By influencing attitudes of policy makers, opinion-shaping elites, and the public at large, the news media can affect the design and implementation of foreign policy. We will examine how this worked during the twentieth century and how it is affecting policy early in the new century. In addition to developing a historical perspective on this process, we will consider theoretical and practical issues concerning the relationship between news coverage, conflict, and peacemaking, and how all this relates to public diplomacy. We will focus on U.S. news media and foreign policy, with some consideration of other nations’ media and policies.

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

- understand the relationship between news/information and the making and implementation of foreign policy.
- recognize and evaluate the media-related strategies of public diplomacy.
- identify historical precedents for contemporary international relations cases.
- understand some of journalists’ professional responsibilities when covering international news.
- make judgments about the scope and quality of international news coverage.
- analyze the effects of new media on foreign policy processes.

Required books

Course requirements
PAPERS 90% (3 @ 30%). Students will write three papers, each about 3,000 words (approximately 12 double-spaced pages). The papers are due in class on September 23, October 21, and November 11.
CLASS PARTICIPATION 10%. This covers general class discussion and performance in assigned presentations. Students with unexcused absences will be penalized due to their lack of participation.

Course outline (please consider this flexible)
- Aug. 26 Introduction: considering issues and process.
- Sept. 2 Past as prologue I: Seib 1-4.
- Sept. 9 Guest speaker: Michael Parks, “Covering the Vietnam War.”
- Sept. 16 Past as prologue II: Seib, 5-9.
- Sept. 23 Framing and the policy process: Entman 1, 5-7.
Oct.  7  The impact of Al Jazeera/satellite channels. Video: “Stories from a Small Planet.”
Oct. 14  NO CLASS.
Oct. 21  Communication and security strategy: Corman et al., 4-5.
Oct. 28  Framing and defining terrorism: Corman et al., 6-7.
Nov.  4  Peacemaking and the news media (Spencer 1, 7, 8).
Nov. 11  War, the news media, and the public (Spencer 9, 10, Conclusion).
Nov. 18  Guest speaker.
Nov. 25  NO CLASS: THANKSGIVING.
Dec.  2  Conclusion -- looking back, looking ahead.

Paper guidelines
Length: about 12 double-spaced pages (approximately 3,000 words).
Form: standard footnotes or endnotes and bibliography in proper form are required. The particular style of citation you choose doesn’t matter, as long as you are consistent.

Due dates and general topic areas:
PAPER #1: September 23; historical; consider the cases in Headline Diplomacy or other pre-9/11 events. This paper should help you appreciate more recent developments by providing historical perspective. Nothing is new.

PAPER #2: October 21; effects of new media; the geopolitical impact of Al Jazeera and other satellite channels, as well as information delivered by the Internet and other relatively new technologies. This paper should reflect an understanding of how the tools of communication influence its content and effects.

PAPER #3: November 11; public diplomacy amidst a world of wars; how media affect the chances of success for soft power as a foreign policy tool. This paper should illustrate how media might be used to enhance public diplomacy as an instrument of peace.

Submitting specific topic ideas and/or outlines is optional. They may be presented for the professor’s comments and suggestions about research material.
Late papers will lose at least one letter grade.

Class discussion teams
During the semester, teams of students will be responsible for leading conversation about topics related to the reading. One of the goals of this course is to enhance your ability to discuss, fluently and thoughtfully, issues and events. This format may prove helpful in achieving that.

Each team will be responsible on the assigned dates for a joint presentation that should include some research findings about the topic and discussion questions for your colleagues in the class. The presentation should last about an hour.

TEAM 1: TEAMS WILL BE SET ON FIRST DAY OF CLASS

TEAM 2:  

TEAM 3:  

DATES/TOPICS:
September 30
Team 1: Discuss how Entman’s approach to framing, especially the cascade design, might affect those who make and implement U.S. foreign policy. Illustrate with specific cases.

October 7
Team 2: Discuss the impact of transnational journalism on a particular case related to foreign policy (American or other).

October 28
Team 3: Discuss the ways that news coverage has affected the public’s views of the “war on terrorism” and how this has affected broader foreign policy.

Academic integrity
The Annenberg School for Communication is committed to upholding the university’s Academic Integrity Code as detailed in the campus guide. It is the policy Annenberg School to report all violations of the code, and serious violations of this code will result in the student’s expulsion from the school.

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 the instructor as early in the semester as possible. DSP is located in STU 301 and is open 8:30 AM-5 PM, Monday through Friday. The DSP phone number is 213-740-0776.

Grading policies
Papers and other graded projects will receive numerical grades that will be converted into letter grades at the end of the semester. This is the conversion table, as prescribed by the university:

<table>
<thead>
<tr>
<th>Numerical Grade</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>95-100</td>
<td>A</td>
</tr>
<tr>
<td>90-94</td>
<td>A-</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
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<td>84-86</td>
<td>B</td>
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<td>80-83</td>
<td>B-</td>
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<td>77-79</td>
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<td>74-76</td>
<td>C</td>
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<td>70-73</td>
<td>C-</td>
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<td>67-69</td>
<td>D+</td>
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<tr>
<td>64-66</td>
<td>D</td>
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</tbody>
</table>

The university defines the letter grades as A="excellent"; B="good"; C="fair." C is the minimum passing grade for graduate credit. I define D as “dismal.”

“Incomplete” and other special situation course grades are given at the discretion of the professor (i.e., not solely at the request of the student).
I will be happy to discuss the content of your papers. I will not, however, discuss the grade you have received. If you wish to appeal a grade, a formal process is available for doing so.

In grading your work, I consider quality of research and clarity of expression. Good research needs to be presented by good writing, and good writing needs to be backed up by good research. Clarity of expression also involves good organization. Don’t wander. Doing so can seriously detract from the power of your writing. Factual errors and mistakes in spelling, grammar, etc. will cost grade points, so proofread carefully.

Additionally, I look for evidence of insight into the topic -- do you seem to really grasp the subject matter and say something interesting about it?

In research papers you may interject your opinion, but only if you support it with evidence. In other words, beware of lapsing into polemic, no matter how passionately you may feel about the topic. For this class and your future endeavors, you want your work to be compelling and convincing. Achieving that balanced combination is always difficult but always possible.

About the Instructor:
Philip Seib is Professor of Journalism and Public Diplomacy and Professor of International Relations at the University of Southern California, and is director of USC’s Center on Public Diplomacy. He is author or editor of numerous books, including Headline Diplomacy: How News Coverage Affects Foreign Policy; The Global Journalist: News and Conscience in a World of Conflict; Beyond the Front Lines: How the News Media Cover a World Shaped by War; Broadcasts from the Blitz: How Edward R. Murrow Helped Lead America into War; New Media and the New Middle East; The Al Jazeera Effect: How the New Global Media Are Reshaping World Politics; Toward A New Public Diplomacy: Redirecting U.S. Foreign Policy; and Global Terrorism and New Media: The Post-Al Qaeda Generation. He is editor of the Palgrave Macmillan Series in International Political Communication, co-editor of the Palgrave Macmillan Series in Global Public Diplomacy, and co-editor of the journal Media, War, and Conflict.