STUDY PROGRAMME	YEAR
European Interdisciplinary Studies, Natolin campus (Advanced Academic Master)	2019-2020

COURSE TITLE	SEMESTER
Strategic Communication in a Digital Age	2

COURSE PROFESSOR(S)	ACADEMIC ASSISTANT(S)
Anneli KIMBER	Jakub KUBICA

COURSE TYPE	MAJOR(S)	ECTS CREDITS
Workshop	EPAP, EUW, EUN, EHC	No ECTS

CONTACT HOURS	INDIVIDUAL STUDY TIME	TUTORIAL(S)	COEFFICIENT	LANGUAGE(S)
8	10-12 hours (suggested)		Not applicable	EN

COURSE LEARNING OUTCOMES

The aim of this course is to enhance participants' knowledge of the European Union's strategic communications vis-à-vis its Eastern Neighbourhood seen through the lens of the present day digital communication environment. It aims to develop a critical understanding of the concept and practice of strategic communication as well as explain how EU institutions have adapted to it. To appreciate this complex field from multiple perspectives, students will also discover how different EU Member States think about and put into practice their own strategic communication activities.

RECOMMENDED PREPARATION

List of suggested readings can be found below.

TEACHING METHOD(S)

Workshop-style teaching will combine academic study with current practice, enabling students to develop and apply skills and gaining a good understanding of the subject areas, thereby enhancing their career potential in this field.

Teaching materials include real-life examples such as communication campaigns run by the East Stratcom Task Force, a simulation of a disinformation attack, analytical articles, topical studies and relevant books. The teaching style is highly participatory and interactive. Students are expected to engage in short-term assignments between lectures.

ASSESSMENT METHOD AND CRITERIA

No assessment.

COURSE CONTENTS

In recent years, strategic communication has started to establish itself within the European Union as a key element for successful policy-making and as a pillar of effective security. Our political leaders are increasingly highlighting the importance of addressing disinformation; academia and think tanks produce studies; officials meet and discuss strategic communication regularly; disinformation experts provide better analysis and practitioners are delivering targeted communication campaigns.

So what is strategic communication within this context? A security policy, a communication practice or a research focus? Is it fighting hostile disinformation, supporting independent media or communicating your own policies better? What does it take in practice to be successful in strategic communication?

The course is to provide the students with understanding of strategic communication from a practitioner's point of view:

- The threat of pro-Kremlin disinformation as currently seen from inside the European Union institutions
- EU's approach to strategic communication vis-à-vis its eastern neighbourhood with a focus on digital communication
- Practical examples of EU's strategic communication in action in the eastern neighbourhood
- Different responses by state actors and international organisations
- **Groupwork 1:** How to respond to a disinformation attack?
- **Groupwork 2:** How to develop a communications strategy /campaign? How to ensure its success online?
- **Groupwork 3:** How can the EU respond better to the threat of disinformation?

COURSE MATERIALS (readings and other learning resources/tools)

For recommended readings and full bibliography please consult the Course Outline.