Instructor: Dr. Robert Banks, Clinical Associate Professor of Public Diplomacy

Time & Location: Wednesday, 2:00-4:50pm, ANN 210

Office: G21E

Hours: Wednesday 1:00-2:00pm or by appointment

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COURSE DESCRIPTION

For decades after the term was coined in the mid-1960s, public diplomacy was often conceptualized as state-based efforts to engage foreign publics. In recent years, however, scholars have embraced a broader conception of the practice that includes non-state actors such as NGOs, multinationals, universities, even terrorist groups. Within the government realm itself, the state-centric view of PD has expanded to include supranational and sub national entities. One particularly fruitful avenue of academic inquiry that has emerged focuses on PD as practiced by cities. This new conception acknowledges that regional and urban centers in this globalized and super-connected world actively compete against each other to lure tourists; stimulate investment;
attract international students; and build and promote their brand reputation and soft power.

There are few cities in the world that can match LA for its PD assets. It is America’s second largest city, the third most-visited city in the country among international travelers, one of the premier centers of global entertainment production and distribution, and home to over 60 foreign consulates (the 3rd largest consular corps in the U.S.) and huge and diverse diaspora populations. In addition, Los Angeles boasts several world-class museums and universities, one of which, the University of Southern California, houses the Center on Public Diplomacy, one of the world’s leading academic institutions focused on the study and practice of PD.

Despite its obvious advantages, the city has generated little attention as a hub of PD activity. This class will seek to stimulate greater awareness of Los Angeles as a place where PD is practiced every day, both by the city itself and by a myriad of other LA-based actors. In so doing, we will bring LA into the classroom, and the classroom into LA.

We will look at efforts by the Los Angeles city government to engage foreign publics in the city’s interests. We will study city brands and branding campaigns to see where LA fits in this burgeoning field. We will survey the city’s partners in an effort to discover what they suggest about the city’s PD priorities. We will gauge efforts by LA’s diplomatic community to reach out to domestic audiences.

We will also seek to identify the major non-governmental nodes of PD activity and examine how they contribute to strengthening global citizenship and ties between the city and foreign audiences. We will, for instance, consider public diplomacy as practiced by the city’s large and
politically active diaspora communities, and survey other sectors of the city’s life whose activities regularly engage foreign audiences, among them arts and culture, the media, education, sports, NGOs, and business.

This class will build on the idea that students learn best when they are asked to create something. In this class, therefore, the students will map PD in LA and create a website database of practitioner institutions for student use in research, contacts, internships, career development, and employment.

**COURSE GOALS**

1) To help students gain a better understanding of city diplomacy and the role it plays in contemporary international geopolitics.
2) To stimulate greater awareness of Los Angeles as a center of PD activity.
3) To offer USC students the opportunity to connect on a deeper level with LA and the life of its various communities.
4) To provide students with a first-hand look at the impact of globalization on LA and the concomitant need for a globally informed and competent citizenry.
COURSE REQUIREMENTS

Class Participation: 10%

Students will be expected to attend all classes and to participate fully in discussions and meetings.

Short Paper: 20%

Students will prepare a 5-7 page case study of city diplomacy as practiced by any metropolis of their choice, with a focus on evaluating its success in such areas as branding, image management, and economic development (tourism, direct foreign investment, etc).

Class Program Management: 30%

PD practitioners at the field level are expected to conceive and implement programs designed to promote Mission priorities. This class will require students to replicate such real-world programmatic activity. Students will be divided into two-person teams. Each team will be responsible for arranging one of the semester’s planned panel discussions and/or out-of-class visits. The specific visit or panel will be tied to the community of practice each team has selected to explore in building the “PD in LA” website database.
Website Database: 40%

Each student team will choose a community of practice to focus on during the semester. Such communities include politics (LA city government), diplomacy (foreign consulates), arts and culture, the diaspora, business, sports, education, media, and civil society (NGOs). The objective of this exercise is to create and populate a website database of LA’s key PD practitioners in each sector. In so doing, the class will create a valuable resource for use by students in research, contacts, internships, employment, and career development.

CLASS OUTLINE

INTRODUCTION TO CITY DIPLOMACY AND PD IN LA

Week #1: City Diplomacy – History, Theory, and Practice


9_City_branding_An_effective_assertion_of_identity_or_a_transitory_marketing_trick/links/53e8f7be0cf2fb1b9b6437dd.pdf


http://search.proquest.com.libproxy1.usc.edu/docview/923120999?pq-origsite=summon&accountid=14749


http://www.uclg.org/sites/default/files/City_Diplomacy_research_book_English_01_0.pdf
Week #2: Los Angeles in the Imagination and in Today’s Global Landscape


**Week #3: Communities, Borders, and Power in LA**

McWilliams, Carey, “South of Tehachapi,” in *Southern California: An Island in the Land,* Gibbs-Smith, Layton, Utah, 1946, Chapter 1, pp. 3-20.


