

THE MASTER OF ARTS IN DIPLOMACY



Why study Diplomacy at the Sarajevo School of Science and Technology?

The term “diplomat” is a broad one, encompassing heads of government and other high ranking officials as well as professional diplomats working in foreign ministries and embassies abroad. More specifically, the term can also relate to foreign ministry officials who hold or have held diplomatic posts in foreign countries. Diplomacy and foreign policy are not synonymous, but they are closely linked. While diplomacy refers to negotiations between nations or representatives of international organizations, foreign policy relates to specific strategies chosen by a state and used to preserve its national interests and achieve its goals in the international arena. Thus, it can be said that diplomacy is an instrument of foreign policy used by a state to achieve its goals. The Master of Arts in Diplomacy is designed in such a way as to offer students in-depth practical and theoretical knowledge of the craft of international diplomacy and the role

Required Courses

The Master program is run by the Political Science and International Relations department at SSST in collaboration with SSST’s partner, the University of Buckingham in the United Kingdom. The duration of the programme is three semesters (one year). Students will be required to take eight courses in total with four courses per semester (total number of ECTS for all courses: 60) and produce a research-based thesis (total number of ECTS for thesis: 30). After successful completion of all coursework and thesis submission (including an oral defense), students will be awarded a Masters of Arts degree in Diplomacy by both the SSST and the University of Buckingham (total number of ECTS: 90).

played by diplomats in advancing their governments’ objectives. Accordingly, the program will offer eight courses that include segments on **foreign policy making** and the forces that drive it, **history of diplomacy, public diplomacy, EU Diplomacy, diplomatic negotiations**, as well as the practice of diplomacy. Throughout the study, the emphasis will be on the practical level the way policy is carried out and the roles of individuals and institutions that perform these functions. In this context, students will often conduct simulations of real life situations of the kind that challenge diplomats and policy makers. In addition, all courses will help students sharpen their skills in drafting, oral presentation, and critical thinking, all key components of the practice of diplomacy.

Courses:

- Diplomacy in Theory and Practice
- European Union Politics and Policy
- Foreign Policy Analysis
- Processes of International Negotiation
- Law and Politics of International Conflict Management
- Research Methods for Social Sciences
- Public Diplomacy
- Diplomacy of EU Member States

Teaching and Assessment

Each course will meet once a week for 2.5 hours over a 15-week period. During each week students will learn and critically engage with different types of materials such as academic papers, lectures, movies, case-studies, debates and simulation games, etc. Students will be assessed on several components (written assignments-term papers; presentations; debates; case-study analysis; final exams; and a research-based thesis).

Research Topics

During the program students will have to choose one topic of their interest for which they will produce a research-based master dissertation. Possible research topics include but are not limited to the following areas:

Research Area: Public Diplomacy

Turkish Soft Power Efforts in Bosnia and Herzegovina: What is the Outcome?

This topic explores Turkey's soft power in BiH, one of the key areas of former's public diplomacy focuses. These two countries have strong historical and cultural bonds, which Turkey has turned into strategic assets in this part of the Balkan Peninsula. Turkey has developed new capacities of soft power and strategic communication with BiH, but the focus is to tell the story of Turkey to a wide audience in a country where its history is already well known and understood. In turn, this approach has a deep impact on BiH's foreign policy, as well as its economic and political development. Hence, there are various approaches to this topic, from historical and cultural, to foreign policy and economic aspects.

Designer Nation-Branding: A Possibility for a Unique BH brand?

This topic aims at examining the emergence of nation-branding discourse in a country where this concept is severely unexplored and undermined. The focus of the study should include, but is not limited to the examination of nation-branding practices in BiH in the last five years, a period crucial for BiH's positioning in a more global narrative of Europeanization and globalization. Recently, a number of successful BH brand stories have emerged, but is BiH really becoming a designer nation? The topic should examine the risky business of nation-branding in a divided society, since its success depends on individual industry creations. Another approach to this topic would be to re-examine the issue of national identity through branding. Can this narrative survive in BiH or is it a utopian idea?

