

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

Petro Mohyla Black Sea National University

Faculty of Political Sciences

Department of International Relations and Foreign Policy



WORK PROGRAMME FOR THE ACADEMIC DISCIPLINE

“PRACTICAL DIPLOMACY”

Field of knowledge C “Social sciences, journalism, information and international relations” / 29 “International relations”

Speciality C3 “International Relations” / 291 “International Relations, Public Communications and Regional Studies”

Developer

Liudmyla VOVCHUK

Head of the developer's department

Oleksandr SHEVCHUK

Head of the Department of Speciality

Oleksandr SHEVCHUK

Guarantor of the educational programme

Iryna HABRO

Dean of the Faculty

Anastasiia KHMEL

Head of the Academic Affairs Department

Yevheniia POSTYKINA

Mykolaiv – 2025.

Description of the academic discipline

Name of indicator	Characteristics of the discipline	
Name of discipline	Practical Diplomacy	
Field of knowledge	C “Social sciences, journalism, information and international relations” / 29 “International Relations”	
Specialisation	C3 “International Relations” / 291 “International Relations, Public Communications and Regional Studies”	
Specialisation (if any)	-	
Educational programme	“International Relations”	
Level of higher education	Bachelor	
Subject status	Elective	
Course	4	
Academic year	2025-2026	
Semester(s) number(s):	Full-time	Part-time
	8	-
Total number of ECTS credits/hours	8 credits / 240 hours	
Course structure:	Full-time	Part-time
	lectures	48
	seminars (practical, laboratory, small groups)	48
	hours of independent work by students	114
Percentage of classroom workload	45	-
Language of instruction	English	-
Form of interim assessment (if any)	-	-
Form of final assessment	8th semester – an exam	

1. Aims, objectives and outcomes of the course

The aim of the course is to develop students' competencies in the specifics of practical diplomacy in the field of international relations.

The objectives of the course are to develop students' knowledge of the specifics of this type of diplomacy: methods, principles, and forms; to teach them how to apply the acquired knowledge in practice when conducting negotiations with both national and foreign partners; to shape the image of the state.

Expected outcomes of studying this discipline

Students **should know**:

- forms and methods of practical diplomacy;
- verbal and non-verbal forms of communication in different cultures;
- the specifics of geographical expertise in the work of a diplomat;
- characteristics of diplomatic correspondence;
- the specifics of crisis management;
- principles of developing predictive scenarios;
- leading institutions in the implementation of practical

diplomacy. Students **should be able to**:

- apply the basic methods of practical diplomacy in practice;
- conduct geographical expertise on a country or region;
- demonstrate the correct response to opponents' statements on social networks;
- demonstrate acquired knowledge in diplomatic correspondence in practice;
- create predictive scenarios within the framework of bilateral and multilateral cooperation with leading actors on the international arena;
- analyse business meetings and conversations in order to critically assess one's behaviour and take note of mistakes made.

Expected learning outcomes for this specialization:

The student should know:

GC 4 - know and understand the subject area and professional activity.

LO 5 - know the nature and mechanisms of international communications.

LO 6 - know the nature and character of interactions between individual countries and regions at the global, regional and local levels.

Students of this specialization should be able to:

GC 5 - work in an international context.

GC 6 - generate new ideas (creativity).

GC 7 - apply knowledge in practical situations.

GC 9 - use information and communication technologies.

GC 15 - interact in an interdisciplinary manner, establish and carry out communication activities with the external environment, communicate with experts from other fields.

SC 6 - apply the principles of diplomatic and consular service, diplomatic protocol and etiquette, the ability to conduct diplomatic and business correspondence (in Ukrainian and foreign languages).

LO 11 - conduct applied analysis of international relations, foreign policy of Ukraine and other states, international processes and the international situation in accordance with the set goals, prepare information and analytical materials.

