



Preliminary professional examination program for entrants to study for a master's degree in the specialty 291 «International relations, public communications and regional studies, (educational programs» «International Relations, Public Communications and Regional Studies», «International Information Security»), full-time education.

*Organizers of the program:*

PhD doctor of history, prof. Mykolenko D.;

PhD doctor of sociology, prof. Khizhnyak L.;

PhD in political science, assoc. prof. Solovyh E.;

PhD in technology, assoc. prof. Kharchenko I.;

PhD in economics, assoc. prof. Chernyshova L.;

PhD in political science, assoc. prof. N. Peresyphkina I.

## GENERAL PROVISIONS

The program is the main scientific and methodical document that regulates the content of the entrance exam. It is aimed at providing a comprehensive approach to the assessment of the theoretical training of entrants, to identifying the level of their knowledge.

The **purpose of the program** is to determine the scope and required level of theoretical knowledge and practical skills of the entrant.

### The entrant **must know**:

- the content of the most important categories and concepts of international relations, the essence and specifics of the principles of the international order;
- the main trends in the development of the global international system;
- main scientific schools and areas of the theory of international relations;
- basic concepts of international information relations, the essence of concepts and models of international cooperation in the field of information and communication;
- the practice of implementing international information policy at the global, regional and national levels;
- conceptual principles of information and analytical activity in international relations;
- structure and main models of communication, classification of communication according to various criteria, features of the communicative process, functions of communication and communicative acts;
- the place and role of mass communication theory in the system of scientific knowledge;
- methods of mass communication system research;
- basics of analysis and classification of conflicts, forecasting their development;
- basics of modern diplomacy;
- defining principles of foreign policy;
- basics of the process of formation of international security;
- basic methods and means of ensuring international information security;
- defining principles of Ukraine's foreign policy.

### **Be able:**

- to logically justify and express one's point of view on the issue of international information;
- carry out an international legal analysis of modern foreign policy situations and problems;
- apply theoretical knowledge of international information in further practical professional activity;

- define, formulate, explain, compare system elements, principles and methods of international information relations; to be able to analyze world political processes, international relations and foreign policy;
- to determine the effectiveness of strategies of foreign policy activity based on the results of analytical studies and analysis of foreign experience, using methods of comparative analysis;
- evaluate the effectiveness of the current forms and methods of state management of the state's foreign policy activity based on the results of the analysis of programs, domestic and foreign experience of their implementation,
- using methods of comparative and institutional analysis.

The procedure for creation, organization and work of the professional attestation commission is regulated by the Rules of admission to V.N. Karazin Kharkiv National University in 2024 and the Regulations on the Admissions Committee of V.N. Karazin Kharkiv National University.

**The form of the examination task - tests: 100 test tasks (2 points for each correct answer).**

#### **Evaluation Process**

<i>The number of correct answers to the tests</i>	<i>Number of points</i>
100	200
99	198
98	196
97	194
96	192
95	190
94	188
93	186
92	184
91	182
90	180
89	178
88	176
87	174
86	172
85	170
84	168
83	166
82	164
81	162

<i>The number of correct answers to the tests</i>	<i>Number of points</i>
80	160
79	158
78	156
77	154
76	152
75	150
74	148
73	146
72	144
71	142
70	140
69	138
68	136
67	134
66	132
65	130
64	128
63	126
62	124
61	122
60	120
59	118
58	116
57	114
56	112
55	110
54	108
53	106
52	104
51	102
50	100
1-49	unsatisfactory

An entrant is allowed to participate in the competitive selection for enrollment in studies, if the score of the professional entrance test is **at least 100 points**.

# EXAMINATION PROGRAM

**The task for the entrance test consists of tasks from the academic disciplines:**

1. International relations and world politics.
2. Diplomatic and consular service.
3. Theory of mass communication.
4. International communications.
5. International information.
6. Information and analytical activities in international relations.

**The main topics of the exam:**

***Discipline: «International relations and world politics»***

**Topic 1. Basic parameters of the modern system of international relations.**

The European system of international relations at the beginning of the XXI century. Conceptualization of international relations. Global trends in world politics. The transitional period from the bipolar system of international relations at the end of the 20th to the beginning of the 21st century. European system of international relations: basic components and dynamics of development. Organization of Security and Cooperation in Europe. The EU: the enlargement process and the latest transformational processes. Brexit 2016 – the withdrawal of Great Britain from the EU. NATO in 1999-2018. The Council of Europe and the expansion of the spatial framework of activity. Problems of military security in Europe. The impact of the economic crisis of 2008-2013 on international relations in Europe. The Balkan region after the disintegration of the SFRY. Intensification of discussions in the EU on key issues of international relations.

