



**Taras Shevchenko National University of Kyiv**  
**Institute of International Relations**

**ENGLISH LANGUAGE MASTER'S PROGRAM**  
**“INTERNATIONAL COMMUNICATION AND  
GLOBAL MEDIA”**

**Program objective:**

Providing training of communication management professionals able to fulfill specific tasks in various fields of international relations.



## PROGRAM COURSES

### Communication studies

- International communication
- International PR practice
- Crisis communication
- Public Diplomacy
- Reputation management
- Information warfare
- E-government
- Information geopolitics

### Media studies

- Sociology of mass communication
- Media Analytics
- Theory and Practice of International Journalism
- TV Anchoring Training Course

### Legal issues:

- International information law
- Intellectual property law



*«Precision of communication is important, more important than ever, in our era of hair trigger balances, when a false or misunderstood word may create as much disaster as a sudden thoughtless act». - James Thurber*

## KEY LEARNING OUTCOMES:

The graduates will be able to:

- ✓ Apply the theories and concepts of communication and public relations in local and international contexts;
- ✓ Use effective techniques to manage public perception of an organization or a country;
- ✓ Design and conduct communication campaigns;
- ✓ Conduct strategic level analysis of information warfare;
- ✓ Create high quality content for international mass media;
- ✓ Analyze international communication strategies aiming at solving global development issues, etc.



*«We believe that communication is the fuel of everything. If we start development without fuel, it will light dimly; if we put more fuel it will light more brightly and give more power».* —

*Raghu Mainali*

## ADMISSION TO THE PROGRAM

### Requirements for applicants:

- good knowledge of English language;
- bachelor's degree in any of the following fields of study:  
International Communication,  
International Relations,  
International Business,  
International Law,  
Public Relations,  
Political Science,  
Journalism,  
Sociology.

**Duration of the Program - 3 semesters:** two semesters for studies and one semester for internship and writing Master's thesis.



*«The art of communication is the language of leadership». -  
James Humes*

## CONTACTS

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**Information at the IIR website:**

[http://www.iir.edu.ua/education/english\\_masters\\_programs/international\\_communication/](http://www.iir.edu.ua/education/english_masters_programs/international_communication/)

**Contacts for foreign students:**

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