МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО
на засіданні кафедри
міжнародних економічних відносин
Протокол № 1 від 28.08.2023 р.

ПОГОДЖЕНО
Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО

МІЖНАРОДНА ІНФОРМАЦІЯ

робоча програма навчальної дисципліни (РПНД)

Галузь знань	*29 «Міжнародні відносини»*
Спеціальність	*292 «Міжнародні економічні відносини»*
Освітній рівень	*перший (бакалаврський) рівень*
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Статус дисципліни	*вибіркова*
Мова викладання, навчання та оцінювання	*англійська*

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Харків
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

APPROVED
at the meeting of the department
international economic relations

Protocol № 1 of 28.08.2023

AGREED
Vice-rector for educational and methodical work

Karina NEMASHKALO

№02071211

INTERNATIONAL INFORMATION
Program of the course

Field of knowledge	**29 "International Relations"**
Specialty	**292 "International Economic Relations"**
Study cycle	**first (bachelor)**
Study programme	**International Business**

Course status	**elective**
Language	**English**

Developers:
PhD, Associate Professor _____ Hanna IVASHCHENKO

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Kharkiv
2023

INTRODUCTION

At the current stage of human development, information is not only an everyday resource, but also a kind of "weapon", the possession of which makes it possible to manage entire economic systems, or rather to build strategies for international economic relations, to achieve certain political, economic, military and other goals in the international arena . At the same time, information is a resource that expands human capabilities, reveals new ways of social development, creates conditions for a comfortable life and economic growth. Today, the advantage is gained by someone who knows how to work with information, evaluate various information from the point of view of their reliability, objectivity, completeness, relevance, importance, and also create their own information.

The academic discipline "International information" is devoted to the most urgent issues of management and use of information and information and communication technologies in modern international economic relations.

The academic discipline "International Information" is a selective academic discipline and is studied in accordance with the curriculum for training specialists of the "bachelor" educational level, specialty 292 "International Economic Relations", educational and professional program "International Business" of all forms of education.

The purpose of teaching the academic discipline "International Information" is to provide knowledge about the methodology and specific technologies of information and analytical activity in the field of international economic relations, methods and forms of searching, obtaining, obtaining, accumulating, primary processing and deep transformation of relevant information.

The main tasks of studying the discipline "International Information" are:

to form a clear idea and understanding of the essence of international information, its role in modern international economic relations;

providing applicants with the basics of forecasting and modeling international economic relations, accumulating skills in planning foreign economic activity.

The object of study of the academic discipline is information about events and phenomena in the field of international economic relations.

The subject of study of the academic discipline is the main provisions of the information and analytical activity of specialists in international economic relations.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Competences	Learning outcomes
SC1	LO 4
SC3	LO8
SC5	LO3
SC10	LO17
SC12	LO19
SC15	LO20

where: SC1. The ability to distinguish characteristic signs and trends of the development of the world economy, peculiarities of the implementation of economic policy and world integration/disintegration processes, including Euro-Atlantic integration

SC3. The ability to identify the peculiarities of the functioning of the environment of international economic relations and models of economic development.

SC5. The ability to carry out comprehensive analysis and monitoring of global market conditions, to assess changes in the international environment and to be able to adapt to them.

SC10. The ability to justify the feasibility of using legal, economic and diplomatic methods (means) to resolve conflict situations at the international level.

SC12. Ability to use regulatory documents and reference materials when performing professional activities in the field of international economic relations.

SC15. The ability to apply the methods, rules and principles of functioning of international economic relations for the development of Ukraine's foreign economic activity.

LO3. Use modern information and communication technologies, general and special purpose software packages.

LO 4. Systematize and organize the received information about processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations taking into account the peculiarities of the national and international environment.

LO8. To understand, highlight and describe new phenomena, processes and trends of global development, mechanisms and tools for the implementation of economic policy and world integration / disintegration processes, including Euro-Atlantic integration

LO17. To determine the causes, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of solving them at the international level, defending the national interests of Ukraine.

