe etiquette, while being close to communication.

Choose one answer:

- a) correct;
- b) incorrect.

TOPIC 5 ORGANIZATIONAL SUPPORT OF INTERNATIONAL COMMUNICATIONS

Practical task № 5

Describe ways of organizational support for international communications to address and eradicate sexual harassment, misconduct and abuse in the workplace and across a range of sectors.

Questions for self-examination

1. International communication process.
2. Key elements of the international communication process.
3. Categories of personal area in international communication.
4. Corporate communication channels.

Tests for self-examination

1. The manager has no reason to think that everything he says or writes will be perceived exactly as he intended.

Choose one answer:

- a) correct;
- b) incorrect.

2. The problem of effective communications in international corporations is one of the most important aspects of their activities, communication processes cover the exchange of all types of messages at all levels of the MNC.

Choose one answer:

- a) correct;
- b) incorrect.

3. Managers of foreign branches of companies must have a good command of the communication system to ensure a full understanding of all information flows between the head office and its branches.

Choose one answer:

- a) correct;
- b) incorrect.

4. _____ is interpreted by modern researchers as a special characteristic of any ethnic group, as an integral element of the structure of ethnic mentality, which is oriented towards tolerance, recognition of the legitimacy of «someone else's truth»:

- a) ethnic tolerance;
- b) intolerance;
- c) heterophilic communications;
- d) positive tolerance.

5. Tolerant approach in international communication means that certain cultural peculiarities of an individual or a group are only one of many characteristics and they cannot subjugate all the others, and acts as a condition for the retaining of differences, as the right to difference, dissimilarity, otherness.

Choose one answer:

- a) correct;
- b) incorrect;

TOPIC 6 THE LATEST INFORMATION TECHNOLOGIES IN INTERNATIONAL COMMUNICATION

Practical task № 6 E-government technologies

The following indicators are considered in the world:

- a) E-Government Development Index;
- b) Online Service Index;
- c) Telecommunication Infrastructure Index;
- d) E-Participation.

The **E-Government Development Index** presents the state of E-Government Development of the United Nations Member States. Along with an assessment of the website development patterns in a country, the E-Government Development index incorporates the access characteristics, such as the infrastructure and educational levels, to reflect how a country is using information technologies to promote access and inclusion of its people. The EGDI is a composite measure of three important dimensions of e-government, namely: provision of online services, telecommunication connectivity and human capacity.

The **Online Service Index** (OSI) is DESA/DPIDG's proprietary quantitative tool designed to provide evidence-based data on online e-government service provision across the 193 Member States.

The **Telecommunication Infrastructure Index** is a composite weighted average index of six primary indices based on basic infrastructural indicators, which define a country's ICT infrastructure capacity.

The **Electronic participation** (e-participation) is ICT-supported participation in processes involving government and citizens. Processes may concern administration, service delivery, decision making and policy making.

Which countries are ranked 1st in each index of modern communication technologies?

Practical task № 7 Social media technologies

Describe the laws of Ukraine regulating media activities:

- a) «On Public Television and Radio Broadcasting of Ukraine»;
- b) «On telecommunications»;
- c) «On the National Commission of Ukraine on Television and Radio Broadcasting».

Practical task № 8 Blogosphere

Write an essay on the topic «Pedagogical blogosphere – technology of interaction between educators and students».

Questions for self-examination

1. Types of current information and communication technologies.
2. Internet opportunities.
3. Transformation of the world wide web.

Tests for self-examination

1. Thus, an important component of e-governance is e-democracy, the main purpose of which is:

- a) to meet the needs of citizens;
- b) achieving social values by using the advantages of the information society;
- c) overcoming such negative phenomena as corruption, bureaucratization and formalization of the modern management process;
- d) providing services to citizens according to their needs.

2. Strategies of speech communication (according to the classification of T. A. Van Dyke) – specific ways of linguistic behavior carried out under the control of «global intention».

Choose one answer:

- a) correct;
- b) incorrect.

3. Communicative strategy (according to F. S. Batsevich) is the optimal implementation of the speaker's intentions to achieve a specific goal of communication, that is, the control and choice of effective communication moves and their flexible modification in a particular situation.

