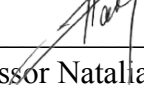


**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**Ivan Franko National University of Lviv**  
**Faculty of Journalism**  
**Department of New Media**

**Approved**

at the meeting of the Department of New  
Media, Faculty of Journalism,  
Ivan Franko National University of Lviv  
(Minutes No.1 dated 30.08.2024)

Head of Department   
(Associate Professor Natalia *HABOR*)

**Syllabus of the academic discipline**  
**‘Communication Strategies’**  
**taught within the framework of the educational and professional**  
**training program of ‘Journalism’**  
**at the second (master’s) level of higher education for students in**  
**Specialty 061 – Journalism**

**LVIV 2024**

<b>Name of the discipline</b>	Communication Strategies
<b>Taught at:</b>	49, Henerala Chuprynky Str., Lviv
<b>Faculty and department to which the discipline is assigned</b>	Faculty of Journalism, Department of New Media
<b>Field of knowledge, code and name</b>	061 Journalism
<b>Taught by:</b>	Lavrysh Yuliana Stepanivna, Candidate of Sciences in Social Communications, Associate Professor at the Department of New Media
<b>Lecturers' contact details</b>	<a href="mailto:yuliana.lavrysh@lnu.edu.ua">yuliana.lavrysh@lnu.edu.ua</a> – corporative mail <a href="https://journ.lnu.edu.ua/employee/lavrysh-yu-s">https://journ.lnu.edu.ua/employee/lavrysh-yu-s</a> - private e-page
<b>Consultations on the discipline are held</b>	every Tuesday, 11:00 am to 3:00 pm (49 Henerala Chuprynky Street, room 109) every Thursday, 10 am to 1 pm (49 Henerala Chuprynky Street, room 109)
<b>Course page</b>	<a href="https://journ.lnu.edu.ua/wp-content/uploads/2023/02/Communication-strategies.pdf">https://journ.lnu.edu.ua/wp-content/uploads/2023/02/Communication-strategies.pdf</a>
<b>Information about the discipline</b>	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.
<b>Brief overview of the discipline</b>	‘Communication Strategies’ is an elective discipline in the specialty of ‘Journalism’ for the ‘Master’s’ educational program taught at Ivan Franko National University of Lviv. In the first semester, it includes 3 credits (under the European Credit Transfer System ECTS).
<b>Purpose and objectives of the discipline</b>	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.
<b>Required texts</b>	<ol style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> <li>4. Potyatynyk B. Internet Journalism: PAIS, Lviv, 2010.- 244 p.</li> </ol> <p><b>Additional Literature:</b></p> <ol style="list-style-type: none"> <li>1. 50 Communication Strategies. Joseph A. Devito// iUniverse, 2012. – 246 p.</li> <li>2. Dr. Theresa MacNeil. Communication in the Age of the COVID-19 Pandemic// Lexington Books. – 2021. – 104 p.</li> <li>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.</li> </ol>

