

Abstract to Discipline Course Plan
"International Image of the Country and Region"

Purpose of study	Taking into account the results of the latest special studies to give a comprehensive picture of the role of the international image of the country and region. To achieve this goal, the following tasks are set: to consecutively consider the stages of formation, types, properties and functions of the image; to use specific examples of the influence of the image on the position of the country and region in the international arena.
Place of discipline in the academic program	U 1.C.2*
Competencies to be acquired	GPC-3, GPC-4, PC-2, PC-3, UC-5
Acquired knowledge, skills and abilities	<p>Know: have an idea of the basic concepts of image; rules and procedures for perceiving, analyzing, summarizing information, setting goals and choosing ways to achieve them.</p> <p>Be able to: apply the acquired knowledge in the most important spheres of educational and professional activity; apply in practice the basic principles, logic, methods, fundamentals of scientific research technique.</p> <p>Have the following skills and (or) experience: basic methods and techniques of thinking activity; perception, analysis, synthesis of information, goal setting and choice of ways to achieve it. ways of application of the received knowledge and skills in the process of theoretical and practical activity in the field of political science.</p>
Content of the discipline	The Image of a Country and Region and Their Influence on the Global Political Process. Introduction, Statement of the Problem. What Is A Country's Image? Symbols of a Country: Types, Functions of an Image. The Role of the Media in a Country's Image Formation... What Can Image-makers and Public Authorities Do? Post-Soviet countries. Comparative Characteristics of the Images of Russia and Kazakhstan. Peculiarities of the Image of the Region. Conclusion.
Educational activities	Lectures, practical classes, independent study.
Information, instrumental and software tools used	<p>MathCAD, Autocode, Adobe Photoshop, Corel draw, Compass, VBasic 6, Visual FoxPro 7.0; Delphi 6, etc.</p> <p>The computer lab is equipped with MS Office tools; Word, Excel, PowerPoint, etc.</p> <p>Academy of Image Science - http://www.academim.org/</p> <p>Moscow State Institute of International Relations (MGIMO-University) of the Ministry of Foreign Affairs of the Russian Federation - www.mgimo.ru</p> <p>Polis (Political Studies) Polis - www.politstudies.ru</p> <p>Russian Association of International Studies (publications) - http://www.rami.ru/publications</p> <p>Russian Association of Political Science (library) - http://www.rapn.ru</p> <p>Centre for the Study of Public Policy - www.cspp.strath.ac.uk</p> <p>Pro et contra - www.carnegie.ru</p>
Midterm evaluation	Credit

*(U- unit, C-compulsory discipline)