1. Academic discipline program

Full-time:

	Topics	Lectures	Seminars	Independent work
1	Practical diplomacy: definition, purpose, objectives, forms and methods	2	2	10
2	Components of practical diplomacy	4	4	10
3	Geographical expertise in the work of a diplomat	6	6	20
4	Verbal and non-verbal forms of communication in different cultures	6	6	10
5	Etiquette of diplomatic correspondence	6	6	10
6	Development of predictive scenarios in the development of bilateral and multilateral relations	6	6	20
7	Countering manipulation in diplomatic activity	6	6	14
8	Etiquette for responding to statements on social media	6	6	10
9	Leading institutions in the implementation of practical diplomacy in Ukraine	6	6	10
10	Total	48	48	114

2. Course content

Lecture schedule (full-time study)

№	Lecture topic/plan
1	Topic 1. Practical diplomacy: definition, purpose, objectives, forms and methods (2 hours) 1. Definition of the concept of "practical diplomacy". 2. Goals and objectives of practical diplomacy. 3. Forms and methods of practical diplomacy.
2	Topic 2. Components of practical diplomacy (4 hours) 1. International forums.
3	2. Media coverage of the government's position on various foreign policy issues. 3. Official publication of international acts and documents.
4	Topic 3. Geographical expertise in the work of a diplomat (6 hours) Topic 3.1. 1. Geographical expertise: definition, purpose, objectives.
5	2. Criteria for conducting geographical expertise. Topic 3.2 3. Geographical expertise of the European region

6	<p>4. Geographical expertise of North American countries.</p> <p>Topic 3.3</p> <p>5. Geographical expertise of Asian and African countries.</p> <p>6. Geographical expertise of South American countries.</p>
7	<p>Topic 4. Verbal and non-verbal forms of communication in different cultures (6 hours)</p> <p>Topic 4.1.</p> <p>1. Verbal and non-verbal forms of communication in leading European countries.</p> <p>2. Verbal and non-verbal forms of communication in the USA and Canada.</p>
8	<p>Topic 4.2</p> <p>3. Verbal and non-verbal forms of communication in Japan.</p> <p>4. Verbal and non-verbal forms of communication in China.</p> <p>5. Verbal and non-verbal forms of communication in India.</p>
9	<p>Topic 4.3.</p> <p>6. Verbal and non-verbal forms of communication in African countries.</p> <p>7. Verbal and non-verbal forms of communication in Latin American countries.</p>
10	<p>Topic 5. Etiquette of diplomatic correspondence (6 hours)</p> <p>Topic 5.1.</p> <p>1. Types of diplomatic correspondence.</p> <p>2. Protocol requirements for diplomatic correspondence.</p>
11	<p>Topic 5.2.</p> <p>3. Occasions for diplomatic correspondence.</p>
12	<p>Topic 5.3.</p> <p>4. Practical component of diplomatic correspondence.</p>
13	<p>Topic 6. Development of predictive scenarios in the development of bilateral and multilateral relations (6 hours)</p> <p>Topic 6.1.</p> <p>1. Forecast scenario: purpose, objectives.</p> <p>2. Types of predictive scenarios.</p>
14	<p>Topic 6.2.</p> <p>3. Approaches to implementing a predictive scenario.</p> <p>4. Analysis of the domestic political situation in the country.</p> <p>5. The process of political decision-making in the country.</p>
15	<p>Topic 6.3.</p> <p>3. Management in the field of foreign policy and diplomatic activity.</p> <p>4. Compiling biographical profiles of influential figures in the country.</p>
16	<p>Topic 7. Countering manipulation in diplomatic activity (6 hours)</p> <p>Topic 7.1.</p> <p>1. Manipulation: definition, objectives.</p>
17	<p>2. Types of manipulation.</p>
18	<p>Topics 7.2. and 7.3.</p> <p>3. Recognizing manipulation.</p> <p>4. Methods of counteracting manipulation.</p>
19	<p>Topic 8. Etiquette for responding to statements on social media (6 hours)</p>
20	<p>1. Information activities of diplomats.</p>
21	<p>2. Etiquette for maintaining social media pages.</p> <p>3. Rules for responding to statements on social media.</p>
22	<p>Topic 9. Leading institutions in the implementation of practical diplomacy in Ukraine (6 hours)</p>