http://www.jstor.org.libproxy.usc.edu/stable/2652039?seq=7#page_scan_tab_contents


http://www.aag.org/cs/news_detail?pressrelease.id=2058


http://www.tandfonline.com/doi/abs/10.2747/0272-3638.18.8.684


COMMUNITIES OF PD PRACTICE

**Week #4: The Los Angeles City Government Reaches Out:**

**Panel discussion**

“Remarks at Luncheon With Mayor Antonio Villaraigosa And Los Angeles Delegation,” Speech by Reta Jo Lewis, Special Representative for Global Intergovernmental Affairs, Department of State, Brasilia, Brazil, November 28, 2012. [http://www.state.gov/s/srgia/2012/201753.htm](http://www.state.gov/s/srgia/2012/201753.htm)


**Week #5: The Diplomats Do PD: Consular panel discussion**


George Haynal, Michael Welsh, Louis Century & Sean Tyler, “The Consular Function in the 21st Century: A Report for Foreign Affairs and
International Trade Canada,” Munk School of Global Affairs, University of Toronto, March 27, 2013, pp. 1-125.

http://ceo.lacounty.gov/pdf/LosAngelesConsularCorpsRoster.pdf

www.state.gov/documents/organization/221620.pdf


“Diplomatic Outreach,” Global Jewish Advocacy Los Angeles, AJC Website.
http://www.ajclosangeles.org/site/c.mll0lfN1JyE/b.8555225/k.E063/Diplomatic_Outreach.htm
Week #6: Community Outreach: International Cultural Centers (visit)

http://www.theepochtimes.com/news/6-10-14/46986.html


http://articles.latimes.com/2010/apr/04/local/la-me-confucius-school4-2010apr04


**Week #7: SPRING BREAK**

**Week #8: Diaspora PD: Panel Discussion**


http://www.foreignaffairs.com/articles/49422/michael-clough/grass-roots-policymaking-say-good-bye-to-the-%C3%82%E2%80%98wise-men%C3%82%E2%80%99

http://publicdiplomacymagazine.com/diaspora-diplomacy-influences-from-philippine-migrants/

http://www.innation.org/portfolio-item/diaspora-diplomacy-initiative-in-los-angeles


http://ir.lawnet.fordham.edu/cgi/viewcontent.cgi?article=4259&context=flr


http://www.pressreader.com/usa/los-angeles-times/20150401/281749857861080/TextView
Week #9: Arts and Entertainment: Visit and Panel Discussion w/museum directors and curators re international arts exchanges & training


“Scholars Program,” The Getty Research Institute. [www.getty.edu/research/scholars/years/index.html](http://www.getty.edu/research/scholars/years/index.html)


http://books.google.com/books?hl=en&lr=&id=k8GCBAAAQBAJ&oi=fnd&pg=PA1&dq=international+art+and+culture+exchange+in+los+angeles&ots=H9Nvpa2ifN&sig=TUEGzeUzGyzALCjGa5ZS9yujQA#v=onepage&q&f=false


http://web.a.ebscohost.com.libproxy.usc.edu/ehost/pdffviewer/pdffviewer?sid=00ea3e07-eee5-470f-b532-d17779e390f4%40sessionmgr4004&vid=1&hid=4212


Week #10: The Business of PD: LA in a Global Economy


“Forecast LA: Preparing for the Future of the Region,” The Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 2015, pp. 1-44.


Week #11: Sports: The NBA, MLS, and MLB Go Global (panel discussion w/Laker, Galaxy and Dodger representatives)


http://quod.lib.umich.edu/j/jsas/6776111.0001.114?rgn=main;view=fulltext


http://www.cnbc.com/id/101095638


**Week #12: Education: Study Abroad as a Form of PD**

[www.iie.org/opendoors](http://www.iie.org/opendoors)


Week #13: NGOs: How American Civil Society Connects with and Serves Foreign Audiences (visit)

“Non-Governmental Organizations (NGOs) in the United States,” Fact Sheet Issued by U.S. Department of State, January 12, 2012, Human


http://charity.org/sites/default/files/userfiles/pdfs/Assessment%20of%20US%20Giving%20to%20International%20Causes%20FINAL.pdf


Week #14: Media: International Agenda Setting in the Age of Social Media


https://books.google.com/books?id=WWlMnPleGIQC&pg=PA51&lpg=PA51&dq=diaspora+media+in+los+angeles&source=bl&ots=b2JkaR-ruN&sig=Cj5HmKn6HzAdb4D0vUoYZBGSK3w&hl=en&sa=X&ei=0acVVeyID8epNsnogcgC&ved=0CCUQ6AEwAQ#v=onepage&q=diaspora%20media%20in%20los%20angeles&f=false


**Week #15: Student Presentations: The PD Map of LA**

**IX. Class Policies and Resources**

**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://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/](https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/). 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/](http://policy.usc.edu/scientific-misconduct/).

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/](http://equity.usc.edu/) or to the Department of Public Safety [http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us](http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us). This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. The Center for Women and Men [http://www.usc.edu/student-affairs/cwm/](http://www.usc.edu/student-affairs/cwm/) provides 24/7 confidential support, and the sexual assault resource center webpage [sarc@usc.edu](mailto:sarc@usc.edu) describes reporting options and other resources.

**Support Systems**

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute [http://dornsife.usc.edu/ali](http://dornsife.usc.edu/ali), which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs [http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html) provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared
emergency makes travel to campus infeasible, *USC Emergency Information* [http://emergency.usc.edu/](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.

**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.