

PUBD 518: INTERNATIONAL EXCHANGES AND PUBLIC DIPLOMACY

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

Time & Location: Thursday, 2:00-4:50pm, ASC 331

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Hours: Tues, Wed & Thurs 1:00-2:00pm and/or by appt.

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COURSE DESCRIPTION

If we look at Public Diplomacy programs as existing on a spectrum or continuum, with dialogic or two-way communications at one end and a monologic or one way style of communication at the other, broadcasting and information dissemination are probably at the monologic end. They are largely outreach oriented, spray and pray types of activities that provide initial, often superficial, exposure that speaks mostly to scale and scope – how many people can we reach? – rather than to impact or change.

Exchanges, on the other hand, are a sharply targeted, high touch, deep exposure type of PD activity. As such, they are, according to many scholars and practitioners, the most intensive, effective, and unfortunately, expensive component of Public Diplomacy. Much of PD tends to be

somewhat transactional in nature – i.e., role-based, fleeting, and superficial -- but exchanges are more sustained and opportunistic, and much more likely to produce a broader, more national-interest based learning and perspective that is both culturally and value sensitive.

In this class, we will examine the vast and diverse field of international exchanges through a number of disciplinary lenses -- historical, cultural, economic, diplomatic, psychological -- and theoretical perspectives: inter-cultural and international communications. We will pay special attention to the variety of exchanges (academic, youth, sports, virtual), how they are designed, implemented, and evaluated, and the role they play in the foreign policy process. We will hear directly from experts and field practitioners and explore with them the issues and trends that will define how we view this key component of the PD toolbox going forward.

COURSE OBJECTIVES AND GOALS

Upon completion of this course, students should:

1. Gain a better understanding of the relationship between public diplomacy and its most celebrated international and intercultural communication tracks--educational and cultural exchange.
2. Become more aware of current issues in the field of international exchanges, such as globalization, global competence, intercultural and cross cultural communication, cultural learning and mediation, distance learning vs. face-to-face approaches, and new technologies and their impact on international education and their expression in PD management and training.
3. Have acquired a heightened appreciation of the role of international exchanges in the conduct of foreign policy from the post-WWII era to the present day.

ABOUT YOUR INSTRUCTOR

Dr. Robert Banks joined the United States Foreign Service in 1983. During his 28-year career as a Public Diplomacy practitioner, he served as Assistant Executive Officer in Bonn, West Germany; Deputy Public Affairs Officer (PAO) in Nicosia, Cyprus; Assistant Press Attaché in Seoul, Korea; East Asia Policy Officer in USIA's Worldnet TV service; Press Attaché in Managua, Nicaragua; Cultural Affairs Officer in Seoul; Examiner for the Foreign Service oral entrance exam in the Bureau of Human Resources; Planning and Coordination Officer in the Office of Public Diplomacy in the Bureau of Western Hemisphere Affairs; PAO in Buenos Aires, Argentina; State Department Chair on the faculty of the Marine Corps War College in Quantico, VA., where he taught regional studies; and U.S. Public Diplomat in Residence at the USC Center on Public Diplomacy at the Annenberg School. He is currently Clinical Associate Professor of Public Diplomacy in USC's Masters in Public Diplomacy Program.

COURSE REQUIREMENTS

CLASS PARTICIPATION: (15%): Students will be expected to attend all classes and to participate fully in discussions and meetings.

COMMONPLACE BOOK (15%): Students will be asked to keep a Commonplace Book, to be submitted for review at 3 separate intervals during the semester. The Book should record the student's written responses to the assigned readings, as well as thoughts on/insights into public diplomacy generally and exchanges specifically that are gleaned from other courses, public lectures, and non-assigned readings. Your contributions should bear witness to a seriousness of purpose and reflect an effort to come to grips with and draw conclusions about relevant issues raised both in and outside of class. Students should pay special attention to areas of controversy or dispute and their implications for the role of

exchanges in and the practice of public diplomacy going forward. Submissions will be due in Weeks 5, 9 and 13.

