



STUDY PROGRAMME

European Interdisciplinary Studies, Natolin campus (Advanced Academic Master)

YEAR

2021-2022

COURSE TITLE

Strategic Communication in a Digital Age

ACADEMIC ASSISTANT

MARTIN MORAN Álvaro

COURSE PROFESSOR(S)

KIMBER LINDWALL Anneli

ADMINISTRATIVE OFFICER

COURSE TYPE

Workshop

MAJOR(S)

Not applicable

ECTS CREDITS

no ECTS

SEMESTER

1

TEACHING HOURS

8

INDIVIDUAL & GROUP STUDY TIME

TUTORIAL(S)

COEFFICIENT

not applicable

LANGUAGE(S)

EN

COURSE OBJECTIVE

The aim of the course is to enhance participants' knowledge of the European Union's strategic communication vis-à-vis its Eastern Neighbourhood as seen through the lens of the present-day digital communication environment.

COURSE LEARNING OUTCOMES

The course aims to develop critical understanding of the concept and practice of strategic communication as well as explain how the EU and other international institutions have developed their work in this regard. The course will discuss the successes and challenges of proactive communication, countering disinformation, the practice of fact-checking and making the most out of using social media for that purpose. To appreciate this complex field from multiple perspectives and topics, students will discover how different EU Member States approach these issues.

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 whilst gaining a good understanding of the subject area, thereby enhancing their career potential in this field. Teaching materials include real-life examples such as communication campaigns run by the EU in its Eastern Neighbourhood, overview of tools and methods that the EU and EU Member States are using for countering disinformation and an overview of relevant fact-checking initiatives. Groupwork includes development of a communication campaign and a simulation of a disinformation attack. The classes use real-life feedback software to make exchanges more engaging, as well as discussions on analytical articles, topical videos and relevant studies.

The teaching style is highly participatory and interactive providing practical tips. Students are expected to engage in short-term assignments.

ASSESSMENT METHOD AND CRITERIA

Not applicable

COURSE CONTENTS

In recent years, strategic communication has started to establish itself within the European Union as a key element for successful policymaking and as a pillar of effective security. Political leaders are increasingly highlighting the importance of addressing disinformation; academia and think tanks produce studies and check facts; 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 disinformation, supporting independent media or communicating your own policies better? What does it take in practice to be successful in strategic communication? How can the EU respond better to the threat of disinformation? How does social media help in this regard?

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

- EU's approach to strategic communication vis-à-vis its Eastern Neighbourhood with a focus on digital communication;
- The threat of pro-Kremlin disinformation as seen from inside the European Union institutions, including the lessons learned from COVID-19;
- Practical examples of EU's strategic communication in action in the Eastern Neighbourhood; what more can be done with new tools and more resources? How to use social media for your advantage?
- Different responses and strategic communication activities carried out by state actors and international organisations.
- **Groupwork 1:** How to develop a communication strategy /campaign? How to ensure its success online?
- **Groupwork 2:** How to respond to a disinformation attack?

COURSE MATERIALS (readings and other learning resources/tools)

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