**Topic 2. International relations in the post-Soviet space.**

The phenomenon of «new Eastern Europe». Economic and social characteristics of the post-Soviet space and integration processes. Formation and activities of the Commonwealth of Independent States (CIS). Peculiarities of the foreign policy vector of Estonia, Latvia, and Lithuania. Transcaucasian region in international relations. Security problems and military-political interaction in the region. Organization of collective security agreement. Non-regional actors (EU, USA, China).

**Topic 3. International relations in the Middle East and Africa.**

General characteristics of regional systems of international relations. The Middle East conflict. Revolutions in the Arab countries of 2011. Foreign policy consequences of the «Arab Spring». The civil war in Syria and its impact on modern international relations. Modern foreign policy of Iran. The strengthening of Turkey and its regional policy in the 2000s. The situation in Afghanistan. The position of African states in the modern system of international relations, Economic Community of West African

Countries. The African policy of the leading Western states. Policy of the People's Republic of China in Africa.

#### **Topic 4. International relations in Asia and the APR.**

General characteristics of regional systems of international relations in Asia and the APR, India's foreign policy at the current stage. The problem of Indian-Pakistani relations. Foreign policy of Pakistan. Factor in the nuclear status of India and Pakistan. Regional policy of the People's Republic of China. Basics of foreign policy of South Asian states. Security problems in the Asia-Pacific region. The Korean Peninsula in the system of international relations. The first meeting of the leaders of the DPRK and South Korea (2018). Modern foreign policy of Japan. ASEAN activities. Adoption of the ASEAN Charter (2007). Shanghai Cooperation Organization. The main parameters of the foreign policy of Australia and New Zealand.

#### **Topic 5. Foreign policy of the USA, Canada and the American system of international relations.**

US foreign policy doctrine at the current stage. The desire to maintain world leadership. Foreign policy of the administration of D. Bush, Jr. The terrorist attacks of September 11, 2001 in New York and their international consequences. «New US Security Strategy» 2002 US invasion of Iraq. Export of democracy («color revolutions»). The withdrawal of the USA from the ABM system. The concept of American world leadership in B. Obama's foreign policy. Changes in the Iraqi vector of US foreign policy. Adjustment of foreign policy by the D. Trump administration. Aggravation of American-Chinese relations. The essence of the situation of «mutually assured economic destruction» in the relations between the United States and China. Basics of Canada's foreign policy. Inter-American system of international relations. Organization of American States. North American Free Trade Area (NAFTA). Latin America in the system of modern international relations.

#### **Topic 6. Foreign policy of Ukraine.**

Legal foundations of the foreign policy of independent Ukraine. The Law of Ukraine on National Security of 2003. The Law of Ukraine on the Principles of Internal and Foreign Policy of Ukraine of 2010. Ukrainian national interests and their support in domestic international activities. Priorities of Ukraine's activities in the post-Soviet space. Interests of Ukraine in relation to the countries of the post-Soviet space. Ukraine's policy regarding integration projects in the post-Soviet space: the CIS, EurAsEC. GUUAM: purpose, main directions and prospects of activity. Interests of Ukraine in GUUAM. Ukrainian-American relations. The place of the USA and Ukraine in the system of foreign policy priorities. Stages of Ukrainian-American relations. Problems of Ukrainian-American relations and mechanisms for overcoming them. The European Union and the countries of Western Europe in the foreign policy of Ukraine. Relations between Ukraine and the EU. EU policy regarding Ukraine. Ukraine's interests in relation to the EU. International legal framework and mechanism of

cooperation between Ukraine and the EU. Relations of Ukraine with the countries of Western Europe. Key interests of Ukraine in relation to the countries of Western Europe. Ukraine's relations with Germany, France, Great Britain. Ukraine's relations with Italy, Spain, Portugal, the countries of Northern Europe.

### ***Discipline «Diplomatic and Consular Service»***

#### **Topic 1. Requirements for the profession of a diplomat. Diplomatic ranks.**

The list of knowledge that belongs to the scope of a diplomat's functional responsibilities: special, professional skills, personal qualities. Diplomacy and strategic intelligence.

