OVERVIEW

This course explores the ways in which a variety of different media forms are put into use by a range of different actors, from states to multilateral institutions, for various public diplomacy efforts. The course interprets the notion of “media” in a broad sense, with case studies drawn not only from more traditional media technologies such as television and film or the Internet, but also from other modes of mediated communication. It argues that powerful assumptions about the character of media technologies as well as about what constitutes “effective communication” are embedded within many public diplomacy efforts. The concept of “public diplomacy” itself connotes two important concepts -- “public” and “negotiation” – which are part of broader themes in communication which explore theories of persuasion, discourse, audiences, and reception.

These topics will be explored in the Canadian context. This is for many reasons: First, Canada has invested considerable energy and resources into establishing a relationship between media technologies and nation building, a relationship they have elaborated on the global stage over many decades. Second, Canada sits as a key node in circulation networks of global culture, both from the United States but also on a global scale. Third, Canada represents an interesting case study of the role played by “middle powers” within public diplomacy efforts, both on its own and through its involvement in multilateral institutions, such as the United Nations. Fourth, the active role that is played by individual provinces on the international scale – namely Quebec – allow for a more subtle understanding of public diplomacy beyond just at the national level.

At the completion of this class students will have the following:

a. An expanded understanding of the notion of “media” that promises new and interesting research projects and understanding of mediated notions of public diplomacy

b. An appreciation of the historical and contemporary issues facing media and public diplomacy efforts in Canada as well as globally
c. A more robust appreciation of the theoretical concepts about media and communication that lie underneath many contemporary understandings of media’s role in public diplomacy efforts

**COURSE REQUIREMENTS**

**Attendance and Participation (15%):** Overall attendance and participation in class discussion will be accounted for in the final grade. Students will receive a grade out of 5 for attendance and a grade out of 10 for participation.

**Oral presentation (15%):** Each student will present an oral presentation on one of the assigned readings each week. Each student will select a reading during the seminar’s first week. Each presentation will be **no more than** 7 minutes in length and it will include an overview of the main arguments in the article, a reflection on what the article has to do with the weekly theme, and an additional application of the ideas raised in the article. You will be expected to meet with me before the date of your presentation to discuss the reading and how you will be presenting your work before the class. You are responsible for making an appointment with me at a convenient time.

The presentation will receive a grade out of 15. 5 marks will be given based on your understanding of the article, 5 marks will be given based on your additional application of the themes raised by the article, and 5 marks will be given for style and clarity. This presentation is worth 15% of your overall grade.

**Response papers (2 x 15%):** Students will select two readings over the course of the year and write a brief response paper of between 5-7 pages in length. The paper will provide a summary of the main arguments and an expanded discussion of any element discussed in the reading. If the author refers to “Brand Canada” and you wish to discuss this in more detail, you are free to do so, with the use of 1-2 sources from the library or from journals available through online databases. Each paper will receive a grade out 15, with 10 marks given for content and 5 marks given for style.

**Final essay (40%):** Students will write a research paper exploring the relationship between communication, media and public diplomacy in the Canadian context. The paper must be 13-15 pages (double-spaced) in length and it must be based on academic research. Students will produce a brief one-page proposal at the end of the class on Week 4 detailing the topic they wish to write about, an explanation of its relevance to the course, and a brief bibliography of 3-5 readings. The proposal is worth 5 marks.

During the meeting on November 21 each student will deliver a 5-7 minute presentation of her or his research project to the other members of the class. The presentation is worth 10 marks.

The remaining 25 marks are for the paper itself. 20 marks will be given for the paper’s content, analysis, and quality of research. 5 marks will be allotted for style, grammar, and presentation.
REQUIRED READINGS
Students will be assigned a combination of journal articles, book chapters from a range of sources. Many of these are available online. Others will be distributed to students during the seminar.

COURSE SCHEDULE

August 29: Introduction
No readings assigned

September 5: Public Diplomacy as Communication: Working Concepts


September 12: Infrastructure for Nation Building and Public Diplomacy


September 19: Media Research Traditions and Public Diplomacy


**September 26: Nation Building and Canadian Media Institutions: The National Film Board of Canada**


**October 3: Nation Building and Canadian Media Institutions: The Canadian Broadcasting Corporation**


**October 10: Cultural Policy and International Institutions**


**October 17: Spectacles**


**October 24: Satellites**


**October 31: Branding Nations, Places, Locations**


**November 7: Intellectual Property and Cultural Diplomacy**

Michael Geist, “What’s Really Behind Canada’s Anti-Counterfeiting Bill?”
http://www.michaelgeist.ca/content/view/6806/159/


**November 14: Religion and Public Diplomacy**


Canadian International Council, “Religious Freedom: The Diplomatic Dimension”
http://opencanada.org/features/the-think-tank/interviews/religious-freedom-the-diplomatic-dimension/

See website for Canada’s Office of Religious Freedom

For context and contrast with the US case, read any of the articles under “The Politics of Religious Freedom” in *The Imminent Frame: Secularism, Religion, and the Public Sphere*,

or the roundtable discussion, “Engaging Religion at the Department of State”, also at the *Immanent Frame* http://blogs.ssrc.org/tif/2013/07/30/engaging-religion-at-the-department-of-state/

**November 21: Presentations**
November 27-30: Thanksgiving

December 5: Conclusion