

Subject name	Strategic communication
Subject name (in Estonian)	Strateegiline kommunikatsioon
Lecturer's name	Raul Rebane, communication consultant
Number of academic contact hours	16
Dates	2-5 April, 2019
Course Aim	<p>The aim of the course is to give students an overview of the rapidly developing field of strategic communication. The course is focused foremost on one part of strategic communication – information wars and psychological operations. Students will get an understanding of how media and social media work, how it is possible to influence elections. A separate topic that will be looked at is fake news – how they appear, spread and what is their impact. We will analyze how it is possible to protect yourself from information attacks. The students will obtain basic knowledge about image battles as an important part of strategic communication. The practical part of the course includes a series of case studies, as well as basic knowledge about practical media communication, with a focus on television and conferences.</p>
Course description	<p>1. Day – Introduction of lecture series; explanation of the course curriculum. Introduction to modern media, its changes over the past decades. Harmonizing terminology. Sociological worldview. A communicative version of reality, on the importance of interpretation. Informative defense. Information wars, psychological operations. Case study of the Bronze Soldier case in Tallinn in 2007.</p> <p>Day 2. Strategic communication and elections. We will analyze stand-out cases of election interference. Info and influence operations. Trolling, anonymous comments. The role of social media in influencing elections. Case study – problems during the US presidential elections.</p>

Day 3. The first part of the lecture will focus on the principles and methods of image wars. We will analyze the theory and practice of setting your own formats. The second part of the session is practical work – the students will learn practical skills for preparing media appearances, take tests and do practical exercises.

Day 4. Learning scandal theory. Basic knowledge about crisis communication. An inside look into the work of journalism. Students will present their homework assignment (article analysis) and we will discuss them as a group.

#### Course assessment

Homework consists of two parts. The first assignment (**due on April 5**) is the analysis of an article published in 2019 that has impacted the current information picture. The second assignment (**due on April 18**) is a written work of up to 4000 characters, either from personal or your own country's practice, a description of a clear case of information influencing work. The topic can be chosen by students.

#### Expected student input at seminars

Students will be expected to prepare for lectures - reading the compulsory reading material. Active engagement in the lecture topics (discussions within the class, answering any emerging questions during the lectures/seminars).

#### Reading list

[http://www.ng.ru/ideas/2019-02-11/5\\_7503\\_surkov.html](http://www.ng.ru/ideas/2019-02-11/5_7503_surkov.html)

<https://yalereview.yale.edu/computational-propaganda>

<https://www.buzzfeednews.com/article/hnsgrassegger/george-soros-conspiracy-finkelstein-birnbaum-orban-netanyahu>

[https://motherboard.vice.com/en\\_us/article/mg9vvn/how-our-likes-helped-trump-win](https://motherboard.vice.com/en_us/article/mg9vvn/how-our-likes-helped-trump-win)

<https://smallwarsjournal.com/jrnl/art/nine-lessons-of-russian-propaganda>

<https://www.physics.smu.edu/pseudo/Propaganda/goebbels.html>

<https://www.npr.org/sections/parallels/2018/03/15/594062887/some-russians-see-u-s-investigation-into-russian-election-meddling-as-a-soap-opera>

[https://www.nytimes.com/2019/03/13/technology/facebook-data-deals-investigation.html?fbclid=IwAR108BjAwBz80sparY6p3EMGhcj-H0G5FWcevGQRnQGkslh6puajL6X\\_B48](https://www.nytimes.com/2019/03/13/technology/facebook-data-deals-investigation.html?fbclid=IwAR108BjAwBz80sparY6p3EMGhcj-H0G5FWcevGQRnQGkslh6puajL6X_B48)

Lecturer Raul Rebane (1953) graduated in Estonia, Tartu University, in 1977 as a journalist. 1977-1994 – commentator of Estonian TV, 1995-97 Program director of National Television. Since 2000, Strategic Communication Consultant. Raul Rebane consulted the communication of the Estonian accession to the EU.

Raul Rebane was among the first, who started to promote concepts of information warfare, psychological operations and psychological defense already in the 1990s. He has published a number of articles, translated books and held dozens of conference presentations on these topics.

2017 was chosen as the Estonian opinion leader.