Diplomatic classes and ranks. Diplomatic ranks used in the activities of the Ukrainian diplomatic service. The legal procedure for their assignment.

#### **Topic 2. The procedure for recognizing states, establishing diplomatic relations and ending them.**

Establishment of diplomatic relations. The essence of the diplomatic representation of the state. The procedure for opening a diplomatic mission. The head of the diplomatic mission, his tasks and functions.

#### **Topic 3. Diplomatic representation, its organization and forms of work. Diplomatic correspondence.**

Peculiarities of functioning and tasks of a diplomatic mission. Staff of the diplomatic mission. Location of the diplomatic mission. The structure of the diplomatic mission, the functions of its departments.

#### **Topic 4. Diplomacy is an institution and instrument of Ukraine's foreign policy.**

Concepts and tasks of the diplomatic service. Functions and system of diplomatic service bodies. Personnel of the diplomatic service. The Ministry of Foreign Affairs of Ukraine: concepts, functions and structure, Department of Consular Service, representations of the Ministry of Foreign Affairs on the territory of Ukraine. Foreign diplomatic institutions of Ukraine. Functional missions within embassies. Permanent representations of Ukraine at international organizations.

#### **Topic 5. Consular service. Tasks and functions of consular institutions abroad in relation to citizens of Ukraine.**

Concept, task and system of bodies of consular service of Ukraine. Functions and structure of the consular institution. The main mission of consulates. Peculiarities of work of consular institutions in the border zone with the EU. Implementation of notarial actions and legalization of documents.

### ***Discipline «Theory of Mass Communication»***

#### **Topic 1. Mass communication in scientific discourse. The process of mass communication and the conceptual foundations of media influence**



Concepts and stages of development of mass communication. Subject field of mass communication theory. The modern theory of mass communication as an interdisciplinary polyobject direction. Main scientific currents, principles and approaches to the study of mass communication. Works on the theory of mass communication by representatives of the Frankfurt School (T. Adorno, V. Benjamin, G. Marcuse, M. Horkheimer).

The essence, structure of the mass communication process. Elements of mass communication. Message in mass communication. News selection criteria. Consumers of media products. Types of mass communication (mass media communications, advertising communications, PR communications, propaganda communications, campaign communications). Formats of mass communication (live broadcast format, news format, journalistic program format, advertising campaign format, etc.). Forms of mass communication (institutional forms of mass communication, journalistic-analytical, narrative, demonstrative-entertaining, suggestive). Manipulative form of mass communication, its features and dangers. Means, methods, techniques of mass communication influence.

Means of mass communication: concept, typology. Media: press, radio, television, Internet. Means of mass influence: theater, cinema, circus, spectacles, literature. Actually, technical means of communication: mail, telephone, telefax, modem. Features of mass communication channels. Mass communication as a factor of international relations. Types of communicators in mass communication in the modern world.

## **Topic 2. Modern research approaches to the study of mass communication**

Normative models of interaction between mass media and the state. Theoretical and methodological syncretism. Changing the functionalist paradigm with an alternative (multi-paradigm) paradigm. The main features of the alternative paradigm. Authoritarian theory, its essence, explanatory possibilities. Theory of independent press (libertarian theory, theory of free press). Theory of social responsibility. Theory for media development period. What unites the media theory of the period of development with other normative theories. The theory of democratic participation, its essence, advantages, opportunities and disadvantages in various social situations.

Theory of mass communication by Herbert Marshall McLuhan and D. McQuail. H. M. McLuhan's media theory as a new turn in the evaluation of media. H. M. McLuhan on cold and hot means of communication. H. M. McLuhan on the changes caused by the introduction of writing and printing as Media. Media theory as amputation. A map of mass media theories proposed by D. McQuail. Mediation process, types and elements of mass media. Principles, structures and functioning of mass media. The problem of the mass media's responsibility to society. D. McQuail on information, network communication and the Internet.

### **Topic 3. The structure of the mass communication system. Characteristics of mass media channels and directions of their activity**

Globalization of mass communication systems. Mediocracy and its features in developed and new democracies. Mass media selection. Mass media transformation. Real and mediated events. Staged events (pseudo-events) and their coverage in the media.