RESEARCH PROJECT: 30%: Students will work together on a research project, assigned by the professor, that will explore issues involving the practice of public diplomacy by universities. Specifically, we will examine the question of how institutions of higher learning in the U.S. interact with international students from a PD perspective. The professor will provide a detailed outline of the project to the students and guide their efforts in developing a collaborative approach to gathering and assessing the research data. Students will be required to present the results of their research in Week #10.

SEMESTER PAPER (40%): Students will complete a 15-page semester paper that addresses some aspect of the role that exchanges play in achieving the public diplomacy objectives of the sponsoring institution. The paper can take a historical or comparative approach, present a case study, or explore new exchange opportunities presented by the spread of potentially transformative new information and communication technologies. Students should consult with the professor on appropriate topics. Papers should be done in Word, contain an executive summary, a bibliography and citations, and be submitted as an email attachment. In this way, they can be graded using Tracked Changes and returned to you with feedback embedded in the text.

Specific instructions for each assignment will be discussed in detail in class. All assignments must be completed to earn a grade. Work turned in late, and without specific permission from the instructor, will be assessed a half letter grade penalty for each calendar day late.

REQUIRED TEXTS **NOTE: To the extent possible, readings listed below have been hyperlinked for easy access. A number of texts, however, are

available only through ARES, the Automated Reserve System, which manages course reserves including electronic reserves and physical reserve requests. A list of such readings will be provided. You can access ARES at:

<http://libguides.usc.edu/reserves>

PART ONE: THEORETICAL AND HISTORICAL APPROACHES TO INTERNATIONAL EXCHANGES

Week 1, Aug. 23 – The History and Purpose of Exchanges

- Dulles, Foster Rhea, “A Historical View of Americans Abroad,” *Annals of the American Academy of Political and Social Science*, Vol. 368, Americans Abroad (Nov. 1966), pp. 11-20.
- Megan Lee. “The Complete History of Study Abroad,” *Go Overseas Website*, Posted April 17, 2012, Updated July 7, 2015.
<http://www.gooverseas.com/go-abroad-blog/history-study-abroad-part-1>
- Scott-Smith, Giles, “Still Exchanging? The History, Relevance, and Effect of International Exchange Programs,” *E-International Relations*, September 14, 2012.
- Everett, Jim, “Intergroup Contact Theory: Past, Present, and Future,” *IM: The Inquisitive Mind*, 2013, Issue 17. <http://www.in-mind.org/article/intergroup-contact-theory-past-present-and-future>
- “Historical Acts of Cultural Diplomacy,” Academy for Cultural Diplomacy Website.

http://www.culturaldiplomacy.org/academy/index.php?en_historical-acts-of-cd

- Glade, William, “Issues in the Genesis and Organization of Cultural Diplomacy: A Brief Critical History,” *Journal of Arts Management, Law, and Society*, 39.4 (Winter 2009): pp. 240-259.
<http://search.proquest.com.libproxy2.usc.edu/docview/580117956?q-origsite=summon&accountid=14749>

Week 2, Aug. 30 – Culture Shock, Culture Learning, and Cultural Mediation

- Kayes, Christopher D. and Yoshitaka Yamazaki, “An Experiential Approach to Cross-Cultural Learning: A Review and Integration of Competencies for Successful Expatriate Adaptation,” 2010, Learning From Experience website.
http://learningfromexperience.com/media/2010/08/Yamazaki_and_Kayes.pdf
- Stephen S. Bochner (1981). *The Mediating Person: Bridges between Cultures*, Cambridge, MA: Schenkman. Select chapters.
- Hofstede, Geert, “Diplomats as Cultural Bridge Builders,” in H. Slavik ed., *Intercultural Communication and Diplomacy*, 2004.
http://www.diplomacy.edu/sites/default/files/IC%20and%20Diplomacy%20%28FINAL%29_Part1.pdf