Choose one answer:

- a) correct;
- b) incorrect.

4. Communication strategy includes:

- a) goals and objectives;
- b) strategies;
- c) situation analysis;
- d) tools;
- e) certain topic.

5. Network communications are becoming a universal way of structuring the social space.

Choose one answer:

- a) correct;
- b) incorrect.

TOPIC 7 PECULIARITIES OF INTERNATIONAL COMMUNICATIONS MANAGEMENT

Practical task № 9 Communication barriers

Certain barriers that prevent contact between the communicator and the receiver are called communication barriers. Analyze how some of them are manifested in social communications. How can they be overcome or prevent their negative impact?

Table 4 – Communication barriers

Type of communicative barrier	Specific manifestations of it in social communication	Ways to overcome the barrier
1	2	3
Technical		
Psychophysiological		

Continuation of table 4

1	2	3
Semantic		
Psychological		
Social		
Cultural		

Questions for self-examination

1. Principles and factors of effective international communication.
2. The placement of certain elements of communications in different parts of the world.
3. The influence of different cultures on international communication.

Tests for self-examination

1. The qualitative aspect is more inherent in commercial communications and is associated with the assessment of quantitative indicators.

Choose one answer:

- a) correct;
- b) incorrect.

2. The quantitative aspect nature of communications is more difficult to measure, because it is assessed by qualitative indicators.

Choose one answer:

- a) correct;
- b) incorrect.

3. It should be noted that a particular element of the communication complex may have:

- a) positive efficiency;
- b) negative efficiency;
- c) zero efficiency;
- d) ultra-high efficiency;
- e) missing efficiency.

4. What factor of actualization of international communications include environmental pollution:

- a) the need for economic cooperation;
- b) growing problems that require international cooperation;

- c) political integration;
- d) cultural and sports integration;
- e) emergence of world transport networks;
- f) development of world information networks;
- g) increase in demographic mobility of the population.

5. A process that includes the acquisition of social experience by an individual by entering the social environment is:

- a) socialization;
- b) acculturation;
- c) cultural identity;
- d) inculturation.

TOPIC 8 UKRAINE' STRATEGIC INTERNATIONAL COMMUNICATIONS

Practical task № 10 Communication strategies

Describe:

- a) the main approaches and principles;
- b) key audiences and channels communications of the communication strategy of the Ministries of Foreign Affairs of Ukraine in the context of modern challenges using the following link <https://mfa.gov.ua/storage/app/sites/1/%D0%A1%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D1%96%D1%97/communication-strategy.pdf>.

Questions for self-examination

1. Concepts of strategic communications of Ukraine.
2. Models of strategic communications of Ukraine for effective international cooperation.
3. Problems of international communications of Ukraine.
4. Prospects of international communications of Ukraine in the international arena in the context of European integration.

Tests for self-examination

1. Strategic communications in Ukraine have gone through a rather eventful development path – from being perceived as an unfamiliar tool, following the lead

of NATO countries, to a full awareness of their capabilities and practical application.

Choose one answer:

- a) correct;
- b) incorrect.

2. In 2001, the Defense Science Board of the U.S. Department of Defense prepared the «Final Report of the Defense Science Board Task Force on Strategic Communications», which defined strategic communications as «a variety of tools used by the government to generate understanding of global relations and cultures, engage people and institutions in a dialogue of ideas, advise decision makers, diplomats, and military leaders on the public opinion implications of policy decisions, and influence attitudes and behavior».

Choose one answer:

- a) correct;
- b) incorrect.

3. The 2004 report of the Defense Science Board's Strategic Communications Task Force summarized some of the results of the development of strategic communications in the United States in previous years, in particular: «these changes should be evaluated, and those that work should be institutionalized».

Choose one answer:

- a) correct;
- b) incorrect.

4. StratCom as a key mechanism for ensuring the security and stability of states against hybrid threats and offers recommendations for its implementation in NATO member states.

Choose one answer:

- a) correct;
- b) incorrect.

5. The key definition of strategic communications was proposed in 2010 in the NATO Military Concept for Strategic Communications.

Choose one answer:

- a) correct;
- b) incorrect.

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