

PUBD / COMM 369
Public Diplomacy and Global Citizenship
Spring 2018 / 4 Units / Section #52802

Class: Tues/Thurs 9:30-11:00

Location: ANN L105A

Instructors: Prof Nick Cull & Prof Bob Banks

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I. Course Description

This course introduces a central feature of the contemporary international affairs – public diplomacy – and challenges the student to locate themselves as both its targets and practitioners. International actors have always understood that success in world affairs requires engaging foreign audiences. Today, thanks to the revolution in communication technology, public diplomacy and associated issues of communication, networking and exchange have moved from being optional extras to essential tools of modern diplomacy. The class is divided into three sections. The first part will consider the core terminology of public diplomacy, propaganda and soft power. The second part will present the foundational practices of public diplomacy – listening, advocacy, cultural diplomacy, exchange diplomacy and international broadcasting. A third and final section will consider the issues raised by globalization and examine how public diplomacy can be used to address the social, political, economic and cultural issues of our time by governments and other international actors. Techniques examined will include entertainment, sport diplomacy and nation branding. Issues will include insurgency and conflict resolution. At the end of the semester students will reflect on the implications of the world of public diplomacy for their own responsibilities as global citizens.

This class will give especial prominence to guest speakers and will feature contributions from well-known international voices from the US including General David Petraus (ret.) and practitioners seeking to engage the United States. Each will specifically address issues of global challenges and citizenship responses.

Core Readings will be taken from Taylor and Snow (eds), *The Routledge Handbook of Public Diplomacy* (Routledge, 2009) and Cowan and Cull (eds) *The Annals of the American Academy of Political and Social Science: Public Diplomacy in a Changing World*. (Sage, 2008).

Further readings will be posted on Blackboard.

Students will also be required to follow the blog of the USC Center on Public Diplomacy and participate in at least one event organized by the Center on Public Diplomacy.

II. Overall Learning Objectives and Assessment

By the end of the course students will be able to:

- Understand the centrality of communication in contemporary international relations.
- Analyze a range of ways in which an international actor can engage a foreign public.
- Articulate the relationship between individual communicators and foreign policy outcomes.

III. Assignments and Assessment

Students are required to attend class regularly, to contribute to class discussions, and to do weekly reading. Attendance in lecture is important: there is significant material covered in lecture that is not in the reading and you cannot pass the course if you do not attend most of the lectures. There are several writing assignments for this class, and because the lectures, discussions, reading assignments and course assignments are all vitally linked, it is critical that you keep up with the schedule.

Students who miss more than **four lectures and two section discussions** will have their grades reduced and risk failing the course.

Writing Assignments:

There are four papers due in this class. The details of each paper will be given in a prompt approximately one week before the papers are due (due dates are noted in the syllabus). Papers must be presented in hard copy (not as an email attachment) and late papers will not be accepted. If you have an emergency that impacts your ability to turn your paper in on time, you need to contact the professor **before** the paper is due.

The Annenberg School reserves the right to change this syllabus if necessary.

IV. Grading Breakdown

The final course grade will be based on the following distribution:

Assignment	% of Grade
1 st Paper: Foundational Concepts (500 words on definitions of foundational concepts)	10
2 nd Paper: Listening Exercise (1,500 word listening exercise)	20
Mid-term (to be taken in class)	20
3 rd Paper: Case Study (1,500 word case study)	20
4 th Paper: Personal Reflection (2,000 word personal reflection/blog review)	20
Class participation	10
TOTAL	100%

V. Assignment Submission Policy

Instructor: Describe how, and when, assignments are to be submitted. Examples:

- A. All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F.
- B. Assignments must be submitted via [Blackboard, Multimedia Asset Management (MAM) system, e-mail, etc.]

VI. Laptop Policy

Effective fall 2014, all undergraduate and graduate Annenberg majors and minors will be required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the Annenberg Virtual Commons for more information. To connect to USC's Secure Wireless network, please visit USC's Information Technology Services website.

VII. Course Schedule: Reading and Weekly Breakdown

Important note to students: *Be advised that this syllabus is subject to change – and probably will change – based on the progress of the class, news events, and/or guest speaker availability.*

Part One: Foundations.

