**MODULE SPECIFICATION**

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| **Name of Module** | | Public Diplomacy | | | | | |
| **Parent School/Dept** | | **Political Science and International Relations** | | | | | |
| **Programme(s) where module is offered** | | MA Diplomacy | | | | | |
| **Status** (core, option, free choice) | | Core | | **Pre-Requisite Modules or Qualifications** | | PD501 | |
| **FHEQ Level** |  | **Unit Value** | 8 ECTS | **Module Code** | **PD510** | **Module coordinator** | Maja Savic-Bojanic |
| **Term taught** | | Spring | | **Applicable From** | | 2013 | |
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| **Educational Aims of the Module** | | | | | | | |
| The aim of the course is to provide an introduction to the conceptual and theoretical foundations of the interdisciplinary field of Public Diplomacy as well as its practical applications in the 21st Century. It should give students a historical perspective of the field, make them familiar with non traditional sources of power on which public diplomacy relays, as well as with strategies, actors, methods, tools and channels of PD. The goal is to gather insights on the basis of the relevant case studies of public diplomacy of global powers and small states as well as of the supranational public diplomacy of the EU. The aim is to equip students with capacities to follow contemporary debates on public diplomacy of the 21st century and recognize the relevance of non-state actors in new public diplomacy. The course is designed as a comprehensive inquiry into understanding of modern public diplomacy, its functions, institutional set ups and models of implementation. | | | | | | | |
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| **Module Outline/Syllabus** | | | | | | | |
| * What is public diplomacy? * Developments, spectrum & power of ideas * Relevant theories and concepts * Context of PD, hegemony, collaboration & psychological dimension * Distinguishing the discipline, situational aspects and layers * New Concepts of Power * Nation branding * Cultural diplomacy * Operationalization of PD * PD Strategies and Actors * PD Tools and Channels * Exchange Programs, intro to PD of global powers * PD of small states (case studies) | | | | | | | |
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| |  |  |  |  | | --- | --- | --- | --- | | **Student Engagement Hours** | | | | | **Type** | **Number per Term** | **Duration** | **Total Time** | | Lectures | 64 | 90 minutes | 96 hours | | Tutorials | 32 | 90 minutes | 48 hours | |  |  |  |  | | Total Guided/Independent Learning Hours | | | **120** | | Total Contact Hours | | | **90** | | **Total Engagement Hours** | | | **200** | | | | | | | | |
| **Assessment Method Summary** | | | | | | | |
| **Type** | | **Number Required** | | **Duration / Length** | **Weighting** | **Timing/Submission Deadline** | |
| Final Exam | | 1 | | 3 hours | 50% | End of semester | |
| Mid-semester test | | 1 | | 2 hours | 40% | Week 8 | |
| Oral presentations | | 1 | | 2 hours | 10% | Weeks 5 and 11 | |

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| **Module Outcomes** | | | |
| **Intended Learning Outcomes:**  At the end of the Course, students should be able to:   1. Critically understand the theoretical and historical roots and justifications for public diplomacy as well as the relationships between traditional and public diplomacy; 2. Comprehend the link between foreign policy priorities and public diplomacy strategies; 3. Recognize Public Diplomacy initiatives as well as the actors, audiences, channels, methods and tools; 4. Understand basic public diplomacy policies and programs across national contexts as well as the supranational level of the EU; 5. Comprehend the magnitude of the influence of the 21st Century communications as well as the power of information technology and strategic communication initiatives for implementation of foreign policy. | | → | **Teaching and Learning Strategy:**   1. Course readings/Lectures/ Class discussion. (ILO: 1-5) 2. Lectures/individual and group presentations and discussions. (ILO: 1-5) 3. Tutorials/attending a PD event (ILO: 1-5) 4. Ambassador’s presentation. (ILO: 1-5) 5. Course readings/Lectures/ Tutorials. (ILO: 1- 5) 6. Feedback on mid-term paper (coursework) (ILO: 1-5) |