Printed media, their development, features of information transmission, their impact. Types of print media: frequency of publication, method of distribution, area of distribution, style of information, degree of journalistic independence. Audiovisual media (radio and television). Radio: development, features of information transmission and influence. Television: development, features of information transmission, influence. Types of audiovisual media by software product and organizational and legal form. Multimedia mass media.

The Internet as a means of mass information: development, features of information transmission, influence. Types of Internet communications. Primary resources on the World Wide Web. State primary resources, media primary resources, primary resources of civil society institutions. Communications by e-mail. Thematic Internet forums. chats Intranets.

Typology of the periodical press. Development of print media. Socio-legal TV as a Western European model. Principles of public broadcasting. Commercial television networks as the American model of national broadcasting. Prospects for the development of digital television. State, public, commercial, private and international radio broadcasting. Information agencies.

### **Topic 4. Audience of mass communication**

Theories of unlimited and limited influence of mass communication on people. Magic bullet theory. Concepts of propaganda. U. Lippman's theory of public opinion formation.

Mass media audience. Features of the mass audience. Real and potential audience. Specialized and mass audience. Target audience. Social needs as an objective basis of information needs. Subjective and objective characteristics of the audience: information needs, interests, motives for turning to mass media, requests, expectations, characteristics of mass information consumption. News as a genre of journalism.

Trends in the information behavior of the audience of modern Ukrainian mass media. Attitude of the audience towards mass media. Creation of materials for specific types and groups of mass audiences. Means of manipulating consciousness as an element of mass communications. Verbal aggression as a means of manipulating consciousness in the field of mass communications. Information wars as a form of influence on the mass audience.

### **Topic 5. Research of new media at the turn of the XX-XXI centuries.**

Three models of modern media systems (Daniel S. Gallin, Paolo Mancini). New approaches to the study of media. Theories and concepts of computer communication. Study of modern trends in mass communication: globalization, demassovization, conglomeration, convergence, concept of interactive society. Features of the audience of the multichannel media environment. Journalism in the context of new media. Public sphere and new media. New media, network society. Parameters according to which modern media systems are studied.

Effects of mass communication. Actualization of the study of the effects of mass communication in various spheres of social life. The concept of the effect of mass communication. Stages and main theories of the study of the effects of mass communication. Sources of information about the effects of mass communication. Areas of mass media activity: model of awareness (model of attention or lemmatization); model of importance (model of emphasizing or evaluating topics); model of priorities (advantages or structuring of topics).

## ***Discipline «International Communications»***

### **Topic 1. Communication and its role in international relations, features of international communications. Basic models and methods of communication.**

Basic concepts. The role of communications in modern society. General characteristics of communication. The foreign policy image of Ukraine and the tasks of international communications. Differences in international communications. Asymmetry of international information exchange. Theory of negotiations. Negotiations with terrorists. Coercive diplomacy. Main problems and tasks of modeling. Types of models. Communication models related to argumentation. Models of image communication. Basic approaches to communication analysis. Content analysis. Analysis of the texts of political leaders. Cognitive mapping and operational coding.

### **Topic 2. International communications in the conditions of the digital economy. International business communications and communicative discourses.**

Implementation and use of digital technologies for storage, processing and transmission of information in all spheres of human activity. The concept of «digital economy». Principles of digitization of the economy of Ukraine. Concept and functions of «business communication». Signs of business communications. Tools and principles of business communications. Concept of discourse. Political discourse. Etiquette discourse.

### **Topic 3. International political communications and communications in the field of culture**

Concepts and subjects of political communication. External and internal political communication. Political information. Levels of information flows in the system of political communication. Culture and society The impact of internationalization and globalization on society. Examples of cultural differences. Peculiarities of the interaction of cultures.

### **Topic 4. Latest information technologies in international communication. Technical aspects of international communications.**

Requirements for the latest information technologies. Public relations. Propaganda. Communication in the theory of decision-making. Communication and intelligence. Data transmission media. Data transmission systems. Communication lines and channels. Evaluation of information transmission systems.

### **Topic 5. Information conflicts and communication. Strategic international communications of Ukraine.**

Examples of information conflicts. Conflict in the knowledge system of conflictology. Information asymmetry and conflict. Cyber crime and terrorism. Conceptual and applied aspects of strategic communications as an innovative tool in the field of international relations. The role of strategic communications in the practice of diplomatic activity of leading international actors and Ukraine.