- Michael Winkelman, "Cultural Shock and Adaptation," *Journal of Counseling and Development*, 73.2, November 1994, pp. 121-126.
http://www.academia.edu/517840/Cultural_shock_and_adaptation
- Sawyer, Rebecca, "The Impact of New Social Media on Intercultural Adaptation" (2011). Senior Honors Projects. Paper 242.
<http://digitalcommons.uri.edu/srhonorsprog/242>
<http://digitalcommons.uri.edu/srhonorsprog/242>
- Adrian Furnham, "Tourism and Culture Shock," *Annals of Tourism Research*, Vol. 11, Issue 1, 1984, pp. 41-57. http://ac.els-cdn.com.libproxy.usc.edu/0160738384900951/1-s2.0-0160738384900951-main.pdf?_tid=d0eafeb2-e2d4-11e3-ae7a-00000aab0f02&acdnat=1400889121_183c5a81830ecb8d3417316e914046a2
- Kevin F. Gaw, "Reverse Culture Shock in Students Returning from Overseas," *International Journal of Intercultural Relations*, 24, 2000, pp. 83-104.
- "Reverse Culture Shock: The Challenges of Returning Home," U.S. Department of State website, Foreign Service Institute.
<https://www.state.gov/m/fsi/tc/c56075.htm>
- Chaoran Zheng, "Reverse Culture Shock in the Age of Social Media," University of Gothenburg, Department of Applied Technology, May 2013, pp. 1-54.
https://gupea.ub.gu.se/bitstream/2077/34011/1/gupea_2077_34011_1.pdf

Week 3, Sept. 6 – Intercultural and International Communications

- Everett Rogers and William Hart, “The Histories of Intercultural, International, and Development Communication,” in W.B. Gudykunst and Bella Mody (Eds.), *Handbook of International and Intercultural Communication*, Newbury Park, CA: Sage, 2002, pp. 1-18.
- R.S. Zaharna (2000). “Intercultural Communication and International Public Relations: Exploring Parallels”, *Communication Quarterly*, 48, pp. 85-100.
- Richard Porter, “An Overview of Intercultural Communication,” in Larry Samovar and Richard Porter (Eds.), *Intercultural Communications: A Reader*, Wadsworth Publishing Co. Belmont Ca, 1972, pp. 3-18.
- LaRay Barna, “Stumbling Blocks in Interpersonal Intercultural Communications,” in Larry Samovar and Richard Porter (Eds.), *Intercultural Communications: A Reader*, Wadsworth Publishing Co. Belmont Ca, 1972, pp. 241-245.
- Peter Adler, “Beyond Cultural Identity: Reflections on Multiculturalism,” Mediate.com
<http://www.mediate.com/articles/adler3.cfm>
- Lewis, Diana M., “Language, Culture, and the Globalization of Discourse,” in H. Slavik, *Intercultural Communication and Diplomacy*, 2004.

[http://www.diplomacy.edu/sites/default/files/IC%20and%20Diplomacy%20%28FINAL%29 Part3.pdf](http://www.diplomacy.edu/sites/default/files/IC%20and%20Diplomacy%20%28FINAL%29%20Part3.pdf)

- Archetti, Cristina, “The Impact of New Media on Diplomatic Practice: An Evolutionary Model of Change,” *The Hague Journal of Diplomacy*, Vol 7, Issue 2, 2012, pp. 181-206.
<http://usc.summon.serialssolutions.com.libproxy2.usc.edu/#!/search?ho=t&l=en&q=The%20Impact%20of%20New%20Media%20on%20Diplomatic%20Practice:%20An%20Evolutionary%20Model%20of%20Change>

