MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Ivan Franko National University of Lviv
Faculty of Journalism
Department of New Media

" Approved "

Dean of the Faculty of Journalism
Prof. KRUPSKY I. V.
"12" september 2022 year

WORKING PROGRAM OF EDUCATIONAL DISCIPLINE
'Communication Strategies'

Education   level - the second (master's) level

branch of knowledge 061 – Journalism

Specialty   061 - Journalism

Education program - Educational and professional training program of 'Journalism'

Faculty   of Journalism

2022 – 2023 навчальний рік

Working program - 'Communication Strategies' for students

Specialty 061 – Journalism

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The work program was approved at the meeting of the Department (cycle commission) New Media

Minutes No.2 dated 02.09.2022

The Head of the New Media Department

_____ (Natalia HABOR)

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1. Description of the academic discipline

Name of the indicators	Branch of knowledge, educational level	Characteristics of the academic discipline	
		full-time form of education	part-time form of education
Credits – 3	Branch of knowledge 061-Journalism	Normative (elective) Elective	
Modules – 9	Educational level Master	Year of the study	
Content modules – 2		First	
		Semester	
		Second	
General hours – 90	Specialty: 061-Journalism	Lectures	
		16 h.	
		Practical classes	
		16 h.	.
		Laboratory classes	
Weekly hours for full-time education: classes - 2 student's independent work - 4			
		Individual work	
		58 h.	
		Individual Assignment	
		Type of control	
		credit	

1. The purpose and tasks of the educational discipline

The purpose of the elective discipline 'Communication Strategies' is to study and analyze the said strategies, both on the basis of specific domestic institutions and on the basis of personal communication in the network. In addition to general information about the system, structure and areas of communication strategies, the course offers a number of problematic topics and materials aimed at learning the relevant practical skills.

The course is designed to provide participants with the necessary knowledge required to work in the online environment, e.g., in editorial offices of web resources. The course will be delivered in English. Therefore, the course provides an overview of the concepts and key trends of communication strategies in new media, as well as the processes and tools required to work with them.

General competences (GC):

GC 01. Ability to find, process and analyze information from various sources.

GC 05. Ability to professionally use information and communication technologies.

GC 07. Ability to develop projects, in particular media projects and manage them.

Special competences (SC):

SC 1. Ability to create informative or analytical material for the media in the context of information security.

SC 3. Skills of using information and communication technologies in the creation of informational and analytical media products.

SC 8. The ability to synthesize the world and Ukrainian experience of mediatization of culture on the example of publications in the media and on the basis of understanding well-known national and foreign theories and concepts from the field of journalism.

SC 10. Ability to professionally plan and organize the work of social media, ensure the quality of multimedia products.

Upon completion of this course, the student will:

- **Know:** the key characteristics of communication strategies and the model of their creation, both at the general level (national) and at the personal level; the advantages of new media in comparison with traditional media, as well as the associated legal and ethical problems; the characteristics of mass communication activities on the internet

- **Be able to:** analyze existing communication strategies;

- draw up a new strategy, taking into account its purpose

- use the SMM toolkit to develop and deploy communication strategies.

Program results of the study (PRS):

PRS 9. Create your own multimedia content in social media, be able to promote it in accordance with journalistic standards.

PRS 10. Have skills in creating and promoting cross-media content (ability to work with different target audiences from TikTok to Instagram)

PRS 12. Manage projects, in particular media projects, which require certain strategic approaches and soft skills.

2. **Program of the course**

Content module 1. Communication strategies: models, development, implementation (4 topics, 16 hours)

Topic 1. Introduction to the course: the concept of communication strategies and their types (2 hours)

Topic 2. Shift of communication emphasis in the epoch of Web 2.0 (4 hours)

Topic 3. Social media, Web 2.0 and Web 3.0 epochs: Prospects for online development (4 hours)

Topic 4. SMM as an effective background for communication strategies (4 hours)

Content module 2. Analysis of communication strategies: practical cases (5 topics, 18 hours)

Topic 5. Communication strategy of the Office of the President during Russia's full-scale war against Ukraine: successes and failures (2 hours)

Topic 6. Medical communication: the world after COVID-19 (4 hours)

Topic 7. Ukrainian blogosphere: how to become an influencer (4 hours)

Topic 8. Communication strategies in the religious Space in Ukraine (4 hours)

Topic 9. Creating and developing your own communication strategy in new media (4 hours)

3. Structure of the course

Name of the modules	Number of hours										
	Full-time form						Part-time form				
	all	Including					all	Including			
		l	p	lab.	i.a	i.w		l	p	lab.	I.a	I.w.
2	90	16	16	0	0	58					
Content module 1. Communication strategies: models, development, implementation											
Topic 1. Introduction to the course: the concept of communication strategies and their types	2	2				4					

Topic 2. Shift of communication emphasis in the epoch of Web 2.0	4	2	2			8						
Topic 3. Social media, Web 2.0 and Web 3.0 epochs: Prospects for online development	4	2	2			8						
Topic 4. SMM as an effective background for communication strategies	4	2	2			6						
General	14	8	6			26						
Content module 2. Analysis of communication strategies: practical classes												
Topic 5. Communication strategy of the Office of the President during Russia's full-scale war against Ukraine: successes and failures	2	2				8						
Topic 6. Medical communication: the world after COVID-19	4	2	2			6						
Topic 7. Ukrainian blogosphere: how to become an influencer	4	2	2			6						
Topic 8. Communication strategies in the religious Space in Ukraine	4	2	2			6						
Topic 9. Creating and developing your own communication	4		4			8						

strategy in new media												
General	18	8	10			32						
All hours	32	16	16			58						