***Discipline: «International information»***

**Topic 1. Basic concepts of international information relations.**

International information relations. Global information society. Global information infrastructure. International information space. International exchange of information. International information policy. Formation of international information relations as a specialized field of international cooperation. Basic concepts of international information relations. Principles of international information relations. Subjects and objects of international information relations. The problem of asymmetry of information development and the «information gap».

**Topic 2. Information paradigm of global development.**

Conceptual approaches to the study of the phenomenon of globalization of communication. Scientific theories of transformation of international relations based on the phenomenon of globalization of communication. Theoretical and applied aspects of the formation and development of the global information society. Models of formation of information society. International, regional and national strategies for building an information society.

**Topic 3. International information activity. Information activities of global and regional international organizations.**

International information activity: concepts, types and its main directions. Purpose and functions of international information activities. International treaties and agreements in the field of information. The role of international information in the UN system. Activities of the UN Information Committee. The main functions of the Department of Public Information of the United Nations. Activities of UN information centers. UNESCO's role in solving world information problems. UNESCO strategies in the field of information and communication.

**Topic 4. Information wars.**

The emergence of the term «information war». Strategic information struggle. The task and purpose of information wars. Methods and methods of conducting information wars. The history of the development of information warfare technology. The generation of modern information wars. Types of information warfare: psychological warfare, cyber warfare, network warfare, ideological sabotage, etc. Forms of information struggle in modern information wars.

**Topic 5. Information security.**

Concept and essence of information security of the country. Mechanism for ensuring national information security. State policy of Ukraine in the field of national information space. National interests in the information sphere. The policy of formation of the national information space. Information security in the modern world. Information security strategy. Classification of information according to the degree of its secrecy. International aspect of information protection.

***Discipline: «Information and analytical activity in international relations»***

**Topic 1. Information and analytical activity (IAA) in the structure of information activity.**

Information as a basis for the study of information and analytical activity. The concept of information, analytical, information-analytical activity (IAA). Types of IAA. Methods of IAA. IAA levels. Functions of IAA. Object and subject of information and analytical work. The IAW process and its main stages. Sources. Open and closed sources and their varieties. Sources of information discovery. Basic requirements for sources of information.

IAA in the structure of international relations. Information search. Regulation of information search: nominal, predicate, semantic, situational methods. Disinformation and its types.

### **Topic 2. Content of information and analytical work (IAW).**

Informational and analytical research as the initial concept of IAA. Stages of IAA research. IAW organization. Means of IAW. Intellectual means. Technical means. Use of automated data banks, information networks and communications. Automated analyst workplace. Expert systems. Concepts, types, forms and tasks of information and analytical research. Strategy of analytical work (main principles).

Stages of information and analytical research. Defining the problem situation. Formulation of the purpose and objectives of the research. Development of hypotheses, selection of models. Development of the program, work plan and research tools. Basics of processing incoming information flows and issuing analytical products. Assessment of reliability of information. Verification of information.

Technological aspects of information and analytical research. Source information for information and analytical research. The document, its types and classification. Primary document and secondary document level of information. Types of primary and secondary documents. Bibliographic documents. Structure and functions of the document.

**Topic 3. Methodological aspects of IAA. Method, methodology, technique.** Correlation of methodology and method. Principles and methods of international information research. A systematic approach in information and analytical research. Methods and techniques that form the basis of information and analytical research. Methods of developing hypotheses and their requirements. Scientific, general, working hypothesis. Characteristics of complex research methods and basic analytical methods (modeling, extrapolation, methods of expert evaluations, «brainstorming», the Delphi method).

Content analysis as a formalized method of document analysis. Main characteristics, principles and types of content analysis. Event analysis. Cognitive mapping. Assumptions and predictions in information and analytical activities. The essence and content of scientific prediction. Classification of forecasting methods. Typology of forecasts in the field of international relations.

**Topic 4. Methods of analytical and synthetic processing of primary information.**

Analytical and synthetic processing of documents as a reflection of general regularities of the mental process. Information analysis. Information and search systems: traditional (library catalogs, bibliographic and factual card files, bibliographic indexes, various information publications) and non-traditional (bibliographic, abstract and factual databases). General scientific methods in the processes of analytical and synthetic processing of documents: analysis, synthesis, generalization, abstraction, etc. Methods of statistical analysis: correlation analysis, factor analysis.