23	Topic 9.1. 1. Ministry of Foreign Affairs of Ukraine
24	Topic 9.2 2. Permanent representations abroad. Topic 9.3. 3. GDIP

Seminar schedule (full-time education)

№	Seminar topic/plan
1	Topic 1. Practical diplomacy: definition, purpose, objectives, forms and methods (2 hours) 1. Definition of the concept of "practical diplomacy". 2. Goals and objectives of practical diplomacy. 3. Forms and methods of practical diplomacy.
2	Topic 2. Components of practical diplomacy (4 hours) 1. International forums.
3	2. Media coverage of the government's position on various foreign policy issues. 3. Official publication of international acts and documents.
4	Topic 3. Geographical expertise in the work of a diplomat (6 hours) Topic 3.1. 1. Geographical expertise: definition, purpose, objectives. 2. Criteria for conducting geographical expertise.
5	Topic 3.2 3. Geographical expertise of the European region 4. Geographical expertise of North American countries.
6	Topic 3.3 5. Geographical expertise of Asian and African countries. 6. Geographical expertise of South American countries.
7	Topic 4. Verbal and non-verbal forms of communication in different cultures (6 hours) Topic 4.1. 1. Verbal and non-verbal forms of communication in leading European countries. 2. Verbal and non-verbal forms of communication in the USA and Canada.
8	Topic 4.2 3. Verbal and non-verbal forms of communication in Japan. 4. Verbal and non-verbal forms of communication in China. 5. Verbal and non-verbal forms of communication in India.
9	Topic 4.3. 6. Verbal and non-verbal forms of communication in African countries. 7. Verbal and non-verbal forms of communication in Latin American countries.
10	Topic 5. Etiquette of diplomatic correspondence (6 hours) Topic 5.1. 1. Types of diplomatic correspondence. 2. Protocol requirements for diplomatic correspondence.
11	Topic 5.2. 3. Occasions for diplomatic correspondence.
12	Topic 5.3. 4. Practical component of diplomatic correspondence.
	Topic 6. Development of predictive scenarios in the development of bilateral and

13 14 15	multilateral relations (6 hours) Topic 6.1. 1. Forecast scenario: purpose, objectives. 2. Types of predictive scenarios. Topic 6.2. 3. Approaches to implementing a predictive scenario. Topic 6.3. 4. Analysis of the domestic political situation in the country. 5. The process of political decision-making in the country. 5. Management in the field of foreign policy and diplomatic activity. 6. Compiling biographical profiles of influential figures in the country.
16 17 18	Topic 7. Countering manipulation in diplomatic activity (6 hours) Topic 7.1. 1. Manipulation: definition, objectives. 2. Types of manipulation. Topics 7.2. and 7.3. 3. Recognizing manipulation. 4. Methods of counteracting manipulation.
19 20 21	Topic 8. Etiquette for responding to statements on social media (6 hours) 1. Information activities of diplomats. 2. Etiquette for maintaining social media pages. 3. Rules for responding to statements on social media.
22 23 24	Topic 9. Leading institutions in the implementation of practical diplomacy in Ukraine (6 hours) Topic 9.1. 1. Ministry of Foreign Affairs of Ukraine Topic 9.2 2. Permanent representations abroad. Topic 9.3. 3. GDIP

Assignments for independent work

Responding in a seminar class means actively participating in the discussion of all issues raised in the seminar, supporting your report with quotations and references to literature. You should have a good command of the material in the report, which will allow you to ask and answer questions on the topic.

Independent work is a small task that is directly related to the topic of the current seminar and can be performed both during the seminar and prepared in advance independently.

