Syllabus

PUBLIC DIPLOMACY - 56804

Last update 11-10-2015

HU Credits: 4

Degree/Cycle: 2nd degree (Master)

Responsible Department: political science

Academic year: 0

Semester: Yearly

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Prof. Tamir Sheafer, Dr. Shaul Shenhav

Coordinator Email: tamir.sheafer@mail.huji.ac.il / shaul.shenhav@huji.ac.il

Coordinator Office Hours: Prof. Tamir Sheafer: Monday, 14:00-15:00, room 4311. Prof. Shaul Shenhav: Monday, 10:15-11:30, room 4322.

Teaching Staff:
The term "Public Diplomacy" refers to efforts made by states and other international players to promote their interests (political, economic, etc.) in foreign countries, by influencing the public in those countries. In Israel, the term "Hasbara" is often used to describe this process. Public Diplomacy includes the use of soft power, in contrary to military or economic power.

Mediated Public Diplomacy, as a part of this process, is the process in which international players are trying to promote their strategic messages in the media of the target states. In an era when large wars are rare and the media are becoming central in the international arena, it appears that the importance and centrality of mediated public diplomacy increases.

In the course we will examine various aspects of public diplomacy, including strategic and tactical issues, rhetoric and framing, promotion of messages in the media, the role of values and culture, the relative proximity between states, and more.

The students in the course will analyze public diplomacy campaigns and carry out empirical research of their own.

The purpose of the course is to discuss basic issues in public diplomacy and public relations, with emphasis on the ability of states to promote their interests and messages in foreign media.

Learning outcomes - On successful completion of this module, students should be able to:

1. Define basic concepts in Public Diplomacy.
2. Define basic concepts in Mediated Public Diplomacy.
3. Explain the important trends and new research directions in the field of Public Diplomacy.
4. Develop a comprehensive theoretical understanding of the field, which will be the basis for an empirical research proposal.
5. Design a personal empirical study based on theoretical concepts learned during the course.

Attendance requirements(%):
80%

Teaching arrangement and method of instruction: The course includes theoretical
lectures, expert guest lectures, presentations by students in the classroom and individual meetings with students on their research work (work can be done alone or in couples). Students who do not take the seminar course will be required to develop a research proposal and perform a limited exploratory research.

Course/Module Content:

Part 1 – Introduction and key concepts
- Key concepts
- Soft power and Public Diplomacy
- Legitimacy, image and the management of national reputation

Part 2 – Political values, political culture and public diplomacy
- Key concepts
- Political values and political culture in the international arena
- International media coverage map 1
- International media coverage map 2

Part 3 – Political values, political culture and public diplomacy
- Mediated Public Diplomacy 1
- Mediated Public Diplomacy 2

Part 4 – Messages: Rhetoric and strategic communication
- Key concepts
- Messages and audiences
- Strategy and message building

Part 5 – Public diplomacy in action
- The branding of states
- Public opinion, media and foreign policy
- Public diplomacy in the new media
- Israel's public diplomacy

Required Reading:

Part 1 – Introduction and key concepts
- Key concepts
* ברק אובמה, אוניברסיטת קהיר, 4.6.2009
http://www.whitehouse.gov/blog/NewBeginning/transcripts

Soft power and Public Diplomacy
Legitimacy, image and the management of national reputation

Part 2 ❚ Political values, political culture and public diplomacy
Key concepts

Political values and political culture in the international arena

International media coverage map 1

International media coverage map 2

Part 3 ❚ Political values, political culture and public diplomacy
Mediated Public Diplomacy 1

Mediated Public Diplomacy 2

Part 4 ❚ Messages: Rhetoric and strategic communication
Key concepts

Messages and audiences

Strategy and message building

Part 5 ❚ Public diplomacy in action
The branding of states

Public opinion, media and foreign policy

Public diplomacy in the new media

Israel's public diplomacy

Additional Reading Material:
Part 1 Introduction and key concepts
Key concepts
Soft power and Public Diplomacy

Legitimacy, image and the management of national reputation
Part 2 – Political values, political culture and public diplomacy

Key concepts

Political values and political culture in the international arena

International media coverage map 1

International media coverage map 2

Part 3 – Political values, political culture and public diplomacy
Mediated Public Diplomacy 1

Mediated Public Diplomacy 2

Part 4 Messages: Rhetoric and strategic communication
Key concepts

Messages and audiences

Strategy and message building
Reagan R. “Tear down this wall”, speech at the Brandenburg Gate, Berlin, June, 12, 1987
http://www.historyplace.com/speeches/reagan-tear-down.htm
http://www.youtube.com/watch?v=5MDFX-dNtsM
Behind the scenes of the speech, from Newseum: http://www.youtube.com/watch?v=W1QBin4hHM

Part 5 Public diplomacy in action
The branding of states

Public opinion, media and foreign policy
Kim, Y. S., and Barnett, G. A. (2010). The impact of global news coverage on

Public diplomacy in the new media

Israel's public diplomacy

Course/Module evaluation:
End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 20 %
Project work 70 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 10 %
Presenting a paper at a

Additional information:
Course grade:
The course can be taken as a 4 credit points course or as a 4 credit points course + 4 other credit points for the seminar paper.
Titles for seminar paper will be discussed with the the teachers.
The grade for participation also includes an active participation in "policy challenges". These are tasks which will be conducted during class.
An additional grade will be given for presenting a paper in a "posters conference"