Week 4, Sept. 13 – THE ROLE OF EXCHANGES IN U.S. FOREIGN POLICY

- Charles Frankel. *The Neglected Aspect of Foreign Affairs: American Educational and Cultural Policy Abroad*, Brookings Institution, Washington D.C., 1965, pp. 67-97.
- Liping Bu, “Educational Exchange and Cultural Diplomacy in the Cold War,” *Journal of American Studies*, 33, 1999, pp. 393-415.
- Saunders, Frances Stonor, “Modern Art Was CIA 'Weapon,’” *Independent*, 21 October 1995.
<http://www.independent.co.uk/news/world/modern-art-was-cia-weapon-1578808.html>
- Exchange Programs and the National Interest (2000). Hearing Before the Subcommittee on International Operations of the Committee on Foreign Relations, United States Senate, 106th Congress, September

14, 2000. http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=106_senate_hearings&docid=f:69748.pdf

- Giles Scott-Smith, *Networks of Empire: US State Department's Foreign Leader Program in the Netherlands, France and Britain, 1950-1970*, P.I.E. Peter Lang, Brussels, 2008, pp. 21-46.
- Zhang Xiaoli, "U.S. Pop Culture a Diplomatic Tool," *China Daily*, September 17, 2013. http://europe.chinadaily.com.cn/opinion/2013-09/17/content_16974612.htm
- Whittlesey, Faith, "'Unprecedented'" State Department Cuts – Oh, Dear!" *Daily Caller* website, July 17, 2017. <http://dailycaller.com/2017/07/17/unprecedented-state-department-cuts-oh-dear/>
- David Brooks, "The Crossroads Nation," *The New York Times*, November 8, 2010. http://www.nytimes.com/2010/11/09/opinion/09brooks.html?_r=0
- Ann-Marie Slaughter, "America's Edge: Power in the Networked Century," *Foreign Affairs*, January/February, 2009. <http://www.foreignaffairs.com/articles/63722/anne-marie-slaughter/americas-edge>
- Joshua Walker and Daniel Gaynor, "Smarter Diplomacy: Doubling Down on People-to-People," *The Diplomat*, March 14, 2014. <http://thediplomat.com/tag/millennial-generation/>

- Guy Golan, “The Case for a Mediated Public Diplomacy,” *Diplomatic Courier* Website, July 19, 2013.
<http://www.diplomaticcourier.com/news/opinion/1527-the-case-for-mediated-public-diplomacy>

PART TWO: TYPES OF EXCHANGES

Week 5, Sept. 20 – TOURISM

- Ithiel De Sola Pool, “What American Travelers Learn,” *The Antioch Review*, Vol. 18, No. 4, *The American Abroad* (Winter 1958): 431-446.
<http://www.jstor.org/stable/4610100>.
- “The Percentage of Foreign Visitors Participating in Arts & Culture While Visiting the U.S.,” Americans for the Arts.org website.
<http://www.americansforthearts.org/>
- “U.S. National Travel and Tourism Strategy,” Departments of the Interior and Commerce, 2012, pp. 1-38.
<http://www.doi.gov/news/pressreleases/loader.cfm?csModule=security/getfile&pageid=295021>
- “U.S. Secretary of Commerce Penny Pritzker Delivers Remarks at 2016 World Travel & Tourism Council Global Summit,” April 6, 2016.
<https://www.commerce.gov/news/secretary-speeches/2016/04/us-secretary-commerce-penny-pritzker-delivers-remarks-2016-world>

