Syllabus

PUBLIC DIPLOMACY - 56804

Last update 12-10-2014

HU Credits:  4

Degree/Cycle: 2nd degree (Master)

Responsible Department: Political Science

Academic year: 1

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. Dr. Shaul Shenhav: Monday, 10:15-11:30, room 4322.

Teaching Staff:  
Prof Tamir Sheafer
Dr. Shaul Shenhav

Course/Module description:
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.

Course/Module aims:
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:
Public Diplomacy: An Introduction

Topic One: Soft power and Public Diplomacy

Topic Two: Legitimacy, image and the management of national reputation

Topic Three: Political values and political culture in the international arena

Topic Four: International media coverage map: the role of power, proximity and events

Topic Five: Mediated Public Diplomacy: the battle on Agenda and Frame Building in the international media

Topic Six: Rhetoric and Strategic Communication

Topic Seven: The branding of states

Topic Eight: Public opinion, media and foreign policy: barriers and catalysts for Public Diplomacy

Topic Nine: Public diplomacy in the new media

Topic Ten: Israel's public diplomacy: Problems, Failures and Prospects

Required Reading:

Topic One: Soft power and Public Diplomacy:


Topic Two: Legitimacy, image and the management of national reputation:
Topic Three: Political values and political culture in the international arena:


Topic Four: International media coverage map: the role of power, proximity and events:

Topic Five: Mediated Public Diplomacy: the battle on Agenda and Frame Building in the international media:

Topic Six: Rhetoric and Strategic Communication:

Topic Seven: The branding of states:

Topic Eight: Public opinion, media and foreign policy: barriers and catalysts for Public Diplomacy:

Topic Nine: Public diplomacy in the new media:

Topic Ten: Israel's public diplomacy: Problems, Failures and Prospects:
**Additional Reading Material:**

**Topic One: Soft power and Public Diplomacy:**


**Topic Two: Legitimacy, image and the management of national reputation:**


**Topic Three: Political values and political culture in the international arena:**


Topic Four: International media coverage map: the role of power, proximity and events:


Topic Five: Mediated Public Diplomacy: the battle on Agenda and Frame Building in the international media:


Topic Six: Rhetoric and Strategic Communication:


Topic Seven: The branding of states:


Topic Eight: Public opinion, media and foreign policy: barriers and catalysts for Public Diplomacy:


Topic Nine: Public diplomacy in the new media:
This topic has no additional reading.

Topic Ten: Israel's public diplomacy: Problems, Failures and Prospects:
This topic has no additional reading.

Course/Module evaluation:
End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 20 %
Project work 80 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

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.