**Topic 5. Information and analytical work in foreign institutions.**

Basics of organization of state work on the collection and analysis of foreign policy information. The main sources of information used by employees of foreign missions. The main conditions for foreign policy information.

Disinformation, forwarded information. Behind-the-scenes diplomacy as a way of gathering information. Diplomatic documents. Types of information documents prepared in embassies, consulates general and trade missions.

Specific features of information and analytical support of state authorities. Functions of foreign intelligence. Types of intelligence. Evaluation of intelligence information. Credibility, relevance and completeness of intelligence information. Responsibility, analytical level and value of intelligence information. Peculiarities of intelligence information.

**LIST OF QUESTIONS FOR THE EXAM**

*Discipline: «International relations and world politics»*

1. International relations and foreign policy of the second half of the 40s - in the 60s of the 20th century.
2. World politics in the 1970s and 1980s.
3. The end of the «Cold War» and the main trends in the development of world politics in the late 1980s and early 1990s of the 20th century.
4. Processes of European integration in the second half of the 20th century.
5. The American system of international relations of the second half of the 20th - beginning of the 21st century.
6. The system of international relations of Central-Eastern Europe in the second half of the 20th century.
7. International relations in the Middle East and Africa in the age of the bipolar system of international relations:
8. International relations in Asia and the APR in the second half of the 20th century.
9. Basic parameters of the modern system of international relations.
10. International relations in the post-Soviet space.
11. The European system of international relations at the current stage.
12. International relations in the Middle East and Africa.
13. International relations in South Asia and the APR.
14. Foreign policy of the USA, Canada and the American system of international relations at the current stage.
15. Foreign policy of Ukraine from the declaration of independence to the present day.

***Discipline: «Diplomatic and Consular Service»***

1. Formation and development of diplomacy and the diplomatic service in Ukraine.
2. Central (internal) constitutional bodies of external relations, their tasks and functions.
3. Foreign bodies of external relations, their types and peculiarities of their practical activity.
4. Specialized bodies of external relations. Peculiarities of their functioning.
5. Order and procedure for appointing ambassadors and consuls.
6. The role and significance of permanent representations at international organizations. Structure and personnel. Privileges and immunities.
7. Concepts and types of international conferences and meetings. Organization of their work.
8. Structure and methods of work of the Ministry of Foreign Affairs of Ukraine.
9. To reveal the meaning of «immunity from jurisdiction».
10. Reveal the concept of «personal integrity».



11. Types and structure of diplomatic missions abroad.
12. Personnel of diplomatic missions and their categories. Diplomatic ranks of Ukraine.
13. Functions of diplomatic missions, principles and means of their implementation.
14. Personal privileges and immunities of diplomatic mission personnel: full and limited.
15. Peculiarities of establishing consular relations. Purpose of the consular service, its goals and tasks.
16. Beginning and end of the consular mission.
17. The procedure for appointing a consul to a position.
18. Consular offices: their classification, legal status and peculiarities of activity.
19. Duties of consular mission officials.
20. The structure of the diplomatic mission abroad.

***Discipline: «Theory of Mass Communication»***

1. Concept of mass communication and modern media space.
2. Stages of mass communication development. Stages of media influence research. Perspectives on mass communication by Carl Hovland, Paul Lazarsfeld, Harold Lasswell, Kurt Lewin, Samuel Stauffer, Douglas Waples.
3. The process of mass communication, its essence, structure, components. Features of mass communication channels.
4. Globalization of mass communication systems.
5. Main scientific currents, principles and approaches to the study of mass communication. Three models of modern media systems (Daniel S. Gallin, Paolo Mancini).
6. Theories of unlimited and limited influence of mass communication on people. Magic bullet theory. Concepts of propaganda. U. Lippman's theory of public opinion formation.
7. Normative theories of interaction between mass media and the state. Four theories of the press by F. Siebert, U. Schramm, T. Peterson.
8. H. M. McLuhan's theory of mass communication.
9. Theory of mass communication by D. McQuail.
10. Works on the theory of mass communication by representatives of the Frankfurt School (T. Adorno, V. Benjamin, G. Marcuse, M. Horkheimer).
11. Formats of mass communication (live broadcast format, news format, journalistic program format, advertising campaign format, etc.).
12. Forms of mass communication (institutional forms of mass communication, journalistic-analytical, narrative, demonstrative-entertaining, suggestive). Manipulative form of mass communication, its features and dangers.
13. Types of mass communication and their characteristics (mass media communications, advertising communications, PR communications, propaganda, campaigning communications).