- Burkhard, Sara Napier, “2017 Travel Trends That Will Drive the Global Tourism Industry,” Trek Soft website, December 5, 2016.
<https://www.treksoft.com/en/blog/7-travel-trends-for-2017-that-will-drive-the-global-tourism-industry>
- Elery Hamilton-Smith, “Four Kinds of Tourism?” *Annals of Tourism Research*, Vol. 14, Issue 3, 1987, pp. 332-344.
<http://www.sp.uconn.edu/~yian/SMITH.htm>
- Nelson H. H. Graburn, “The Anthropology of Tourism,” *Annals of Tourism Research*, Vol. 10, Issue 1, 1983, pp. 9-33. http://ac.els-cdn.com.libproxy.usc.edu/0160738383901135/1-s2.0-0160738383901135-main.pdf?tid=660f6f88-e2d4-11e3-92db-00000aab0f6c&acdnat=1400888942_f028fa0d4e79e3accadae58bfbcce74b5
- Kreag, Glen, “The Impacts of Tourism,” Sea Grant, University of Minnesota website, April 2001, pp. 1-20.
<http://www.seagrant.umn.edu/tourism/pdfs/ImpactsTourism.pdf>
- Andrew Baily and Keith Russell, “Volunteer Tourism: Powerful Programs or Predisposed Participants?” *Journal of Hospitality and Tourism Management*, 19 (Annual 2012).
http://go.galegroup.com.libproxy.usc.edu/ps/i.do?action=interpret&id=GALE%7CA320068331&v=2.1&u=usocal_main&it=r&p=AONE&sw=w&authCount=1
- Sherman, Eric, “Misery Tourism: How the Wealthy Learn What It's Like to be Poor,” *Fortune.com*, June 1, 2016, <http://www.msn.com/en-us/money/markets/misery-tourism-how-the-wealthy-learn-what-its-like-to-be-poor/ar-BBtKcNZ?li=BBnbfcN&ocid=LENDHP>

WEEK 6, Sept. 27: ACADEMIC

- Carlson, Burn, Useem, and Yachimowicz, “Study Abroad: The Experience of American Undergraduates in Western Europe and the United States,” Council on International Educational Exchange, October 1991, pp. 1-57.
<http://www.ciee.org/images/uploaded/pdf/occasional28.pdf>
- Fry, Paige, Jon, Dillow, and Nam, “Study Abroad and Its Transformative Power,” Occasional Papers on International Educational Exchange, 32, CIEE, November 2009, pp. 1-92.
http://www.americanahomestay.com/uploads/Transformative_Experience_PDF.pdf
- “Studying Abroad: The Benefits of an International Exchange Program,” Preview News, Preview website, October 2015. <http://preview.com/news/2015/studying-abroad-the-benefits-of-an-international-exchange-program/>
- Atkinson, Carol. “Does Soft Power Matter? A Comparative Analysis of Student Exchange Programs 1980–2006,” *Foreign Policy Analysis*, International Studies Association, Vol. 6, (2010): 1–22. (Accessed 6 May 2011) http://iis-db.stanford.edu/pubs/22948/Atkinson_Does_Soft_Power_Matter.pdf.
- Michael Flack, “Results and Effects of Study Abroad,” *Annals of the American Academy of Political and Social Science*, 424, March 1976, pp. 107-117.
- John Bowman, “Educating American Undergraduates Abroad: The Development of Study Abroad Programs by American Colleges and Universities,” CIEE Occasional Paper 24, November 1987, pp. 1-57.
<http://www.ciee.org/images/uploaded/pdf/occasional24.pdf>

- Council on International Educational Exchange, “Down with America: Anti-Americanism and Study Abroad,” 9.
<http://www.ciee.org/images/uploaded/pdf/Down%20with%20America.pdf>
- Castillo, E. Eduardo, “Mexico, US Seek to Boost Student Exchanges,” AP, May 21, 2014. <http://bigstory.ap.org/article/mexico-us-seek-boost-student-exchanges>
- Grogger, Jeffrey and Gordon Hanson, “Attracting Talent: Location Choices of Foreign-Born PhDs in the US,” Working Paper 18780, National Bureau of Economic Research, February 2013, pp. 1-44.
<http://irps.ucsd.edu/assets/001/504568.pdf>

WEEK 7, Oct. 4: ARTS AND CULTURE

- Fullman, Aimee, “The Art of Engagement: Trends in U.S. Cultural Exchange and International Programming,” Robert Sterling Clark Foundation Series on International Cultural Engagement, 2009.
- George F. Kennan, “International Exchange in the Arts,” Address to the International Council of the Museum of Modern Art in New York, October 1956.
- Kaiser, Michael. “How Helpful is Cultural Diplomacy?” *The Huffington Post*, 21 September 2009. (Accessed 12 Dec. 2009)
<http://www.huffingtonpost.com/michael-kaiser/how-helpful-is-cultural-d b 293080.html>
- Alicia Atkins, “Models and Trends in International Arts Exchange,” Createquity Website, March 31, 2014.