	<p>4. People Like Her//Harper. – 2021. – 288 p.</p> <p>5. Ukraine aflame. War Chronicles. Speeches and addresses by the President of Ukraine Zelensky//Olexandr Krasovytskyj. – Folio. – 2022. – 416 p.</p> <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</p> <p>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</p> <p><b>Internet resources</b></p> <p>1. Scientific Library of Lviv National University named after Ivan Franko <a href="https://www.lnulibrary.lviv.ua/katalog/">https://www.lnulibrary.lviv.ua/katalog/</a>;</p> <p>2. Library of the Kyiv National Institute of Journalism Taras Shevchenko University: <a href="http://www.journ.univ.kiev.ua/">http://www.journ.univ.kiev.ua/</a>;</p> <p>3. Scientific electronic library of the National Library named after IN. Vernadsky: <a href="http://www.nbuv.gov.ua/">http://www.nbuv.gov.ua/</a>;</p> <p>4. Lviv NNBU named after V. Stefanyka: <a href="http://aleph.lsl.lviv.ua:8991/">http://aleph.lsl.lviv.ua:8991/</a></p>
<b>Scope of the course</b>	<b>32</b> academic hours of classroom lessons. Including 16 hours of lectures and 16 hours of practical classes, 58 hours for individual work.
<b>Expected learning outcomes</b>	<p>Upon completion of this course, the student will:</p> <ul style="list-style-type: none"> <li>- <b>Know:</b> 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</li> <li>- <b>Be able to:</b> analyze existing communication strategies;</li> <li>- draw up a new strategy, taking into account its purpose</li> <li>- use the SMM toolkit to develop and deploy communication strategies.</li> </ul>
<b>Key words</b>	Communication strategies, SMM (Social Media Marketing), new media
<b>Course Format</b>	Full-time/Extramural
	Conducting lectures, laboratory work and consultations for a better understanding of the topics
<b>Topics</b>	<p><b>Content module 1. Communication strategies: models, development, implementation (4 topics, 14 hours)</b></p> <p>Topic 1. Introduction to the course: the concept of communication strategies and their types (2 hours)</p> <p>Topic 2. Shift of communication emphasis in the epoch of Web 2.0 (4 hours)</p> <p>Topic 3. Social media, Web 2.0 and Web 3.0 epochs: Prospects for online development (4 hours)</p> <p>Topic 4. SMM as an effective background for communication strategies (4 hours)</p> <p><b>Content module 2. Analysis of communication strategies: practical cases (5 topics, 18 hours)</b></p>

	<p>Topic 5. Communication strategy of the Office of the President during Russia's full-scale war against Ukraine: successes and failures (2 hours)</p> <p>Topic 6. Medical communication: the world after COVID-19 (4 hours)</p> <p>Topic 7. Ukrainian blogosphere: how to become an influencer (4 hours)</p> <p>Topic 8. Communication strategies in the religious Space in Ukraine (4 hours)</p> <p>Topic 9. Creating and developing your own communication strategy in new media (4 hours)</p>
<b>Final test, type</b>	Individual or team project
<b>Prerequisites</b>	To study the course, students need basic knowledge of the theory and practice of journalism, digital media culture, social media as well as social communications sufficient to internalize the terms and categories related to new media
<b>Teaching methods and techniques to be used during the course</b>	Presentation, lectures, collaborative learning (group projects) project-oriented learning, discussion
<b>Equipment required</b>	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.
<b>Criteria of assessment (separately for each type of learning activity)</b>	<p>The assessment is carried out using a 100-point scale. Students can score 100 points, among them during the semester 50 points and by completing tasks in practical classes - another 50 points (completion of two individual projects, colloquium)</p> <p><b>Written works:</b> Students are expected to deliver several types of written works (essays, case study). <b>Academic Integrity:</b> Students' work is expected to include their original research or reasoning. Examples of possible academic dishonesty include but are not limited to lack of references to the sources used, fabrication of sources, copying, interference in the work of other students. Identification of signs of academic dishonesty in the written work of a student might serve as a reason for the teacher to fail it, regardless of the scale of plagiarism or deception. Attending <b>classes</b> is an important component of learning. All students are expected to attend all lectures and practical classes within the course. Students should inform the lecturer about their inability to attend classes. In any case, students must meet the deadlines that are included in the course and are set for all types of written works. <b>Required reading:</b> All texts that students will not be able to find on their own will be provided by the teacher exclusively for educational purposes without the right to transfer it to third parties. Students are encouraged to use other texts and sources that are included in the list of the required reading.</p> <p><b>Scoring policy.</b> The final result includes points scored in current testing, self-testing and final testing. It also takes into account the attendance at classes and the student's participation in practical classes; absence and being late for classes is unacceptable; as well as the use of a mobile phone, tablet or other mobile devices in class for non-learning purposes, cheating and plagiarism; delays in performance of tasks, etc.</p> <p>No violations of academic integrity shall be tolerated.</p>

