
Course plan

B2.519 - Public Diplomacy in a Multipolar World · Credits: 4.0

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Presentation

Description

The term public diplomacy, coined in 1965 by Edmund Gullion (then Dean of the Fletcher School of Law and Diplomacy), describes the increasing activity of state (and, some would argue, non-state) actors to create a receptive environment for their policies among overseas publics. The phenomenon gained particular importance during the Cold War, and again after the terrorist attacks of 9/11. Modern technologies are transforming the way in which public diplomacy is conducted. But the essence of public diplomacy itself, speaking across international borders to foreign publics, has a long tradition stretching back to ancient Greece.

Nowadays, it is particularly at the United Nations that representatives of governments and other bodies such as international and non-governmental organizations seek to draw the public's attention to global issues, different threats and challenges, and to thousands of campaigns and examples of multilateral cooperation. In this context, the capacity to conduct effective public diplomacy is a necessity for every modern diplomat.

The course Public Diplomacy in a Multipolar World is intended to increase students' awareness and understanding of the theory and practice of modern public diplomacy as conducted by UN member states and other international actors. The course is divided into three activity-centered units. The first part will be dedicated to introduce students to the world of public diplomacy and to explain key terms and concepts. What is public diplomacy? What distinguishes cultural Diplomacy from cultural relations and cultural exchange? Moreover, this unit will outline the evolution of public diplomacy vis-à-vis traditional diplomacy over time - in particular before and after the Cold War.

The second unit will be dedicated to analyzing both traditional and recent tools and techniques of public diplomacy. With that purpose, we will perform a critical and sound analysis on some of these tools, including digital tools as well as speech-making, designing a media plan and dealing with the media.

In the last unit students are invited to understand the issues on foreign policy and strategy, analysing the methods to effective foreign diplomacy.

The course as part of the programme as a whole

The Master's Degree in International Affairs and Diplomacy and related qualifications (UOC - UNITAR) is designed for diplomats and government officials involved in international affairs, as well as those persons involved in international relations or seeking a career in this field.

The course Public Diplomacy in a Multipolar World will provide the students with a comprehensive understanding of the theory and practice of modern public diplomacy.

Professional fields it is linked to

- National bodies (such as government ministries and departments, civil services, think-tanks and policy advisory groups)
- Embassies and consulates
- International organisations (such as the UN, UN agencies, EU departments)
- Campaign groups, aid agencies and other nongovernmental organizations (NGOs)
- Companies operating on an international level
- Journalists and other media professionals

- Banking, financial services and corporate consultancy
- University lecturers

Prior knowledge

No prior knowledge is required, although some notions of International Relations theories might be useful.

Objectives and competencies

At the end of the course Public Diplomacy in a Multipolar World, students should be able to:

- Define and discuss the basic concepts of public and cultural diplomacy and how its practice is evolving;
- Demonstrate knowledge of the skills and techniques required by public diplomacy practitioners vis-à-vis the media and other stakeholders;
- Design strategic media plans and public diplomacy campaigns by using modern and conventional public diplomacy tools.

Content

The course will be based on the 6 theory modules divided into three units

Resources

View the learning resources used in the subject

Material	Support
Module 3. Tools and Techniques of Public Diplomacy	Pdf
Module 5. Campaigns and Evaluation	Pdf
Module 2. Cultural Diplomacy	Pdf
Module 4. Digital Diplomacy	Pdf
Module 1. Introduction to Public Diplomacy in the 21st Century	Pdf
Module 6. Public Diplomacy Campaigns and Evaluation	Pdf

Support tools and learning resources

Academic plagiarism: <http://biblioteca.uoc.edu/en/resources/academic-plagiarism>

Bibliography and information sources

This course identifies three sets of readings:

- Mandatory Readings which are required readings for each week of the course, and which are the basis of the continuous assessments tests (CATs)
- Optional Readings which complement and elaborate on themes considered in the three Units
- Further Reading - for students who have the interest and opportunity to further expand their knowledge.

NOTE: Mandatory and Optional Readings are available through the UOC library on line and can be accessed in two ways: from the links at the classroom timetable bar; and from the Classroom 'Resources' tab.

The Further Readings however are not all available via the UOC library on-line.

UNIT 1

Mandatory Readings

- UNITAR Module 1
- UNITAR Module 2

Optional Readings (Available UOC's Virtual Library)

Module 1:

Melissen, J. 2005. 'The New Public Diplomacy: Between Theory and Practice', in Melissen, J. (ed), *The New Public Diplomacy: Soft Power in International Relations*. New York, Palgrave MacMillan.

Krasnyak, O. 2017. 'Evolution of Korea's Public Diplomacy', US Center on Public Diplomacy, October 2017.

Davidson, M. 'China's Soft Power : Comparative Failure or Secret Success', US Center on Public Diplomacy, October 2017.