14. Concept of new media. Their place in the modern media market and prospects for development in the conditions of informatization of society. Classification of new media.

15. Parameters by which modern media systems are studied. Factors of mass communication. The theory of framing and the development of mass communications. The theory of priming and the development of mass communications.

16. Means of mass communication: concept, typology. mass media: press, radio, television, Internet; means of mass influence: theater, cinema, circus, spectacles, literature; actual technical means: mail, telephone, telefax, modem.

17. Audience of mass communication: concepts, types, characteristics.

18. Areas of mass media activity: model of awareness (model of attention or lemmatization); model of importance (model of emphasizing or evaluating topics); model of priorities (advantages or structuring of topics).

19. Media literacy: concepts, principles, role of media education in increasing media literacy of various social groups.

20. Effects of mass communication. Research stages and main theories of mass communication effects.

***Discipline: «International Communications»***

1. Communication and its role in international relations.
2. Basic models of communication.
3. Methods of communicative analysis.
4. Communicative discourses.
5. Theory of negotiations.
6. Features of international communications.
7. International communications in the conditions of the digital economy.
8. International business communications.
9. International political communications.
10. Models of image communication.
11. External and internal political communication.
12. International communications in the field of culture.
13. The latest information technologies in international communication.
14. Communication and intelligence.
15. Technical aspects of international communications.
16. Information conflicts and communication.
17. Cyber crime and terrorism.
18. Strategic international communications of Ukraine.
19. Conceptual and applied aspects of strategic communications as an innovative tool in the field of international relations.
20. The role of strategic communications in the practice of diplomatic activity of leading international actors and Ukraine.

***Discipline: «International information»***

1. Main features of information civilization.
2. Subjects and objects of information relations.
3. Main types of information activities.
4. Types of information by content.
5. International information activity.
6. International information space.
7. Definition of international information and its function.
8. Identification of sources of information.
9. Classification of information sources.
10. Interpersonal sources of information.
11. Indirect sources of information.
12. Sources of a general nature.
13. Sources of special and personal information.
14. Closed and confidential sources of information.
15. Basic principles of international information law.
16. International documents that guarantee human rights to information.
17. Concept of information security.
18. International information security.
19. Main directions of international cooperation in the field of ensuring information security.
20. The concept of information weapons.

***Discipline: «Information and analytical activity in international relations»***

1. Tasks of the IAA in the system of international relations.
2. Criteria for evaluating analytical information.
3. Sources of information. Misinformation.
4. The main stages of information and analytical research.
5. Means of information and analytical work.
6. Document resources and their types.
7. Primary document and secondary document levels of information.
8. Methods and approaches in information and analytical research.
9. Methods of developing hypotheses and their requirements.
10. Basic analytical methods.
11. Assumptions and predictions in information and analytical activities.
12. Basics of analytical and synthetic processing of document information.
13. Analytical and synthetic data processing methods.
14. Content analysis as a method of information and analytical research.
15. Event analysis as a method of information and analytical research.
16. Forecasting methods.

17. Generalization as a method of processing information.
18. Information and analytical structures.
19. The main tasks of the state information and analytical structures of Ukraine in the field of international relations.
20. Provision of state authorities with intelligence information. Types and features of intelligence information.

## LIST OF RECOMMENDED LITERATURE

### *Discipline: «International relations and world politics»*

1. Бадах Ю. Г. «Холодна війна» та її виміри (1946-1991) / Ю. Г. Бадах. К.: КНТЕУ, 2009. 456 с.
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The program is approved by:

at the meeting of the Department of International Relations, International Information and Security, protocol No. 13 dated March 25, 2024

The program was agreed upon:

at the meeting of the Scientific and Methodological Commission of the Faculty of International Economic Relations and Tourism Business, protocol No. 11 dated 03/26/2024

at the meeting of the Academic Council of the Faculty of International Economic Relations and Tourism Business, protocol No. 14 of March 28, 2024

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Approved at the meeting of the Admissions Committee of V.N. Karazin Kharkiv  
National University, protocol № 2\_ date 15.04. 2024.

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