LO19. Understand and apply current legislation, international regulatory documents and agreements, reference materials, current standards and technical conditions, etc. in the field of international economic relations.

LO20. Defend the national interests of Ukraine, taking into account the security component of international economic relations.

COURSE CONTENT

Content module 1. Basics of international information

Topic 1. International information as a component of global communication

Subject, concept and structure of international information. The concept of "information explosion". The main stages and consequences of the "information explosion". Causes and consequences of the information explosion. Information barriers. Information literacy as a response to the challenges of the "information explosion". Threats and advantages of continuous growth of information in the world. Features of the activity of an international information specialist. Sources of information: types and classification. International information: concept, content and functions. International relations in the field of information. Information product and information services in the context of international economic relations. International information: concept, content and functions. International relations in the field of information. Information resources: concepts and classification. Information needs: essence and types. Information products and information services in the context of international relations. The main categories of information consumers and their information culture. World practice of information education.

Topic 2. Information society

The concept of "information society". The concept of information society T. Umesao. The concept of information society by J. Masuda. The concept of information society by U. Martin. D. Bel's concept of post-industrial society. The concept of technotronic society Collection. Brzezinski. E. Toffler's concept of information society. The concept of network society by M. Castells. Critical theory of society T. Adorno. The theory of communicative action by Y. Habermas. Theory of social communications by N. Luman. Critical theory of J. Baudrillard. M. McLuhan's media theory. Information society: main criteria and features. Formation and development of the information society in the modern world. Information environment: essence and basic concepts. Types of subject areas of the information environment. Ukraine: prerequisites for the transition to the information society. The role of authorities in the formation of the information society. Peculiarities and possible ways of building the information society in Ukraine. The current state of formation of the information society in Ukraine, the main obstacles.

Topic 3. Information resources and information needs

Concept of information resources and their classification. Shifting of emphasis in society in the hierarchy of social needs. Information needs, their importance in the XXI century. Systematization of information needs. Correlation of information needs with information interests and information requests. Dynamics of information needs

and factors of their development. Basic methods of information needs research. Information products and information services, their structure. Main categories of information consumers. Information culture of information consumers. World practice of information education. Corporate social responsibility of international business in the field of informatization. Concept and structure of "information culture". World coordination of educational efforts in the field of international information.

Topic 4. Information and analytical activity in international relations

The concept of information and analytical activity. Purpose and specificity of information and analytical activity. The main tasks of information and analytical activity. Characteristics of world information and analytical centers. Tasks, functions and types of information and analytical centers. Basic requirements for the activity of information and analytical centers. Peculiarities of the formation of world information and analytical centers. Trends in their development. The concept of "thought factory". Their specificity. The concept of "brain centers", their specifics. Trends in the development of "think tanks" in Ukraine. The main tasks and functions of information and analytical work in international relations. Classification of thought factories operating in international relations. Formation and development of thought factories and brain centers of Ukraine. Structure and peculiarities of activity of information and analytical centers of Ukraine.

Topic 5. Extraction and processing of documents of international information

The concept of a document in international information and its quality. International legal documents that regulate information relations. Their characteristics. Methodology of information search of documents. The specifics of the formation of an international base and the preparation of an informational and analytical document. Methods of developing analytical forecasts in international relations. General classification of documents. International standards in the field of documentation management.

Content module 2. International information activity

Topic 6. International information activity

International information activity. Access to information in developed countries of Europe, USA and Canada. World information market. International information activity: concepts, types and its main directions. Purpose and functions of international information activities. Information activities of world and regional international organizations. 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. Information activities of the UN at the current stage. Regulation of international information flows in order to eliminate disparities in information exchange. UNESCO's role in solving world information problems. Support of linguistic and cultural diversity in the information society.