<http://createequity.com/2014/03/models-and-trends-in-international-arts-exchange.html>

- Margaret Ayers, “Trends in Private Sector Giving for Arts and Cultural Exchange,” *GIA Reader*, Vol 21, No 3 (Fall 2010).
<http://www.giarts.org/article/trends-private-sector-giving-arts-and-cultural-exchange>
- “Public and Private Cultural Exchange-Based Diplomacy: New Models for the 21st Century, Salzburg Global Seminar, 2012.
<http://www.giarts.org/sites/default/files/Public-Private-Cultural-Exchange-Based-Diplomacy.pdf>
- Tara Sonenshine, “Leveraging Culture and Diplomacy in the Age of Information,” Speech Before the Institute for Cultural Diplomacy, Washington DC, January 9, 2013.
<http://www.state.gov/r/remarks/2013/202649.htm>
- Advisory Committee on Cultural Diplomacy (2005). *Cultural Diplomacy: The Linchpin of Public Diplomacy*. Washington, DC: U.S. Department of State.
<http://www.state.gov/documents/organization/54374.pdf>

WEEK 8, Oct. 11: SPORTS

- Lee Satterfield, “Opening Doors of Opportunity for Women and Girls through Sports,” Huffington Post, October 28, 2013.
<http://www.huffingtonpost.com/lee-satterfield/opening-doors-of-opportun b 4164946.html>
- Robert Whiting, “Examining Nexus of Sports, International Relations,” *Japan Times*, July 27, 2013.

<http://www.japantimes.co.jp/sports/2013/07/27/more-sports/examining-nexus-of-sports-international-relations/#.UfXHQI3VB8E>

- Stuart Murray, “Sports Diplomacy: A Hybrid of Two Halves,” Institute for Cultural Diplomacy, 2011.
<http://www.culturaldiplomacy.org/academy/content/pdf/participant-papers/2011-symposium/Sports-Diplomacy-a-hybrid-of-two-halves--Dr-Stuart-Murray.pdf>
- “Study of ECA’s Sports United Programs: Sports Visitor Program, Sports Grants Program, Sports Envoy Program,” December 2013, Prepared by U.S. Department of State, pp. 1-68.
http://eca.state.gov/files/bureau/studyofsportsunited_report.pdf
- Dannheisser, Ralph, “Establishing a Dialogue with Young Athletes Through Sports,” *IIP Digital*, July 9, 2010
<http://iipdigital.usembassy.gov/st/english/article/2010/07/20100708185834xlrennef0.8432581.html#axzz4DqtNYu6Q>
- Slavin, Barbara, “American Athletes Get Star Treatment in Iran,” *Al-Monitor* Website, July 10, 2014. <http://www.al-monitor.com/pulse/originals/2014/07/us-athletes-diplomacy-iran.html>

WEEK 9, Oct. 18: GLOBAL LOS ANGELES: THE IMPACT OF INTERNATIONAL VISITORS ON LOCAL COMMUNITIES

- Neu, Richard C., “Global Los Angeles,” Pacific Council on International Policy, February 2015, pp. 1-110.
https://www.pacificcouncil.org/sites/default/files/related_resources_f

[iles/Global%20Los%20Angeles%20-%20FULL%20Report%20-%20February%202015_0.pdf](#)