3. **Topics for practical classes**

№	Topic	Number of hours
1	Shift of communication emphasis in the epoch of Web 2.0	2
2	Social media, Web 2.0 and Web 3.0 epochs: Prospects for online development	2
3.	SMM as an effective background for communication strategies	2
4.	Medical communication: the world after COVID-19	2
5.	Ukrainian blogosphere: how to become an influencer	2
6.	Communication strategies in the religious Space in Ukraine	2
7.	Creating and developing your own communication strategy in new media	4
	All	16

4. Individual work

№	Topic	Number of hours
1	Introduction to the course: the concept of communication strategies and their types	4
2	Shift of communication emphasis in the epoch of Web 2.0	8
3.	Social media, Web 2.0 and Web 3.0 epochs: Prospects for online development	8
4.	SMM as an effective background for communication strategies	8
5.	Communication strategy of the Office of the President during Russia's full-scale war against Ukraine: successes and failures	8
5.	Medical communication: the world after COVID-19	6
6.	Ukrainian blogosphere: how to become an influencer	4
7.	Communication strategies in the religious Space in Ukraine	4
8.	Creating and developing your own communication strategy in new media	8
	All	58

5. Methods of the study

The learning outcomes of this discipline detail the following program learning outcomes:

Learning outcomes	Methods of teaching and education	Methods of evaluating the achievement of learning outcomes
The key characteristics of communication strategies and the model of their creation, both at the general level (national) and at the personal level; the advantages of new media in comparison with traditional media, as well as the associated legal and ethical problems; the characteristics of mass communication activities on the internet	Presentation, lectures, collaborative learning (group projects) project-oriented learning, discussion	The assessment is carried out using a 100-point scale. Students can score 50 points during the semester by completing tasks in practical classes, and another 50 points can be scored at the pass-fail test (completion of two individual projects, colloquium)

6. Control methods

7. Distribution of points received by students

Приклад для заліку

Testing and individual work										Sum
Content module 1					Content module 2					
T1	T2	T3	T4		T5	T6	T7	T8	T9	100
		10	10			10	10	10	50	

T1, T2 ... T9 –topics of the content modules.

Rating scale: national and ECTS

Rating ECTS	The sum of points for all types of educational activities	Rating due to the national scale	
		For exam, course work, practice	For credit
A	90 – 100	excellent	satisfactorily
B	81-89	good	
C	71-80		
D	61-70	satisfactorily	
E	51-60		
FX	21-50	unsatisfactory with the possibility of reassembly	unsatisfactory with the possibility of reassembly
F	0-20	unsatisfactory with mandatory re-study of the discipline	unsatisfactory with mandatory re-study of the discipline

* the number of points for "unsatisfactory" grades (FX and F) is determined by the academic councils of the faculties (pedagogical council of the college).

8. Methodical support

1. Taking into account the characteristics of the discipline, the course requires the use of special software, in addition to the commonly used programs and operating systems.

9. Literature

Basic

1. 1.   Craig R. Online Journalism: Reporting, Writing, and Editing for New Media// Tr. from English by A. Ishchenko. – K.: Kyiv-Mohyla Academy, 2007. 324 p.

2.   Online Journalism: Specialized Courses : manual
/ N. Gabor, Yu. Zalizniak, Z. Kozachok, Yu. Lavrysh, Yu. Luts,
I. Marushkina, A. Paliichuk, B. Potiatynyk, O. Shchur. — Lviv :
Ivan Franko National University in Lviv, 2015. — 136 p.

3.   Ukrainian Christianity in the Digital World: Challenges and
Perspectives /ed. A. Smyrnov. Ostroh : Publishing House
of the National University of Ostroh Academy, 2022.
286 p.

4.   Potyatynyk B. Internet Journalism: PAIS, Lviv, 2010.- 244 p.

Additional Literature:

1.   50 Communication Strategies. Joseph A. Devito// iUniverse, 2012. – 246 p.

2.   Dr. Theresa MacNeil. Communication in the Age of the COVID-19 Pandemic// Lexington Books. – 2021. – 104 p.

3.   Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook// McGraw-Hill Companies. – 2011. – 260 p.

4.   People Like Her//Harper. – 2021. – 288 p.

5.   Ukraine aflame. War Chronicles. Speeches and addresses by the President of Ukraine Zelenskyy//Olexandr Krasovytskyj. – Folio. – 2022. – 416 p.

6.   Words Can Change Your Brain: 12 Conversation Strategies to Build Trust, Resolve Conflict, and Increase Intimacy/Andrew Newberg M. D., Mark Robert Waldman//AVERY PUBLISHING GROUP, 2013

7.   Zakharchenko A.P. Internet media: an interactive study guide for the course "Website support" for students of the department "Publishing and editing". - Ternopil, "Krok". - 2014. - 198 p

Internet resources

1.   Scientific Library of Lviv National University named after

Ivan Franko https://www.lnulibrary.lviv.ua/katalog/;

2.   Library of the Kyiv National Institute of Journalism
Taras Shevchenko University: http://www.journ.univ.kiev.ua/;

3.   Scientific electronic library of the National Library named after IN.
Vernadsky: http://www.nbuv.gov.ua/;

4.Lviv NNBU named after V. Stefanyka: http://aleph.lsl.lviv.ua:8991/