Topic 7. Technologies of international information

The concept of "international information technology". News broadcasting technologies: meaningful essence and examples. The impact of news broadcasting technologies on international relations. Peculiarities of the transmission of international analytics. Management technology of "applied" technologies - information megatechnologies. "International information systems": concepts and main stages of development. Basic classifications of information systems. Legal aspect of international information systems. Classification and architecture of international information systems. Technologies for conducting reviews of various international analytical agencies. The concept of "Internet" and its significance for the development of the modern world. The concept of "information management technology". The concept of "communication process" and its systemic characteristics.

Topic 8. Mass media in the modern world: political realities and development prospects

Concepts, types and functions of mass media. The phenomenon of the communication process. The concept of mass information. Structure and functions of mass media. The concept of the public sphere and its formation in the conditions of Ukraine. Market nature of mass media. Public functions of mass media. The role of international law in the activities of modern mass media. Public media as an alternative. Internet journalism and Internet activism. Methods of analysis when conducting communication campaigns. The concept of communicative rational power by Y. Habermas. The phenomenon of Public Relations (PR) in modern society. The concept of "Public Relations". Two components of PR. Public Relations as a management function and its relationship with marketing and branding. Basic goals in the field of PR activities. Differences between PR and propaganda. "Soft" power of countries. Formation of mass media of the country's reputation in the international arena. Prospects for the formation of the public sphere in Ukraine. The concept of "public media" and its examples. Methods of studying communication campaigns.

Topic 9. Information wars

Information war: concept, purpose and tasks. Strategic information struggle. The task and purpose of information wars. Methods and methods of conducting information wars. Laws, regularities and principles of information wars. The history of the development of information warfare technology. The generation of modern information wars. Types of information wars: psychological war, conscientious war, cyber war, network war, ideological sabotage, radio-electronic warfare, etc. Forms of information struggle in modern information wars. Use of information weapons in modern information wars.

Topic 10. Information security

Information security of the country: concept and essence. 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. International aspect of information protection. Information security strategy.

Owners of protected information. Classification of information according to the degree of its secrecy. Information security in commercial networks. International aspect of information protection. State policy of Ukraine in the sphere of protection of the national information space. The main principles of ensuring cyber security of Ukraine Paradigm of information security of Ukraine. Modern trends in the development of international information.

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

The list of practical (seminar)) / laboratory studies

Name of the topic and/or task	Content
Topic 1. Practice session. Task 1.	Practice session on identifying the threats and benefits of the continuous growth of information in the world.
Topic 2. Laboratory session. Task 2.	It is necessary to analyze the sources of international information, their types and classification. Consider the main categories of information consumers and their information culture.
Topic 3. Practice session. Task 3.	Formation and development of the information society in the modern world.
Topic 4. Laboratory session. Task 4.	It is necessary to analyze the advantages and disadvantages of the development of the information society.
Topic 5. Practice session. Task 5.	Comparative characteristics of databases of international scientific information.
Topic 6. Laboratory session. Task 6.	It is necessary to carry out a comparative analysis of databases of international scientific information.
Topic 7. Practice session. Task 7.	Analysis of countries' place in international rankings
Topic 8. Laboratory session. Task 8.	It is necessary to analyze the place of the selected country in international rankings.
Topic 9. Practice session.	Extraction and processing of documents of international

Task 9.	information.
Topic 10. Laboratory session. Task 10.	It is necessary to define official documents. It is necessary to conduct a comparative analysis of official sources of political information in different countries.