Week One:

Tuesday: **Introduction: The Concept of Public Diplomacy**

Thursday: **From Propaganda to Public Diplomacy**

Reading:

“Public diplomacy: taxonomies and history” (Cull, *The Annals*, p.31). 23 pages.

“Definitions: What is public diplomacy, and what is it for?” (*The Public Diplomacy Reader*, p.23) 16 pages.

“Rethinking Public Diplomacy” (Snow, *Routledge Handbook*, p.3). 9 pages.

“Military Psychological Operations as Public Diplomacy” (Kilbane, *Routledge Handbook*, p.187). 5 pages.

Week Two:

Tuesday: **Soft Power in Public Diplomacy**

Thursday: **Guest speaker with Background in Applied Soft Power**

Reading:

“Public Diplomacy and Soft Power” (Nye, *the Annals*, p.94). 16 pages.

“Hard Power, Soft Power, Smart Power” (Wilson, *the Annals*, p.110). 14 pages.

“The EU as a Soft Power: the Force of Persuasion” (Michalski, *The New Public Diplomacy*, p.124). 20 pages.

“Influencing Egypt with Soft Power” (Judy Dempsey, *The New York Times*, September 2, 2013) http://www.nytimes.com/2013/09/03/world/europe/What-Role-for-Europe-in-Egypt.html?_r=0

Part Two: Core Approaches

Week Three:

Tuesday: **Listening in Public Diplomacy**

1st paper due in class on Tuesday.

Thursday: **Speaker with expertise in polling**

Reading:

“Public Opinion and Power” (Wyne, Routledge Handbook, p.39). 10 pages.

“Moving from Monologue to Dialogue to Collaboration: The Three Layers of Public Diplomacy.” (Cowan and Arsenault, *The Annals*, p.10). 20 pages

“Listening as public diplomacy,” (Cull, Mss). 20 pages.

“US Public Diplomacy’s Neglected Domestic Mandate” (Fitzpatrick, *CPD Perspectives*).<https://uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/uscuploads/u35361/2010%20Paper%203.pdf> 50 pages

Week Four:

Tuesday: **Advocacy in Public Diplomacy**

Thursday: **Nation Brands and Branding**

Reading:

“Evans, A. and Steven, D. “Towards a Theory of Influence for Twenty-First Century Foreign Policy: Public Diplomacy in a Globalized World.” (Evans and Steven, *Engagement*, p.44) 15 pages

“Nation and Brands: Keywords for the Twenty-First Century” (*Branding the Nation*, p.15). 17 pages.

“Place Branding: The State of the Art” (van Ham, *the Annals*, p.126). 22 pages.

“Another Good Neighbor?: Hollywood's (Re)embracing of Brazil in "Rio" (2011) and "Fast Five" (*Marsh, Revista Canadiense de Estudios Hispánicos*) 18 pages

“Mediating the Nation-State: Agency and the Media in Nation-Branding Campaigns” (Bolini & Stahlberg, *International Journal of Communication*) 19 pages

Week Five:

Tuesday: **Culture in Public Diplomacy**

2nd paper due in class on Tuesday.

Thursday: **Panel of foreign government speakers representing the culture of UK, Italy, Mexico and Israel.**

Reading:

“Arts Diplomacy” (Brown, Routledge Handbook, p.57). 3 pages.

“Culture Communicates: U.S. Diplomacy That Works” (Schneider, *The New Public Diplomacy*, p.147). 21 pages.

“The National Theater of Scotland’s *Black Watch*.” (Cull, British Council/CPD). 23 pages

“Cultural diplomacy: beyond the national interest?” (Ang, Isar & Mar, *International Journal of Cultural Policy*) 18 pages

“Cultural Diplomacy and the ‘Oh, I Didn’t Know That’ Factor,” (Schneider, Huffington Post http://www.huffingtonpost.com/cynthia-p-schneider/cultural-diplomacy-and-th_b_797305.html) 2 pages

“The Case for Cultural Diplomacy: Engaging Foreign Audiences,” (Finn, *Foreign Affairs*) 6 pages

