



Sveriges lantbruksuniversitet
Swedish University of Agricultural Sciences

SLUkurs

Syllabus

PNG0095 Crisis communication and influence operations, 3.0 credits

Syllabus approved

2021-02-24

Subjects

Other Social Science

Education cycle

Third cycle

Grading scale

Pass / Failed

The requirements for attaining different grades are described in the course assessment criteria which are contained in a supplement to the course syllabus. Current information on assessment criteria shall be made available at the start of the course.

Language

English

Prior knowledge

Basic knowledge in English

Objective, including learning outcomes

After completing the course the student shall

- Be aware of communication challenges you may face as a researcher or government employee.

- Be able to utilize the possibilities of communications as well as managing and minimizing negative communicative consequences within the framework of one's current and future working life.

Content

The course will consist of 8 seminars and group discussions (4 per week; duration of each seminar is 2-4 hours) as well as homework connected to 3 of the seminars. The homework will include self-reflection, writing and filming an interview. All lessons are created with perspectives based on science and working as a researcher or expert.

1. Introduction; What is a crisis, What is crisis communications? Channels and audiences.
2. Media; Contacts with media, Interview training.
3. Society; Authorities working methods during crisis, Culturally conscious actions, Nudging
4. Influence operations; What is influence operations, How to manage influence operations.
5. Language; Klarspråk/plain language, Formulate messages.
6. Knowledge resistance; Fact resistance, Alternative facts, Value scientific sources.
7. International perspective; Threat actors and the research world, Threats against society today, Risks and challenges.
8. Useful tools; Proactive communications, Tips and tricks, Summary and evaluation.

Requirements for examination

Attendance and involvement during seminars as well as homework.

Additional information

For application, please visit: <https://personalkurser.slu.se/index.cfm?oid=13>

The course was developed and prepared by Charlotta Eneving and Anton Lif, Combitech AB. The course is intended for PhD-students who need to improve their skills in (crisis) communications and influence operations. Post-docs can attend the course if positions are available.

Max number of students: 12

Min number of students: 4

Responsible department and Research School:

Department of Molecular Sciences and "Focus on Food and Biomaterials".

Contact for further information:

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Responsible department

Department of Molecular Sciences