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1. International information as a component of global communication. Topic 2. Information society. Topic 3. Information resources and information needs. Topic 4. Information and analytical activity in international relations. Topic 5. Extraction and processing of documents of international information. Topic 6. International information activity. Topic 7. Technologies of international information. Topic 8. Mass media in the modern world: political realities and development prospects. Topic 9. Information wars. Topic 10. Information security.	Study of lecture material on international information, normative and administrative documents and reference materials and familiarization with the main sources of international information
Topic 1. International information as a component of global communication. Topic 2. Information society. Topic 3. Information resources and information needs. Topic 4. Information and analytical activity in international relations. Topic 5. Extraction and processing of documents of international information. Topic 6. International information activity. Topic 7. Technologies of international	Preparation for practical and laboratory classes

information. Topic 8. Mass media in the modern world: political realities and development prospects. Topic 9. Information wars. Topic 10. Information security.	
Topic 5. Extraction and processing of documents of international information. Topic 6. International information activity. Topic 7. Technologies of international information. Topic 8. Mass media in the modern world: political realities and development prospects. Topic 9. Information wars. Topic 10. Information security.	Essay writing, survey preparation
Topic 1. International information as a component of global communication. Topic 2. Information society. Topic 3. Information resources and information needs. Topic 4. Information and analytical activity in international relations. Topic 5. Extraction and processing of documents of international information. Topic 6. International information activity. Topic 7. Technologies of international information. Topic 8. Mass media in the modern world: political realities and development prospects. Topic 9. Information wars. Topic 10. Information security.	Preparation for the exam

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching an educational discipline, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such learning methods as:

Verbal (lecture (Topics 1 – 3, 5, 6, 8), mini-lectures (Topics 4, 7), problem lectures (Topics 6, 8, 9, 10)).

In person (demonstration (Topics 1 – 10)).

Practical (practical work (Topics 1, 3, 5, 9, 10), laboratory work (Topics 2, 4, 6, 7, 8), seminars (Topics 1, 6, 8), seminar-discussions (Topics 2, 7).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

− for courses with a form of semester control as an exam: maximum amount is 60 points; minimum amount required is 35 points.

The final control includes current control and an exam.

Semester control is carried out in the form of a semester exam or grading.

The final grade in the course is determined:

− for disciplines with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

During the teaching of the course, the following control measures are used:c discipline, the following control measures are used:

Current control: active work in pairs (12 points), survey (8 points), current control works (10 points), homework (7 points), creative task (6 points), essay writing (10 points), colloquium (7 points).

Semester control: Grading including Exam (40 points).

More detailed information on the assessment system is provided in technological card of the course.

An example of an exam card and assessment criteria.

An example of an examination card

Semyon Kuznets Kharkiv National University of Economics
First (bachelor) level of higher education
Specialty 292 "International Economic Relations"
Educational and professional program "International Business".
Educational discipline "International information"

Examination card № 1

Task 1 (stereotypical)

Choose the correct answer:

1. The author of the report "Many Voices, One World" published in 1980 was:

1) Sh. Mac Bride,

2) M. McLuhan,

3) M. Bangeman,

4) Z. Brzezinsky.

2. WSIS is -

1) World Symposium of the Information Community,

2) World Summit of the Information Society,

3) World Union of Information Societies,

4) World Summit of Information Cooperation,

5) World Information Community Service.

3. UNIDO provides information on

1) companies,

2) state policy,

3) world celebrities,

4) exchange rates.

4. The European Audiovisual Observatory is an institution

1) NATO,

2) Council of Europe,

3) CEI,

4) OSCE.

5. The principles of information policy of Ukraine are set out in:

1) Informatization program,

2) the Law of Ukraine "On Information",

3) the Law of Ukraine "On the Basic Principles of Information Society Development in Ukraine for 2007-2015",

4) Law "On access to public information".

6. The ERASMUS program concerns the field

1) ICT,

2) education,

3) medicine,

4) administration.

7. The main principles of EU communication policy are set out in

1) The White Paper on EU Communication Policy,

2) The Green Book on EU communication policy,

3) reports of Bangeman.

8. The main directions of EU audiovisual policy are outlined in

1) The White Paper on EU Communication Policy,

2) Directive "Television without borders",

3) the MEDIA program,

4) reports of Bangeman.

9. The state of protection of the human psyche from negative influence is
1) information security of society,
2) information security of the person,
3) information security of the state.