“Cultural Diplomacy: Hard to Define, but You'd Know It If You Saw It” (Schneider, *The Brown Journal of World Affairs*) 13 pages

“Hip-Hop Diplomacy U.S. Cultural Diplomacy Enters a New Era” (Aidi, *Foreign Affairs*) 5 pages

“Remarks: Leveraging Culture and Diplomacy in the Age of Information (Tara Sonenshine, <http://www.state.gov/r/remarks/2013/202649.htm>) 5 pages

Week Six:

Tuesday: **Exchanges in Public Diplomacy**

Thursday: **Guest Speaker: high level speaker on US exchanges**

Reading:

“Exchange Programs and Public Diplomacy” (Scott-Smith, *Routledge Handbook*, p.50). 6 pages.

“Valuing Exchange of Persons in Public Diplomacy” (Snow, *Routledge Handbook*, p.233). 13 pages.

“International Exchanges and the U.S. Image” (Snow, *the Annals*, p.198). 23 pages.

“Mapping the Undefined: Some Thoughts on the Relevance of Exchange Programs within International Relations Theory” (Giles Scott-Smith, *the Annals*, p.173). 19 pages.

“Does Soft Power Matter? A Comparative Analysis of Student Exchange Programs 1980–2006.” (Atkinson, *Foreign Policy Analysis*) 22 pages

“Ambassadors unaware: the Fulbright Program and American Public Diplomacy” (Bettie, *Journal of Transatlantic Studies*) 16 pages

“Cultural Demands of the Host-Nation: International Student Experience and the Public Diplomacy Consequences” (Benjamin, *Journal of International Students*) 13 pages

“Ripple Effects” in Youth Peacebuilding and Exchange Programs: Measuring Impacts Beyond Direct Participants.” (Olberding, J, *International Studies Perspectives*) 16 pages

Week Seven:

Tuesday: **Counter Insurgency, Counter Terrorism and Public Diplomacy**

Thursday: **Guest Speaker, General David Petraeus (ret.) or similar re CVE**

Reading:

“Public Diplomacy in International Conflicts” (Pratkanis, *Routledge Handbook*, p.111). 34 pages.

“Reflections on the Counter-Insurgency Era” (Petraeus, *RUSI Journal*, p. 82). 5 pages.

“Public Diplomacy, New Media, and Counterterrorism” (Seib, CPD Perspectives) 37 pages

“Why ISIS is Winning the Social Media War” (Wired <https://www.wired.com/2016/03/isis-winning-social-media-war-heres-beat/>) 20 pages

“Remarks: The Role of Public Diplomacy in Countering Violent Extremism” (Tara Sonenshine, <http://www.state.gov/r/remarks/2013/206708.htm>) 6 pages

Week Eight:

Tuesday: **International Broadcasting**

Thursday: **Practitioner Panel on International Broadcasting**

Reading:

“New technology and International Broadcasting: Reflections on Adaptation and Transformation.” (Price, Haas, Margolin, *the Annals*, p. 150), 23 pages.

“China in the News,” (Seib & Powers, CPD), 39 pages

“A quest for dialogue in international broadcasting: Germany’s public diplomacy targeting Arab audiences” (Zöllner, *Global Media and Communication*) 23 pages

“Believe it or Not: Understanding the Credibility and Effectiveness of Radio Sawa in UAE.” (Christie & Clark, *International Communication Gazette*) 13 pages

Week Nine:

Tuesday: *Midterm Exam in class.*

Part Three: Globalization: Issues and Responses.

Thursday: Globalization: A Challenge for Public Diplomacy.

Reading:

“Broken Promises” (Stieglitz, *Globalization and its Discontents*, p. 23) 30 pages

“The New Public Sphere: Global Civil Society, Communication Networks, and Global Governance” (Castells, *the Annals*, p. 78) 15 pages.

Week Ten:

Tuesday: **Environmental Diplomacy and Expositions**

Thursday: **Guest Speaker: with experience of environmental and/or expo diplomacy**

Reading:

“Experiencing Nation Brands: A Comparative Analysis of Eight Pavilions at the Shanghai Expo” (Wang, *CPD Perspectives*) 30 pages.