Riordan, S. 2004. 'Dialogue-based Public Diplomacy: A New Foreign Policy Paradigm?' Clingaendel-The Netherlands Institute of International Relations, 95.

Module 2:

Simon, M. 2009, 'A Greater Role for Public Diplomacy', Clingaendel-The Netherlands Institute of International Relations.

US Department of State, *Cultural Diplomacy The Linchpin of Public Diplomacy*, Report of the Advisory Committee on Cultural Diplomacy, US Department of State.

Palit, P. 2013, 'China's Cultural Diplomacy: Historical Origin, Modern Methods and Strategic Outcomes', China Research Center, 12 (2).

Further Readings (Not available UOC virtual library. We include them as a bibliography)

McClory, J. 2012. 'The New Persuaders III: A 2012 Global Ranking of Soft Power'. Institute for Government.

Pamment, J. 2012, 'What Became of the New Public Diplomacy? Recent Developments in British, US and Swedish Public Diplomacy Policy and Evaluation Methods'. *The Hague Journal of Diplomacy*, 7 (3).

Kroyer, T. .2017, 'Soft Power and Public Diplomacy in Latin America: A view from Argentina', US Center for Public Diplomacy, August 2017.

Forminykh, A. 2016, 'Russia's Public Diplomacy in Central Asia and the Caucasus: The Role of the Universities', *The Hague Journal of Diplomacy*, 12 (1), 56-85.

Fitzpatrick, K. 2007, 'Advancing the New Public Diplomacy : A Public Relations Perspective', *The Hague Journal of Diplomacy*, 2 (3), 187-211.

Melissen & d'Hooghe: *The Chinese Dream and Successful Communication in the World*, Clingaendel-The Netherlands Institute of International Relations.

Manor and Golan: *The Irrelevance of Soft Power*, E-International Relations: <https://www.e-ir.info/2020/10/19/the-irrelevance-of-soft-power/>

Cull, N: *Public Diplomacy: Foundations for Global Engagement in the Digital Age*, Polity 2019

UNIT 2

Mandatory Readings

- UNITAR Module 3
- UNITAR Module 4

Optional Readings

Module 3:

Smith, L. 2017, 'Digital Diplomacy and the Power of Networks and Advocacy Organisations', US Center for Public Diplomacy, October 2017.

Bjola, C. 2017, 'Satellite Remote Sensing and Diplomatic Crisis Management', US Center for Public Diplomacy, October 2017.

Further Readings

Hocking, B. et al., 'Whither Foreign Ministries in a Post-Western World?', Clingendael- The Netherlands Institute of International Relations, 20, 1-7.

Bjola, C., 2017. 'Trends and Countertrends in Digital Diplomacy', US Center on Public Diplomacy, October 2017.

Pilegaard, J., 2016. 'Virtually Virtual ?The New Frontiers of Diplomacy', The Hague Journal of Diplomacy, 12 (4), 316-336.

Manor, I, 2017. 'The Rise of Personalized Diplomacy', US Center on Public Diplomacy, November 2017.

Riordan, S., 2016. 'The Strategic Use of Digital and Public Diplomacy in the Pursuit of National Objectives', Federacio d'Organitzacions Catalanes Internacionalment Reconegudes.

Riordan, S., 2016. 'Digital Diplomacy 2.0: Beyond the Social Media Obsession', US Center for Public Diplomacy, April 2016.

Westcott, N. 2008, 'Digital Diplomacy: The Impact of the Internet on International Relations', OII Working Paper, 16, Oxford Internet Institute, 16 July.

Riordan S: Cyberdiplomacy: Managing Security and Governance Online, Polity 2019

Bjola C: Diplomacy in the Age of Artificial Intelligence, ARI 98/2019, Real Instituto Elcano: https://www.realinstitutoelcano.org/wps/portal/rielcano_en/contenido?WCM_GLOBAL_CONTEXT=/elcano/elcano_in/zonas_in/ari98-2019-bjola-diplomacy-in-the-age-of-artificial-intelligence

UNIT 3

Mandatory Readings

- UNITAR Module 5
- UNITAR Module 6

Optional Readings

Module 5

Banks, R. 2011, 'A Resource Guide to Public Diplomacy Evaluation', US Center on Public Diplomacy, 29 November.

US Department of State, 2014, Data Driven Public Diplomacy: Progress Towards Measuring the Impact of Public Diplomacy and International Broadcasting Activities, US Advisory Commission on Public Diplomacy.

Egner, M., 2009. Between Slogans and Solutions: A Frame-Based Assessment Methodology for Public Diplomacy, The Pardee RAND Graduate School, 2009.

Module 6

Cull, N. 2008, 'Public Diplomacy : Taxonomies and Histories', The Annals of the American Academy, 616, 31-53.

Further Readings

Morris J: How to Craft a Public Diplomacy Campaign, USC Public Diplomacy Blog January 2020: <https://uscpublicdiplomacy.org/blog/how-craft-public-diplomacy-campaign>