Supporting the educational process

Use of a projector.

In online learning conditions, online platforms are used: Zoom, Teams.

4. Final assessment (full-time form – 8th semester)

List of exam questions

1. Definition of the concept of "practical diplomacy".
2. The purpose and objectives of practical diplomacy.
3. Forms and methods of practical diplomacy.
4. International forums.
5. Coverage in the mass media of the government's position on various foreign policy issues.
6. Official publication of international acts and documents.
7. Geographical expertise: definition, purpose, objectives.
8. Criteria for conducting geographical expertise.
9. Geographical expertise of Germany.
10. Geographical expertise in France.
11. Geographical expertise in Spain.
12. Geographical expertise in Norway.
13. Geographical expertise in the United States.
14. Geographical expertise of Canada.
15. Geographical expertise of Brazil.
16. Geographical expertise of Argentina.
17. Geographical expertise of China.
18. Geographical expertise of Japan.
19. Geographical expertise of India.
20. Geographical expertise of Egypt.
21. Verbal and non-verbal forms of communication in leading European countries.
22. Verbal and non-verbal forms of communication in the USA and Canada.
23. Verbal and non-verbal forms of communication in Japan, China, India.
24. Verbal and non-verbal forms of communication in African countries.
25. Verbal and non-verbal forms of communication in Latin American countries.
26. Types of diplomatic correspondence.
27. Protocol requirements for diplomatic correspondence.
28. Occasions for using diplomatic correspondence.
29. Practical component of diplomatic correspondence.
30. Prognostic scenario: goals, objectives.
31. Types of predictive scenarios.
32. Approaches to implementing a prognostic scenario.
33. Analysis of the domestic political situation in the country.
34. The process of political decision-making in the country.
35. Management in the field of foreign policy and diplomatic activity.
36. Compiling biographical profiles of influential figures in the country.
37. Manipulation: definition, objectives.
38. Types of manipulation.
39. Methods of counteracting manipulation.
40. Information activities of diplomats.
41. Etiquette for maintaining social media pages.
42. Rules for responding to statements on social media.
43. Ministry of Foreign Affairs of Ukraine: implementation of practical diplomacy.
44. Permanent representations abroad: implementation of practical diplomacy.
45. GDIP: implementation of practical diplomacy.

EXAM ticket No. 0

1. Describe the forms of practical diplomacy.
2. Name the prohibited non-verbal means of communication in African countries.

5. Assessment criteria and means of diagnosing learning outcomes

Full-time

Schedule of control measures and assessment rating scale (8th semester)

No	Type of activity (task)	Maximum number of points
1	Oral answers in seminars (24 seminars in total, on average a student can answer in 10 seminars, therefore, $10 * 5 \text{ points} = 50$)	50
2	Writing tests (1 point for each correct answer, the test consists of 10 questions, therefore $1*10=10$ points)	10
3	Exam	40
	Total	100

The course "Practical Diplomacy" includes lectures (correspondence form of study), seminars (full-time and correspondence form of study), a system of control and assessment of knowledge. It involves writing tests and taking an exam.

Students' work is assessed based on the results of their performance on the main types of assignments. If a student has not attended seminars and has not completed the assessment tasks, and therefore has not earned the required number of points, they will not be allowed to take the exam, as decided by the department.

The assessment of students' academic performance takes into account their individual characteristics and involves a differentiated approach to its organization.

Students can be assessed on the completion of any educational tasks in which they demonstrate their historical thinking: detailed and concise oral answers, written works, reports, abstracts, speeches in discussions, etc.

The following are taken into account:

- students' understanding of the interrelationships between historical events, their ability to compare, explain, analyze and critically evaluate historical facts;
- independence of thought;
- the use of various sources of historical knowledge, with an understanding of their personalities and the ability to characterize and evaluate them;
- the correctness and adequacy of the selection of historical facts for solving the tasks set by the teacher;
- clarity and completeness of presentation;
- language literacy.