Research Area: Prenegotiations and Negotiations

Consensus Decision-Making and the Role of Silence Procedure in Multilateral Bodies

Consensus decision-making has become the key form of decision-making in multilateral organizations. Yet, some of the procedural mechanisms that constitute the core of this approach are underexplored, namely their application in large multinational bodies, such as NATO. In this regard, students are free to critically assess and examine the role of “silence procedure” in a given organization, its aims, usefulness and downsides. Is this model democratic and will it prevail?

The Role and Effectiveness of Prenegotiations in Hostile Relations between Culturally Similar Countries

If prenegotiations succeed, the negotiations become a relatively easy task. Yet, the importance of prenegotiations is very often overlooked and its strategic aspect in difficult negotiations seriously diluted. Prenegotiations are difficult for a number of reasons, including the issue of “buying time” and “obtaining good press”. But, what happens in cases in which culturally similar countries in hostile relations decide to enroll in the process of prenegotiations? Here, students should examine the issue of repeated demonstrations of power, but also the aspect of cultural similarity, familiarization with language and cultural symbols (which in many cases can severely damage prenegotiations) and history of conflict between two countries. Case studies which can be examined, but are not limited to include conflicts between Kosovo and Serbia, Russia and Ukraine, BiH and Serbia, etc.

Research Area: International Law and Diplomatic Practice

Breaching the Vienna Convention on Diplomatic Relations: The Case of Bosnia and Herzegovina

A near-universal participation by sovereign states assures that most diplomats, as representatives of their nations, show a high level of allegiance to the Vienna Convention on Diplomatic Relations. Yet, in reality, the Convention is often breached and diplomatic immunity severely misused. While the Convention is explicit when it comes to misuse of diplomatic immunity, and although host countries are limited to only informing the diplomat that he is “no

longer welcome” in their nation, the powers of the host state end there. Diplomatic agents are not immune from jurisdiction in their home state, but what occurs in cases in which the home state does little to prosecute its diplomats? This problem is much unexplored and almost a secret in BiH’s diplomatic circles. However, there have been numerous cases which received little media attention, but the public was informed about them. In BiH, personal connections and political parties largely influence the above process. This is one of the aspects that this topic potentially explores.

Research Area: Peace and Conflict Management

The Role of New Media in Constructing Diplomatic Discourse in the Kosovo Conflict

The role of new media in recent national and international conflicts cannot be ignored. Yet, this is a new trend in diplomacy, and as such its role has not been properly examined, notably in cases of inter-state disputes. Hence, this topic aims at examining the role and use of new media discourse in diplomatic behavior with a specific focus on the Kosovo conflict.

More specifically, the topic may focus on any of the following aspects: reaching wider audiences to provoke sympathy or influence positive/negative image creation, Western new media coverage of the conflict, unexplored aspects of the conflict impacted by new media, subjectivity of regional vs. western new media in relations to the conflict, misinterpretation due to cultural differences, etc.

Note: Other possible case studies include conflicts in Egypt, Tunisia, Syria, Iran's nuclear programs, etc.

Knowledge and Skills

At the end of the programme students will be able critically analyze the economic, legal and socio-political impacts on diplomatic behavior of states and diplomats. They will also demonstrate systematic understanding of the art and skill of diplomacy, the contemporary theories and developments in diplomacy or more precisely in the field of diplomatic negotiation, prenegotiations, bilateral and multilateral diplomacy, foreign policy analysis, public diplomacy and European diplomacy. In addition, students will be able to analyze the practice of diplomacy as exercised by diplomatic representatives of states and representatives of international organizations.

Tuition and Fees

Tuition and fees are **9400 EUR**, including all required text books and reading material.

Requirements

Bachelor of Arts degree in the social sciences or humanities.

Demonstrated proficiency in English (minimum requirement level 5).

Admission

The application process is open until September 11 2015. We strongly encourage early application. Applications received after the deadline will be considered on a space-available basis. Please contact Ms. Anela Lemes at admissions@ssst.edu.ba or anela.lemes@ssst.edu.ba regarding the application process.



**Sarajevo School of
Science and Technology**



**THE UNIVERSITY OF
BUCKINGHAM**

DEPARTMENT OF POLITICAL SCIENCE AND INTERNATIONAL RELATIONS

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