

## Course Outline

<b>Course number</b>	<b>RBC501</b>				
<b>Course title</b>	<b>Global Approaches to Public Diplomacy</b>				
<b>Credit points</b>	3 ECTS (2 LV CP)				
<b>Total hours</b>	80				
<b>Contact hours</b>	32				
<b>Independent studies</b>	48				
<b>Course level</b>	Bachelor				
<b>Prerequisites</b>	-				
<b>Category</b>	Mandatory	x	Restricted elective		Free elective

### COURSE RESPONSIBLE

<b>Name</b>	<b>Academic degree</b>	<b>Academic position</b>
Dr. Vita Matiss	<i>Doctorat ès sciences politiques</i> University of Geneva and The Graduate Institute (IHEID) Geneva, Switzerland	Visiting Professor

### COURSE TEACHERS

<b>Name</b>	<b>Academic degree</b>	<b>Academic position</b>
Same as above		

### COURSE ABSTRACT

*The debate on public diplomacy now dominates research agendas in diplomatic studies.* (Jan Melissen, "Beyond the New Public Diplomacy", 2011)

Public diplomacy – along with the affiliated concepts of “soft power” and “smart power” - has become a conspicuous aspect of foreign affairs in the 21<sup>st</sup> century. The course examines the history, utilization, means and morality of public diplomacy worldwide: from the EU countries to the United States to China.

### GRADING CRITERIA

<b>Criteria</b>	<b>Weighting</b>
<b>Mid-term exam</b>	<b>30%</b>
<b>Policy Debates</b> Students are expected not only to be prepared to discuss the required readings, but also to participate in mock policy debates. In a timely manner you will be assigned readings that will help you argue both sides of a public diplomacy strategy choice. The policy	<b>10%</b>

choices will be presented in written form, and students will be expected to present oral arguments for opposing sides during class.	
<b>Final course take-home exam paper and on-site closed book test</b> The final course exam will be in two parts. The first part: questions to be answered by all students (closed book). The second part: an analysis of the tradition and current day practice of public diplomacy of one specific country or one specific international organization (individual student choice). The second part is open book, and is to be submitted on the Turnitin portal. It is recommended that students choose the one country/organization that they wish to focus on by the mid-point of the module.	<b>60%</b>

### **COURSE REQUIREMENTS**

In order to be admitted to the final exam, the student must: 1) sit for the mid-term and receive a passing grade (4 or above); 2) participate in class discussion and/or policy debates. Attendance policy: 9 out of the 16 sessions obligatory. Exceptions allowed only if PRIOR acceptance is received from the professor. Flagrant late arrivals or early departures will not be counted.

### **COURSE PLAN – MAIN SUBJECTS**

<b>No.</b>	<b>Main subjects</b>	<b>Planned hours</b>
<b>1</b>	Introduction to the concept of public diplomacy, its history and modern-day permutations. Soft power, smart power, sharp power and plain old propaganda: is public diplomacy just a new name for old practices, or is there a reason for the increasing importance of this field in the 21 <sup>st</sup> century? Examination of the historical evolution of public diplomacy, with a special emphasis on the superpower cultural wars of the Cold War period.	<b>8</b>
<b>2</b>	Public diplomacy as a global phenomenon, public diplomacy in different national contexts. An examination of the tradition and modern day application of public diplomacy in some ten countries, including France, Great Britain, Germany, the USA, USSR/Russia, Japan, China, and Latvia/Estonia, as well as in NATO and the EU. An analysis of the different means and goals of public diplomacy for large, dominant cultures and for small countries. There will be at least one guest lecture from a practicing “public diplomat”.	<b>16</b>
<b>3</b>	Foreign policy issues and public diplomacy strategies. Mock debates arguing the pros and cons of diverse public diplomacy strategies. Transnational public diplomacy: digital diplomacy, celebrity diplomacy, vaccine and mask diplomacy and NGO’s. Is traditional state to state diplomacy losing its relevance, and is public diplomacy becoming the new norm?	<b>8</b>