Assessment criteria for full-time students:

Seminars:

A grade of 5 is given in the following cases:

- the student has a good command of the knowledge and skills specified in the programme;
- the student correctly and sufficiently selects the facts necessary for the answer;
- the student expresses their own attitude to the learning material;
- the answer is clear and complete;
- the language is good.

A grade of 4 is given in accordance with the above requirements, but:

- the student has minor difficulties in using the knowledge and skills specified in the programme;
- minor errors are made in the selection of facts;
- the student expresses their own opinion, but there are some inaccuracies in the argumentation;
- the speech is good.

A grade of 3 is given in the following cases:

- the student uses only some of the knowledge and skills;
- the logic of the presentation is violated;
- the answer is not sufficiently independent;
- the argumentation is weak;
- there are significant errors in knowledge of factual material and conclusions;
- the language is simplified.

A score of 0-2 points is given in cases of ignorance of most of the material, absence of any logic in the presentation, namely:

- the student does not have the skills necessary to complete the task;
- the student does not know the main factual material.

Test task assessment criteria

The test contains 10 questions. All questions are closed-ended. Each question has one correct answer. The maximum score for the test is 10 points. That is, for each correct answer, the student receives 1 point, so $1 \cdot 10 = 10$ points.

6. Correspondence between final semester ratings in points and ratings on the national scale and the ECTS scale

Grade in points	Grade on the national scale	Grade on the ECTS scale	
90-100	Excellent	A	Excellent (excellent performance with only a few errors)
82-89	Good	B	Very good (above average with a few errors)
75-81	Good	C	Good (generally correct performance with a certain number of significant errors)
67-74	Satisfactory	D	Satisfactory (not bad, but with a significant number of shortcomings)
60-66	Satisfactory	E	Satisfactory (not bad, but with a significant number of shortcomings)
35-59	Unsatisfactory	FX	Unsatisfactory (with mandatory retake)
1-34	Unsatisfactory	F	

7. List of recommended literature

1. Ведення ділових бесід та переговорів. Навчально–методичний посібник для дистанційного навчання студентів спеціальності 8.050107 “Економіка підприємства” / Укл. В.М. Глух. Кіровоград: КНТУ, 2005.
1. Зеліч (Яцко) В.В. Ділові переговори та етика у міжнародному бізнесі: навч.-метод. комплекс. Ужгород: ДВНЗ «УжНУ», 2015.
2. Зленко А. Дипломатія і політика. Україна в процесі динамічних геополітичних змін. Фоліо, 2021.
3. Єфремова К.В., Лобко М.С. Мистецтво дипломатичного протоколу як інструмент ділової комунікації // Право та інноваційне суспільство. 2020. № 2 (15). URL: <https://cutt.ly/ALqm66Z>
4. Красноруцький О.О., Смігунова О.В. Етичні аспекти проведення ділових переговорів в сучасних умовах. URL: <file:///C:/Users/luda/Downloads/84004-176844-1-SM.pdf>
5. Палеха Ю.І. Етика ділових відносин: Навч. посіб. К.: Кондор, 2008.
6. Сандвік Г., Рісдаль Й. Як протидіяти маніпуляціям. Київ, 2021. [Переклад з норвезької О. Білої].
7. Сценарії і тренди 2021: міжнародна політика. Заг.ред. С. Герасимчук, Г. Шелест. Київ, Фонд імені Фрідріха Еберта/ Представництво в Україні, 2021.
8. Хвіст В., Мариніч В. Еволюція сучасної моделі дипломатії // Acta de Historia & Politica: Saeculum XXI. 2023. № 6. С. 126-133.
9. Шинкаренко Т.І. Дипломатичний протокол та етикет: Навч. посібник. К.:КНУТШ, 2007.
10. Черненко Т.І. Прогностичний дискурс: аспекти дослідження // Закарпатські філологічні студії. 2025. Вип. 38. С. 149-152.