Choose an extra option:
10. Information security is a state of security
1) state power,
2) individuals, states, societies,
3) information,
4) information environment.

Task 2 (stereotypical)
Match the term with its definition:

Term	Definition
1. Electronic diplomacy 2. Lobbying 3. Statistical information 4. International information 5. Image diplomacy	a) representation of organized influence groups at the level of international, supranational regional and national institutions to ensure national and corporate interests
	b) the use of global information and communication networks in international relations, covering the practice of interstate cooperation, the system of foreign policy decision-making, communication of diplomatic missions, which are carried out with the help of innovative technologies;
	c) formation and support of the image of national interests in the system of international relations and positive world public opinion, clarification of foreign policy with the help of image technologies
	d) a set of information about the system of international relations, as well as the structure, general properties of information and issues related to the search, collection, analysis, storage and distribution of information in the system of international relations.
	e) official documented state information that gives a quantitative description of mass phenomena and processes occurring in the economic, social, cultural and other spheres of life.

Task 3 (diagnostic)
Give three examples of such types of information as: statistical, mass and legal.

Task 4 (diagnostic)

You want to start your business - cleaning services. Justify which form of business is the most optimal - distribution via the Internet or opening a small company. What information needs to be analyzed for this (specify its types and sources)

Task 5 (diagnostic)

Write a short essay (10–15 sentences) on the topic "The role of international information in the development of international economic relations."

Evaluation criteria

The final marks for the exam consist of the sum of the marks for the completion of all tasks, rounded to a whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, time-consumingness, and importance for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other as follows:

Task 1 (stereotype). (5 points)
0.5 points for a correct answer to the test task

Task 2 (stereotype). (4 points)
Evaluation depends on the correctness of the established correspondence between the term and its definition.

Task 3 (diagnostic). (8 points)
Evaluation depends on the correctness of the given examples of types of information.
5 points – examples of types of information are given;
3 points - types of information are detailed.

Task 4 (diagnostic). (9 points)
Evaluation depends on the completeness of the answer.
5 points – types of information are correctly disclosed;
4 points – sources of information are correctly disclosed.

Task 5 (diagnostic). (12 points)
Evaluation depends on the completeness and reasonableness of the answer.
5 points – the topic of the short essay is revealed;
7 points – the topic is substantiated and proven.

Approved at the meeting of the "International Economic Relations" department
Protocol No. 1 dated August 28, 2023

Head of the department _____ Iryna OTENKO
                                         (signature)   (surname and name)

Examiner   _____ Hanna IVASHENKO
                                         (signature)   (surname and name)

RECOMMENDED LITERATURE

Main

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7. Zaporozhets O.Yu. International information. Synopsis of lectures. - K.: Free Press Center, 2018. - 38 p.

8. Murenets, I. G. Business management in an international environment / I. G. Murenets // 2022: Current issues in the development of the world economy and international cooperation. [Electronic resource]. - Access mode: http://repository.hneu.edu.ua/handle/123456789/27778

9. Yudin O. K. Information security of the state: training. manual / O. K. Yudin, V. M. Bogush. - Kh.: Konsum, 2018. - 576 p.

10. Makarenko E. A. Information society, politics, law in the program activities of UNESCO: monogr. / E. A. Makarenko. - K.: Our culture and science, 2018. - 384 p.

Information resources

11. European Observatory of Information Technologies [Electronic resource] - Access mode: http://www.eito.com/.

12. European Institute of Media [Electronic resource] - Access mode: http://www.eim.org.

13. Information wars [Electronic resource] - Access mode: http://www.infowar.com.

14. International Public Relations Association [Electronic resource] - Access mode: http://www.ipra.org.

15. Official website of the Ministry of Information Policy of Ukraine. – Access mode: https://mip.gov.ua/

16. International information. – Access mode: https://pns.hneu.edu.ua/course/view.php?id=4627