<b>Colloquium questions.</b>	<ol style="list-style-type: none"> <li>1. Characteristic features of the online environment</li> <li>2. Is the Internet destroying the boundaries of social culture?</li> <li>3. History of the emergence of social networks</li> <li>4. The nature of social media communication.</li> <li>5. What are communication strategies? What are their types?</li> <li>6. What is the algorithm for developing a communication strategy?</li> <li>7. Basic principles of SMM.</li> <li>8. Multimediality. Definition of the concept. Why is multimediality a key feature of new media?</li> <li>9. Interactivity. Types of interactivity. How can we use interactivity to increase site or account traffic?</li> <li>10. Importance of the header in new media. How to create successful profile headers and titles?</li> <li>11. Social media editor. How to develop media on Facebook, Instagram, Telegram?</li> <li>12. Targeted advertising and visual development in new media.</li> </ol>
<b>Survey</b>	A course assessment questionnaire to rate the quality of the course will be provided upon completion of the course.

### Course outline

Week/ date/h ours	Topic/plan	Form of activity (class)* *lecture, independent, discussion, group work)	Literature. Internet resources	Assignment (hours for individual work)	Deadlines
<b>Content module 1. Communication strategies: models, development, implementation</b>					
1 week	Topic 1. Introduction to the course: the concept of communication strategies and their types	Lecture	Craig R. Online Journalism: Reporting, Writing, and Editing for New Media// Tr. from English by A. Ishchenko. – K.: Kyiv-Mohyla Academy, 2007. 324 p. 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.	Familiarization with the theory of the course (4 hours)	A week
2-3 weeks	Topic 2. Shift of communication emphasis in the epoch of Web 2.0	Lecture/practical class	Potyatynyk B. Internet Journalism: PAIS, Lviv, 2010.- 244 p. Zakharchenko A.P. Internet media: an interactive study guide for the course "Website support" for students of the	Analyze concepts of Web 2.0 and beginning of the module Web 3.0. To make	A week

			department "Publishing and editing". - Ternopil, "Krok". - 2014. - 198 p	communication message in two perspectives – with traditional form (classic media) and for new media (8 hours)	
3-4 weeks	Topic 3. Social media, Web 2.0 and Web 3.0 epochs: Prospects for online development	Lecture/practical classe	Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook// McGraw-Hill Companies. – 2011. – 260 p.	To select 2 accounts – one of the celebrity in real life and second – celebrity in virtual life and compare their communication (8 hours)	A week
5-6 weeks	Topic 4. SMM as an effective background for communication strategies	Lecture/practical class	People Like Her//Harper. – 2021. – 288 p. 50 Communication Strategies. Joseph A. Devito// iUniverse, 2012. – 246 p.	Imagine yourself as a seller of some product, change social media platform and make an account with 5-10 posts/ change one of the famous blogger in your country and analyze his or her communication through the topics that they presented (6 hours)	A week
<b>Content module 2. Analysis of communication strategies: practical classes</b>					
7 week	Topic 5. Communication strategy of the Office of the President during Russia's full-scale war against Ukraine: successes and failures	Practical classes	Ukraine aflame. War Chronicles. Speeches and addresses by the President of Ukraine Zelenskyj//Olexandr Krasovytskyj. – Folio. – 2022. – 416 p.	Preparing a presentation about analyze of the communication strategy of the state's government representative (for student's choice) (8 hours)	A week
8-9 weeks	Topic 6. Medical communication:	Practical classes	Dr. Theresa MacNeil. Communication in the Age of the COVID-19	Choose a doctor or blogger (a very active in social	2 weeks

	the world after COVID-19		Pandemic// Lexington Books. – 2021. – 104 p.	media or web pages) and analyze communication strategy (6 hours)	
10-11 weeks	Topic 7. Ukrainian blogosphere: how to become an influencer	Practical classes	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	Choose a blogger in different topics and analyze tools of his/her communication (4 hours)	2 weeks
12-13 weeks	Topic 8. Communication strategies in the religious Space in Ukraine	Lecture/practical class	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.	Analyze of the communicational strategy of the Church or religious organization (student's choice) (4 hours)	2 weeks
14-15-16 weeks	Topic 9. Creating and developing your own communication strategy in new media	Practical classes	All literature during a course	Make a creative project with developing of your own communication strategy in new media and old media (8 hours)	Whole semester