“Looking for God at the Shanghai Expo.” (Cull, *CPD blog*) 2 pages

“Sinking of Swimming at the Yeosu Expo.” (Cull, *Place Branding and Public Diplomacy*, Vol 8, No. 4 2012, p.249) 6 pages

“Cultural Diplomacy, Cosmopolitanism and Global Hierarchy at the Shanghai Expo” (Winter, *Space and Culture*). 16 pages

“Climate Justice Advocacy” (Finley-Brook, *PD Magazine*) 8 pages

“Climate Change Joins Terrorism, the Economy as a Top Diplomatic Issue” (http://www.slate.com/blogs/future_tense/2015/04/30/secretary_of_state_john_kerry_highlights_climate_change_as_a_top_diplomatic.html)

“Who can resist this guy?” Jacques Cousteau, Celebrity Diplomacy, and the Environmental Protection of the Antarctic” (Shortis, *Australian Journal Of Politics And History*) 14 pages

Week Eleven:

Tuesday: **Peace Building and Sports Diplomacy**

Thursday: **Guest Speaker: with experience of international sports exchange,**

Reading:

“The Curveball and the Pitch: Sport Diplomacy in the Age of Global Media,” (DeLay, *The Journal of the International Institute*, Fall 1999), 7 pages.

“Sporting Diplomacy: Boosting the Size of the Diplomatic Corps,” (Goldberg, *The Washington Journal*, August 2000, p. 63), 7 pages.

“Michelle Kwan Accepts Job as Diplomat” (CBS/AP, February 11, 2009).
http://www.cbsnews.com/2100-207_162-2165106.html 1 page

Sports as cultural diplomacy: the 2010 FIFA World Cup in South Africa’s foreign policy (Ndlovu, *Soccer & Society*) 11 pages

The Two Halves of Sports Diplomacy (Murray, *Diplomacy and Statecraft*) 18 pages

“Creating a Competitive Identity: Public Diplomacy in the London Olympics and Media Portrayal” (Zhou, Shen, Zhang, & Zhong *Mass Communication And Society*) 20 pages

Changing Minds, Making Peace: U. S. Public Diplomacy Strategy in Support of an Israeli-Palestinian Two-State Solution
(<http://www.bakerinstitute.org/media/files/files/015a3fac/BI-pub-IPUpdate-070714.pdf>) 25 pages

Keynote address by Judith Mchale, Undersecretary of State for Public Affairs and Public Diplomacy, at Exchange 2.0, 'Connected Youth: The Future of Peacebuilding and Problem Solving'

go.galegroup.com/ps/i.do?p=AONE&sw=w&u=usocal_main&v=2.1&id=GALE%7CA255096038&it=r&asid=8203473fa12357f1b7834b5cc5a74cfc 7 pages

Week Twelve:

Tuesday: **Celebrity and Aid Diplomacy**

Thursday: **Guest Speaker: with personal experience of aid/development work**

Reading: 100 pages

“Celebrity Diplomacy, intro and chapter one,” (Cooper, *Celebrity Diplomacy*, p.1) 35 pages.

“Buena Vista Solidarity and the Axis of Aid: Cuban and Venezuelan Public Diplomacy” (Bustamante and Sweig, *the Annals*, p.223). 29 pages.

“Celebrity diplomacy: United Nations’ Goodwill Ambassadors and Messengers of Peace” (Wheeler, *Celebrity Studies*) 14 pages

“For the Public Good or Just Good Publicity? Celebrity Diplomacy and the Ethics of Representation” (Kogen, *Mass Communication and Society*) 22 pages

Week Thirteen:

Tuesday: **Entertainment and Soft Power in Action**

Thursday: **Guest Speaker: with experience of media/entertainment as a force in international relations**

Reading:

Johanna Blakley, *Entertainment Goes Global: Mass Culture in a Transforming World*, Norman Lear Center, 2001. 13 pages.

“Public Diplomacy and the Rise of Chinese Soft Power (Wang, *the Annals*, p. 257). 13 pages.

“Culture as Soft Power – Bollywood and Beyond,” (Thussu, *Communicating India’s Soft Power: Buddha to Bollywood*, p. *) ** pages.