- Allen, James and Turner, Eugene, “Ethnic Change and Enclaves in Los Angeles,” Association of American Geographers, March 8, 2013.
http://www.aag.org/cs/news_detail?pressrelease.id=2058
- O’Connell, Jock, “Keep Sending the Mayor to Asia,” Zocalo Public Square, January 28, 2015.
<http://www.zocalopublicsquare.org/2015/01/28/keep-sending-the-mayor-to-asia/ideas/nexus/>
- Giles Scott-Smith, “The Heineken Factor: Using Exchanges to Extend the Reach of U.S. Soft Power,” *American Diplomacy* website, June, 2011.
http://www.unc.edu/depts/diplomat/item/2011/0104/comm/scottsmith_heineken.html
- Lozovsky, Ilya, “Rolling Up the Welcome Mat: The United States’ Best Soft-power Tool Is an Obscure Government Program You’ve Never Heard Of. Does It Still Have a Future?” *Foreign Policy*, March 10, 2015.
<http://foreignpolicy.com/2015/03/10/rolling-up-the-welcome-mat-soft-power-public-diplomacy-democracy/>
- “International Visitor Leadership Program Outcome Assessment: Executive Summary.” Apr. 2010)
<http://exchanges.state.gov/media/pdfs/ope/completed/execsummaries/ivlprogram.pdf>.
- “National Council for International Visitors (NCIV) 50th Anniversary Luncheon,” Remarks by Judith A. McHale, Under Secretary for Public Diplomacy and Public Affairs, Washington, DC, February 17, 2011
<http://www.state.gov/r/remarks/2011/156777.htm>

- Bellamy, Carol and Weinberg, Adam, “Educational and Cultural Exchanges to Restore America’s Image.” *The Washington Quarterly*, Volume 31, Number 3, Summer 2008.
<http://muse.jhu.edu.libproxy1.usc.edu/article/241133>
- Giles-Smith, Scott, “Her Rather Ambitious Washington Program: Margaret Thatcher's International Visitor Program Visit to the United States in 1967,” *Contemporary British History*, 17:4, pp. 65-86
<https://libproxy.usc.edu/login?url=http://www.tandfonline.com/doi/abs/10.1080/13619460308565458>
- “Outcome Assessment of International Exchange Programs in Iowa,” Executive Report, Prepared for the State Department by T.E. Systems Inc., June 2005. https://eca.state.gov/files/bureau/impact-iowa-study-executive-summary_june-2005_0.pdf

WEEK 10, Oct. 25: YOUTH

- Foreign Press Center Briefing by John Zogby, “The Impact of America’s New Globally-Minded Youth,” September 10, 2013, The Washington Foreign Press Center. <http://fpc.state.gov/213999.htm>
- David J. Bachner and Ulrich Zeutschel, “Utilizing the Effects of Youth Exchange: A Study of the Subsequent Lives of German and American High School Exchange Participants,” CIEE, 1994.
<http://www.ciee.org/images/uploaded/pdf/occasional31.pdf>
- “Evaluation of the Youth Exchange and Study (YES) Program,” Final Report, Department of State, August 2009, pp. 1-69.
<http://eca.state.gov/files/bureau/youth-exchange-and-study-yes-full-report-aug-2009.pdf>

- Bettina Hansel and Zhishun Chen, “AFS Long-term Impact Study,” AFS International, April 2008, pp. 1-13. <http://www.afs.org/afs-and-intercultural-learning/research/>
- Sherraden, Stringer, Sow and McBride, “The Forms and Structure of International Voluntary Service,” Center for Social Development, CSD Working Paper 06-07, April 14, 2006. <http://csd.wustl.edu/Publications/Documents/WP06-07.pdf>
- “Youth Exchange Handbook,” Rotary International Youth Exchange, 2008, pp. 1-40. <https://www.rotary.org/en/document/888>

