The Hebrew University of Jerusalem

Syllabus

Digital Diplomacy - 58397

Last update 18-12-2023

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: International Relations

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Ronit Kampf

Coordinator Email: ronit.kampf@mail.huji.ac.il

Coordinator Office Hours: thursdays 12-13 please contact me in advance

Teaching Staff:

Dr. ronit kampf

Course/Module description:
   Digital technologies can impact diplomacy practices and the way governments contact foreign audience and other countries. Even though the goals of diplomacy remain similar, new media platforms should make us reconsider the structure and processes of diplomacy. Today, it is easier to governments to reach wide international audience and adjust their messages to online communities and harness online audience for diplomatic efforts. In addition, countries can overcome the obstacles of classic diplomacy while using for instance virtual embassies. However, social media enhance the power of non-governmental players who can impact diplomatic efforts. Therefore, digital diplomacy presents many options for global engagement, but also new challenges. Thus, analyzing the impact of new media on diplomacy and international communication as well as the ability of these technologies to reinforce networks and contacts are a new front in the study of digital diplomacy and diplomacy studies in general. The course will present students will relevant theoretical and empirical aspects of digital diplomacy while discussing case studies from different countries. The course will also present current examples of diplomats harnessing digital media for diplomatic efforts. The students will analyze different digital platforms including cellular applications, social media, virtual reality and augmented reality glasses and more. The students in the course can develop a mini-scale project with the Israeli Ministry of Foreign Affairs focusing on their metaverse vision. The course will provide the students with tools for analyzing the impact of new media on diplomacy as well as applied tools required for putting together digital diplomacy campaigns. The guest lectures and parts of the classes using digital platforms such as computer games and cellular applicatons won't be recorded due to copyright issues. The guest lectures will bedelivered through Zoom, but we'll watch them together in class.

Course/Module aims:
   Learn about the field of digital diplomacy
Know different digital platforms used for managing campaigns of digital diplomacy
Acquiring tools to analyze and manage campaigns of digital diplomacy

Learning outcomes - On successful completion of this module, students should be able to:
   Learning outcomes - On successful completion of this module, students should be able to
 Learning about different digital platforms
 Critically analyze the effect of new media on digital diplomacy
 Getting tools to develop digital diplomacy campaigns

Attendance requirements(%):
  80%

Teaching arrangement and method of instruction: Lecture with active and experential learning and the opportunity to develop a personal project

Course/Module Content:
  Course/Module Content
  Introduction – Course Overview
Technology discourse and public diplomacy
  Digital nativity and diplomacy
  Computerized simulations and diplomacy: The case of PeaceMaker
  Virtual worlds and diplomacy
  Guest lecture of Mr. David Saranga from Israeli MFA's Digital
   Department
  Diplomacy and computer games
  Diplomacy and virtual reality and augmented reality glasses
  The future of diplomacy: Telepresence
  Selfie diplomacy
  Diplomacy in times of crisis
  Diplomacy and big data
  Short presentations
   Synthesis

  Nye, J.S. (2019). Soft power and public diplomacy revisited. The Hague Journal of Diplomacy, 14(1-2), 7-20
  Prenksy, M. (2001). Digital natives, digital immigrants. On the Horizon, 9(5), 1-6
  Manor, I. ,& Kampf, R. (accepted). Digital nativity and perceptions of digital diplomacy. Global Policy
  Kampf, R., & Cuhadar, E. (2014). Learning about the Israeli-Palestinian conflict and negotiations through simulations: The case of PeaceMaker. International Studies Perpectives, 15, 142-162
  Pamment, J. (2013). New public diplomacy in the 21st century: A comparative study of policy and practice. Routledge. Chapter 6
  Spry, D. (2019). More Than Data: Using the Netvizz Facebook Application for Mixed-Methods Analysis of Digital Diplomacy. Research Methods, 10, 1-11
האסלר, ביאטריס ורובין, מתן. (2018). דרך עיני האחר: מציאות מדומה ככלי לדיפלומטיה. הזירה דיפלומטיה ויחסי חוץ.
  Bjola, C., Cassidy, J., Manor, I. (2019). Public diplomacy in the digital age. The Hague Journal of Diplomacy, 14(1-2), 83-101
  Pariser, E. (2011). Introduction. The filter bubble. (pp. 1-20). NY: Penguin Press
  Manor, I & Segev, E. (2015). America's Selfie: How the US Portrays Itself on its Social Media Accounts. Available online at

https://digdipblog.files.wordpress.com/2014/02/americas-selfie.pdf
 Manor, I., & Crilley, R. (2018). Visually framing the Gaza War of 2014: The Israel Ministry of Foreign Affairs on Twitter. Media, War & Conflict, 11(4), 369-391
 Bjola, C. (2018). Are We There Yet? Have MFA Realized the Potential of Digital Diplomacy, The Hague Journal of Diplomacy, 13(1-2), 1-33
 Cuhadar, E., & Kampf, R. (2015). A cross-national inquiry into the Israeli-Palestinian and Guatemalan scenarios in Global Conflicts. Negotiation and Conflict Management Research, 8(4), 243-260
 Minsky, M. (1980). Telepresence. OMNI Magazine
 Beatrice, H. (2018). Looking at the other side of the conflict: Using virtual reality glasses for diplomatic efforts. A blog post
 Kampf, R. (2021). From selfie to groufie: TikTok vs. Instagram as tools for learning about the "other" in divided societies. International Communication Association, Paris, France May 26th -30th

Required Reading:
 see under course content

 Additional Reading Material:
  No additional reading

 Grading Scheme:
  Essay / Project / Final Assignment / Home Exam / Referat 85 %
  Presentation / Poster Presentation / Lecture/ Seminar / Pro-seminar / Research proposal 15 %

Additional information: