

Spring 2018 — Tuesdays — 6-8:50 p.m.

Section: 52821D

Location: ANN 309

Instructor: Jay Wang

Office Hours: Tuesdays, 3-5 p.m., and by appointment

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I. Course Description

With their growing role and influence in global affairs, countries and territories in (East) Asia are increasingly aware of the importance of their image and reputation as an integral part of development and diplomatic strategies. This course seeks to advance our understanding of their engagement in public diplomacy in contemporary times. As (East) Asia is not a unitary concept or entity, we focus on public diplomacy practices by China, with additional discussion on Japan and South Korea. We approach the subject matter primarily from a communications perspective and in a political and policy context.

II. Learning Objectives and Assessment

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

- Develop a broad understanding of the political and policy context in which public diplomacy is pursued by countries in East Asia
- Examine public diplomacy engagement strategies and practices in a rigorous way
- Apply conceptual frameworks and tools in an in-depth analysis of a contemporary public diplomacy program

III. Assignments

Participation in Class Discussions

Meaningful participation in the discussion will require thorough and thoughtful reading of the assigned materials.

Case Discussion Facilitation

Each participant will lead two discussions of assigned readings. The task is to present a 30-minute discussion of the assigned readings, a discussion that is critical and analytical rather than merely descriptive. You will need to prepare a handout for the discussion.

Media Monitor

Throughout the semester, each participant will monitor press coverage of a country of your choice in the region. At the beginning of each class meeting, you will provide a brief summary of relevant media coverage over the past week.

Policy Overviews

There are two policy overview assignments. For the first one, participants will provide a general overview of key foreign policies (and initiatives) of the three countries. The second will focus on China's One Belt, One

Road initiative. Instructions will be discussed in class. Each overview should not exceed 1,000 words (double-spaced, 12-point font, Times New Roman).

Term Project

For the term assignment, there are two options:

- Option 1 – seminar paper. You may choose a topic in the broad area of public diplomacy in East Asia and develop a substantial seminar paper (approx. 25 pages) or a research proposal by the end of the semester. If it is a research proposal, it should include a specification of a problem, literature review, and presentation of research methods.
- Option 2 – creative project. You may design a multimedia project/program (e.g., brochure, website, short video) to help facilitate and improve public diplomatic communication. You need to clearly define the goals, target audience, message and media strategy in the write-up. Sample end products are necessary.

IV. Grading

a. Breakdown of Grade

Assignment	Points	% of Grade
Participation in class discussions	10	10
Case discussion facilitation	20	20
Media monitor	10	10
Policy overviews	20	20
Term project	40	40
TOTAL	100	100%

b. Grading Scale

95 to 100: A	70 to less than 75: C+	45 to less than 50: D-
90 to less than 95: A-	65 to less than 70: C	0 to less than 45: F
85 to less than 90: B+	60 to less than 65: C-	
80 to less than 85: B	55 to less than 60: D+	
75 to less than 80: B-	50 to less than 55: D	

V. Assignment Submission Policy

- All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will not be accepted.
- Assignments must be submitted in **hard copy** to the instructor in a Microsoft Word document or Microsoft PowerPoint file, unless otherwise noted.
- All papers must be footnoted as appropriate, with a source page at the end as appropriate.

VI. Required Readings and Supplementary Materials

- Joseph Nye, Jr. (2015). *Is the American century over?* Cambridge: Polity Press.

- B. Michael R. Auslin (2017). *The end of the Asian century: War, stagnation, and the risks to the world's most dynamic region*. Yale University Press.
- C. David C. Kang (2007). *China rising: Peace, power, and order in East Asia*. Columbia University Press.
- D. Jian Wang (ed.) (2010). *Soft power in China: Public diplomacy through communication*. New York: Palgrave Macmillan.*
- E. Watanabe Yashushi and David L. McDonnell (eds.) (2008). *Soft power superpowers: Cultural and national assets of Japan and the United States*. Armonk, NY: M.E. Sharpe. (available online)
- F. Euny Hong (2014). *The birth of Korean Cool: How one nation is conquering the world through pop culture*. Picador.
- G. Youna Kim (ed.) (2013). *The Korean Wave: Korean media go global*. Routledge.
- H. Other readings and materials. Refer to the *Course Schedule*.

VII. 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.

VIII. Course Schedule: A 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. Unless otherwise stated, all deliverables are due at the end of class on the day of the corresponding class session.*

WEEK	TOPICS/CLASS ACTIVITY	READINGS/HOMEWORK	DUE DATES
Week 1 Jan 9	Course overview and basic concepts <ul style="list-style-type: none"> • Introductions • Definitions 		
Week 2 Jan. 16	Debating “soft power”	<ul style="list-style-type: none"> • Joseph Nye, Jr. (2015). <i>Is the American century over?</i> Cambridge: Polity Press. • Li, M.J. (2008). China debates soft power. <i>Chinese Journal of International Politics</i>, 2, 287-308. • Yasushi, W. & McConnell, D.L. (2008) Introduction. In Watanabe Yasushi and David L. McConnell, ed., <i>Soft power superpowers: Cultural and national assets of Japan and the United States</i> (pp. xvii-xxxii). New York: M.E. Sharpe. • At the sharp end. <i>The Economist</i>, December 16, 2017, 20-22. 	Instructions for Policy Overview
Week 3 Jan. 23	Mapping the Asian context	<ul style="list-style-type: none"> • Michael R. Auslin (2017). <i>The end of the Asian century: War, stagnation, and the risks to the world’s most dynamic region</i>. Yale University Press. 	
Week 4 Jan. 30	The Rise of China	<ul style="list-style-type: none"> • David C. Kang (2007). <i>China rising: Peace, power, and order in East Asia</i>. Columbia University Press. 	Instructions for One Belt One Road Policy Overview
Week 5 Feb. 6	Policy Overview Presentations		Policy overview write-up due in class

WEEK	TOPICS/CLASS ACTIVITY	READINGS/HOMEWORK	DUE DATES
Week 6 Feb. 13	China's Pursuit of Soft Power	<ul style="list-style-type: none"> Chapter 1 China's search of soft power in <i>Soft power in China: Public diplomacy through communication</i>. Glaser, B.S. & Medeiros, E.S. (2007). The changing ecology of foreign policy-making in China: The ascension and demise of the theory of "peaceful rise." <i>The China Quarterly</i>, 190 (June), 291-310. Lampton, D.M. (2008). Minds. In <i>The three faces of Chinese power</i> (pp. 117-163). Berkeley: University of California Press. Shambaugh, D. (2013). Chapter 1 Understanding China's global impact and Chapter 2 China's global identities. In <i>China goes global: The partial power</i> (pp. 1-44) New York: Oxford University Press. 	
Week 7 Feb. 20	One Belt, One Road Presentations		One Belt One Road overview write-up due in class
Week 8 Feb. 27	Public Diplomacy: The Chinese Experience Guest Speaker (TBD) "Olympic Games, Sports Diplomacy, and East Asia"	<ul style="list-style-type: none"> Chapter 9 China's image management abroad, 1920s-1940s in <i>Soft power in China: Public diplomacy through communication</i>. Chapter 2 The expansion of China's public diplomacy system in <i>Soft power in China: Public diplomacy through communication</i>. Aldrich, J., Lu, J., & Kang, L. (2015). How do Americans view the rising China? <i>Journal of Contemporary China</i> 24: 203-221. Wang, J. & Hallquist, M. (2011). The comic imagination of China: The Beijing Olympics in American TV comedy and implications for public diplomacy. <i>Place Branding & Public Diplomacy</i> 7 (4), 232-243. 	

WEEK	TOPICS/CLASS ACTIVITY	READINGS/HOMEWORK	DUE DATES
Week 9 Mar. 6	Building China's Global Image	<ul style="list-style-type: none"> Chapter 5 The evolving Chinese government spokesperson system in <i>Soft power in China: Public diplomacy through communication</i>. Brautigam, D. (2009). Prologue: The changing faces of Chinese engagement in Africa. In <i>The dragon's gift: The real story of China in Africa</i>, pp. 1-21. New York: Oxford University Press. Hartig, F. (2013) Panda diplomacy: The cutest part of China's public diplomacy. <i>The Hague Journal of Diplomacy</i>, 8/1: 49-78. CPD Perspectives on China's Confucius Institute 	Instructions for final project
Week 10	Spring Break		
Week 11 Mar. 20	Soft Power and Japan (I)	<ul style="list-style-type: none"> Akiko Fukushima (2011) Modern Japan and the quest for attractive power. In Sook Jong Lee and Jan Melissen, ed., <i>Public diplomacy and soft power in East Asia</i> (pp. 65-90). New York: Palgrave Macmillan. Groot, G. Cool Japan versus China threat: Does Japan's popular culture success mean more soft power. In <i>Japanese language and soft power in Asia</i>. Chapter 2 Japan's image problem and the soft power solution: The JET program as cultural diplomacy in <i>Soft power superpowers</i>. Chapter 13 Japan does soft power: Strategy and effectiveness of its public diplomacy in <i>Soft power superpowers</i>. 	