WEEK 11, Nov. 1: VIRTUAL EXCHANGES

- Evan Ryan, “Everyone Welcome in Virtual Exchanges,” IIP Digital, March 19, 2014. <http://iipdigital.usembassy.gov/st/english/article/2014/03/20140319296556.html?CP.rss=true#axzz32ltOTLNW>
- “Evaluation of the School Connectivity Program (SCP) and the Building Respect through Internal Dialogue and Global Education Program (BRIDGE),” Executive Summary, June 2007, ECA Website. <https://eca.state.gov/files/bureau/global-connections-full-report-june-2007.pdf>
- Judith McHale, “The Exchange 2.0 Summit,” Remarks to the U.S. Institute of Peace, Washington D.C., April 27, 2011. <http://www.state.gov/r/remarks/2011/161854.htm>
- Neta Kligler-Vilenchik & Sangita Shresthova, “The Harry Potter Alliance: Connecting Fan Interests and Civic Action,” Connected Learning Website, 2012. <http://connectedlearning.tv/case-studies/harry-potter-alliance-connecting-fan-interests-and-civic-action>

- Tara Sonenshine, “Web 2.0 Engagement,” Remarks to the U.S. Institute of Peace, Washington D.C., October 15, 2012.
<http://www.state.gov/r/remarks/2012/199173.htm>
- “Position Paper on Virtual Exchange: Virtual Exchange in the European Higher Education Area,” UNICollaboration, 2014. <http://unicollaboration.eu/?q=node/996>
- Katie Leasor, “The Power of Technology: Batteries not Included,” Public Diplomacy Council website, July 21, 2014.
<http://www.publicdiplomacycouncil.org/commentaries/07-21-14/power-technology-batteries-not-included>
- Jane Morse, “World’s Largest Online College Fair Set for November 13,” IIP Digital, November 9, 2012.
<http://iipdigital.usembassy.gov/st/english/article/2012/11/20121109138509.html#axzz3FUb9TY00>
- David Potter and Jennifer Russell, “Global Partnerships: 5 Steps to Success,” *Education Week*, February 18, 2014.
http://blogs.edweek.org/edweek/global_learning/2014/02/global_partnerships_5_steps_to_success.html
- Himelfarb, Sheldon and Shamil Idriss, “Exchange 2.0,” U.S. Institute of Peace Special Report 272, May 2011.
<https://www.usip.org/sites/default/files/Exchange2.0.pdf>

PART THREE: EXCHANGES MANAGEMENT

WEEK 12, Nov. 8: FUNDING, OVERSIGHT, & ALUMNI

- Drew Griffin and Kathleen Johnston, “Exchange Students Live American Nightmare,” CNN Website, July 16, 2009.
http://www.cnn.com/2009/US/07/15/us.exchange.students/index.html?eref=ib_us
- Report of Inspection, “Management Review of Youth Programs: Bureau of Educational and Cultural Affairs, U.S. Department of State, Report Number ISP-I-10-16, October 2009, pp. 1-21.
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WEEK 14, Nov. 22 – THANKSGIVING BREAK

WEEK 15, Nov. 29: STUDENT PRESENTATIONS

Classes end December 1.

IX. Policies and Procedures

Plagiarism

USC School of Communication Policy on Academic Integrity

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

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. *SCampus*, the Student Guidebook, (www.usc.edu/scampus or <http://scampus.usc.edu>) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as Communication 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.

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 and contact information for DSP:

http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html, (213) 740-0776 (Phone), (213) 740-6948 (TDD only), (213) 740-8216 (FAX) ability@usc.edu.

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.

Sexual Assault Resource Center

The Center for Women & Men and the Sexual Assault Resource Center are one and the same. Student Counseling Services is a separate place that also offers confidential counseling and support groups on a variety of other topics. To schedule an appointment with Student Counseling Services, call (213) 740-7711 between 8:30 a.m. and 5 p.m. weekdays or visit the Engemann Student Health Center on the University Park Campus.

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.