“Hollywood Piracy in China: An accidental case of US public diplomacy in the globalization age?” (Sigismondi, *Chinese Journal of Communication*) 16 pages

“Feds to review foreign influence and investment in Hollywood” (Audio: <http://www.scpr.org/programs/filmweek/2016/10/07/52577/feds-to-review-foreign-influence-and-investment-in/>) 16 minutes

“How foreign directors are flipping the script on Hollywood story ideas” (LA Times <http://www.latimes.com/entertainment/la-ca-mn-foreign-directors-20160221-html-htmlstory.html>) 5 pages

Week Fourteen:

Tuesday: **Digital Diplomacy and the Global Network**

Thursday: **Guest speaker with digital/network background**

Reading:

“The Challenges of the Internet and Social Media in Public Diplomacy.” (Wallin, *Perspective*, American Security Project) 14 pages

“Practicing Successful Twitter Diplomacy: A Model and Case Study of U.S. Efforts in Venezuela.” (*CPD Perspectives*) 36 pages.

WikiLeaks, public diplomacy 2.0 and the state of digital public diplomacy (Cull, *Place Branding and Public Diplomacy*) 9 pages

Week Fifteen:

Tuesday: **The Global Citizen in Public Diplomacy**

3rd paper due in class on Tuesday.

Thursday: **The Future of Public Diplomacy**

Reading:

Benjamin Barber, *Interdependence: Understanding Interdependence Day*.
http://interdependencemovement.org/WHY_INTERDEPENDENCE.pdf 6 pages

“Interdependence” (Barber and Myers, *Interdependence Handbook*, p.11). 30 pages

“Noopolitik: A New Paradigm for Public Diplomacy” (Ronfeldt and Arquilla, *Routledge Handbook*, p.352). 12 pages.

“Rethinking the ‘New’ Public Diplomacy” (Hocking, *The New Public Diplomacy* p.28). 14 pages.

“Why Do We Need Non-state Actors in Public Diplomacy?: Theoretical Discussion of Relational, Networked and Collaborative Public Diplomacy” (Lee and Ayhan, *Journal of International and Area Studies*) 20 pages

Millennials uphold cosmopolitan ideals despite economic woes (DW, <http://www.dw.com/en/millennials-uphold-cosmopolitan-ideals-despite-economic-woes/a-19493161>) 1 page

“Cosmopolitan Constructivism: Mapping a Road to the Future of Cultural and Public Diplomacy” (Cesar Villanueva Rivas, *CPD*) 9 pages

FINAL PAPER due at start of second week of exam period.

VIII. Statement on Academic Conduct and Support Systems

Statement for Students with Disabilities

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. Website for DSP and contact information: (213) 740-0776 (Phone), (213) 740-6948 (TDD only), (213) 740-8216 (FAX) ability@usc.edu.

Academic Conduct

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Support Systems

Student Counseling Services (SCS) – (213) 740-7711 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. engemannshc.usc.edu/counseling

National Suicide Prevention Lifeline – 1 (800) 273-8255

Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. www.suicidepreventionlifeline.org

Relationship and Sexual Violence Prevention Services (RSVP) – (213) 740-4900 – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender-based harm. engemannshc.usc.edu/rsvp

Sexual Assault Resource Center

For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: sarc.usc.edu

Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086

Works with faculty, staff, visitors, applicants, and students around issues of protected class. equity.usc.edu

Bias Assessment Response and Support

Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. studentaffairs.usc.edu/bias-assessment-response-support

The Office of Disability Services and Programs

Provides certification for students with disabilities and helps arrange relevant accommodations. dsp.usc.edu

Student Support and Advocacy – (213) 821-4710

Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. studentaffairs.usc.edu/ssa

Diversity at USC

Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. diversity.usc.edu

USC Emergency Information

Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. emergency.usc.edu

Emergency Preparedness/Course Continuity In A Crisis

In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies. See the university's site on Campus Safety and Emergency Preparedness.

USC Department of Public Safety – UPC: (213) 740-4321 – HSC: (323) 442-1000 – 24-hour emergency or to report a crime.

Provides overall safety to USC community. dps.usc.