

Course Outline

Course number	RBC501				
Course title	Global Approaches to Public Diplomacy				
Credit points	3 ECTS				
Total hours	75 hours				
Lecture hours	16				
Seminar and other hours	16				
Independent studies (hours)	43				
Course level	Bachelor				
Prerequisites	-				
Category	Mandatory	x	Restricted elective		Free elective

COURSE RESPONSIBLE

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

COURSE TEACHERS

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
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 21st century. The course examines the history, utilization, means and morality of public diplomacy worldwide: from the EU countries to the United States to China.

COURSE OBJECTIVES

This course has the following main objectives: [The student should be able to...]:

Knowledge:

- 1 *Demonstrate an understanding of the nature, history and rationale of public diplomacy (as well as the affiliated concepts of “soft power” and “smart power”);*
- 2 *Comprehend how public diplomacy fits into the broader scheme of foreign relations (i.e. “vaccine and mask diplomacy”), both historically and in the 21st century;*

Skills:

- 3 *Compare the historical development of public diplomacy traditions and strategies in different national contexts;*
- 4 *Analyze the different means and goals of public diplomacy for large, dominant cultures and small countries;*
- 5 *Display an aptitude for critical assessment of public diplomacy initiatives;*

Competencies:

- 6 *Exhibit in depth knowledge of one country’s OR one international organization’s (student choice) public diplomacy history and current day practice in the context of current public diplomacy trends;*
- 7 *Relate current foreign policy issues with possible strategies of public diplomacy;*
- 8 *Recognize the challenges of public diplomacy in the globalized and wired world of the 21st century.*

GRADING CRITERIA

Criteria	Weighting
Mid-term exam Closed book. Mid-term exam will take place sometime after the sixth session.	30%
Discussion and Policy Debates 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 choices will be presented in written form, and students will be expected to present oral arguments for opposing sides during class.	10%

Final exam	60%
<p>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 includes a student presentation (individually or in groups). It is recommended that students choose the one country/organization that they wish to focus on by the mid-point of the module.</p>	

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

No.	Main subjects	Planned hours
1	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 st century? Examination of the historical evolution of public diplomacy, with a special emphasis on the superpower cultural wars of the Cold War period.	8
2	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”.	16
3	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?	8