| → | **Assessment Strategy**   1. Course work –class participation, 10% 2. Mid-Term Exam (20%) (ILO: 1-5) 3. Oral presentation and discussion (10%), 4. Final Exam – 50% (ILO: 1-5) |
| **Practical Skills**   1. Recognize and differentiate PD from traditional diplomacy 2. Develop nation-branding strategies 3. SWOT analyze different PD strategies | | → | **Teaching and Learning Strategy:**   1. Practical with tutor-lead support   (PS: 1-3)   1. Individual project assignment (PS: 2) |
| → | **Assessment Strategy**   1. Written Exam (PS: 1,3) 2. Individual Project (PS: 2, 3) 3. Essay (PS: 1-3) |
| **Transferable Skills**   1. Evaluate ideas, arguments and texts. 2. Research & critically evaluate information. 3. Engage in clear written argument and presentations. 4. Recognize models of public diplomacy and analyze their efficiency. 5. Critically analyze and interpret diplomatic events, applying theoretical frameworks in different, new contexts and linking empirical data with theoretical frameworks. | | → | **Teaching and Learning Strategy:**   * 1. Course readings and class discussion. (TS: 1, 2, 3, 5)   2. Individual and group presentations and discussions (1-5)   3. Simulation games (TS 1, 3, 5).   4. Written assignments. (TS: 1, 2, 4, 5)   5. Individual discussions with students as needed and detailed feedback on their writings. (TS: 1, 2, 3, 4, 5) |
| → | **Assessment Strategy**   1. Course work –class participation, oral presentation and discussion (10%), mid-term exam (20%), research paper (20%) 2. Final Exam – 50% (TS: 1-5) |
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| **Key Texts and/or other learning materials** | | | |
| Dinnie, K. (2007). Nation Branding, Concepts, Issues, Practice. Taylor and Francis.  Melissen, J. (2007). The New Public Diplomacy: Soft Power in International Relations. Palgrave Macmillan  Snow, N. & Taylor, P. M. (2008). Routledge Handbook of Public Diplomacy. Routledge, New York.    Waller J. M., ed. (2007). Definitions: What is Public Diplomacy, and What is It For? The Public Diplomacy Reader. Institute of World Politics Press, Washington, D.C.  Sproule, J. M. (1994). The Realm of Propaganda, Channels of Propaganda. Edinfo Press, San Jose, California.  Van Ham P. Place Branding: The State of the Art. *The Annals of the American Academy of Political and Social Sciences.*  Nye, J. S Jr. (2004). The Changing Nature of Power- Soft Power: The Means to Success in World Politics (New York, Public Affairs, pp. 1-32).  Hocking, B. “Rethinking the „New‟ Public Diplomacy,” in *The New Public Diplomacy*, pp. 28-43.  Monroe E. Price, Susan Haas, and Drew Margolin, “New Technologies and International Broadcasting: Reflections on Adaptations and Transformations,” in *The Annals of the American Academy of Political and Social Sciences.*  Brown, J. “Arts Diplomacy: The Neglected Aspect of Cultural Diplomacy,” America’s Dialogue with the World.  Maybury, M. “Trends in New Media,” in *Local Voices, Global Perspectives: Challenges Ahead for U.S*. International Media  Arsenault, A. “Public Diplomacy 2.0,” in *Toward a New Public Diplomacy*. (pp. 135-153)  U.S. Department of State and USAID, “Leading Through Civilian Power” *The First Quadrennial Diplomacy Review*, Executive Summary  and “Engaging Beyond the State” December 2010, pp. 1-19, pp. 53-59  **In-class video:**  Public Diplomacy Video, Public Diplomacy Council  <http://www.publicdiplomacycouncil.org/public-diplomacy-video-0>  **Links to websites (useful for research and understanding the policy element)**  <http://www.berghof-foundation.org/en>  <http://www.international-alert.org/resources/conciliation-resources>  <http://www.sfcg.org>  <http://uscpublicdiplomacy.org> | | | |
| **Please note:** This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency. | | | |
| **Date of Production** | 26 August 2013 | | |
| **Date approved by School Learning and Teaching Committee** |  | | |
| **Date approved by School Board of Study** |  | | |
| **Date approved by University Learning and Teaching Committee** |  | | |
| **Date of Annual Review** |  | | |