WEEK	TOPICS/CLASS ACTIVITY	READINGS/HOMEWORK	DUE DATES
Week 12 Mar. 27	Soft Power and Japan (II)	<ul style="list-style-type: none"> Chapter 6 The attractions of the J-wave for American youth in <i>Soft power superpowers</i>. Chapter 7 Shared memories: Japanese pop culture in China in <i>Soft power superpowers</i>. Chapter 8 Japan's creative industries: Culture as a source of soft power in the industrial sector in <i>Soft power superpowers</i>. Chapter 9 Baseball in U.S.-Japan relations: A vehicle of soft power in historical perspective in <i>Soft power superpowers</i>. 	Progress review on final project; 1 page outline due
Week 13 Apr. 3	Soft Power and South Korea (I)	<ul style="list-style-type: none"> Lee, S.J. (2011). South Korea soft power and how South Korea views the soft power of others. In S.J. Lee and J. Melissen eds. <i>Public diplomacy and soft power in East Asia</i> (pp. 139-162). New York Palgrave Macmillan. Youna Kim (ed.) (2013). <i>The Korean Wave: Korean media go global</i>. Routledge. 	
Week 14 Apr. 10	Soft Power and South Korea (II)	<ul style="list-style-type: none"> Euny Hong (2014). <i>The Birth of Korean Cool: How One Nation Is Conquering the World Through Pop Culture</i>. Picador. 	Progress review; 3 page outline due
Week 15 Apr. 17	Summary & Catch-up		Work on final project
Week 16 Apr. 24	Final presentations		
Final Exam Period May 8	Final paper due		5 pm

VIII. Policies and Procedures

Statement on Academic Conduct and Support Systems

a. Academic Conduct

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 Section 11, *Behavior Violating University Standards* (<https://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/>).

USC School of Journalism Policy on Academic Integrity

The following is the USC Annenberg School of Journalism's policy on academic integrity and repeated in the syllabus for every course in the school:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an 'F' on the assignment to dismissal from the School of Journalism. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

b. Support Systems

Equity and Diversity

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* (<http://equity.usc.edu/>) or to the *Department of Public Safety* (<http://dps.usc.edu/contact/report/>). This is important for the safety of the whole USC community. Another member of the university community - such as a friend, classmate, adviser, or faculty member - can help initiate the report, or can initiate the report on behalf of another person. The *Relationship and Sexual Violence Prevention and Services* (<https://engemannshc.usc.edu/rsvp/>) provides 24/7 confidential support, and the sexual assault resource center webpage (<https://sarc.usc.edu/>) describes reporting options and other resources.

Support with Scholarly Writing

A number of USC's schools provide support for students who need help with scholarly writing. Check with your adviser or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* (<http://ali.usc.edu/>) which sponsors courses and workshops specifically for international graduate students.

The Office of Disability Services and Programs (<http://dsp.usc.edu/>) provides certification for students with disabilities and helps arrange the relevant accommodations.

Students requesting test-related accommodations will need to share and discuss their DSP recommended accommodation letter/s with their faculty and/or appropriate departmental contact person at least three weeks before the date the accommodations will be needed. Additional time may be needed for final exams. Reasonable exceptions will be considered during the first three weeks of the semester as well as for temporary injuries and for students recently diagnosed. Please note that a reasonable period of time is still required for DSP to review documentation and to make a determination whether a requested accommodation will be appropriate.

Stress Management

Students are under a lot of pressure. If you start to feel overwhelmed, it is important that you reach out for help. A good place to start is the USC Student Counseling Services office at 213-740-7711. The service is confidential, and there is no charge.

Emergency Information

If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technology.

X. About Your Instructor

Jay Wang is an associate professor at USC Annenberg School for Communication and Journalism and director of the USC Center on Public Diplomacy. His research and writing address the role of communication in the contemporary process of globalization, with an area focus on China. His books include *Shaping China's Global Imagination: Soft Power and Nation Branding at the World Expo* (2013), *Soft Power in China: Public Diplomacy through Communication* (editor), *Foreign Advertising in China: Becoming Global, Becoming Local*, and *China's Window on the World: TV News, Social Knowledge and International Spectacles* (co-author). He previously worked for the international consulting firm McKinsey & Company, where he advised clients on matters of communication strategy and implementation across a variety of industries and sectors. He joined USC from Purdue University. He has taught at the Chinese University of Hong Kong and served as a consultant to Ketchum in New York and Hong Kong.