

**PUBD 520: Regional Studies in Public
Diplomacy (East Asia)**
Units: 4

Spring 2020 — Tuesdays — 5-7:50 p.m.

Section: 52850D

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 in East Asia are increasingly aware of the vital importance of image and reputation as an integral part of their nation's political and economic strategies. This course seeks to advance our understanding of their engagement in public diplomacy in contemporary times. Given the central reality of the rise of China, we focus on public diplomacy concepts and practices by China, with additional discussion on Japan and South Korea, and explore implications for the United States. 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 major 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. Course Notes

This is a seminar-style course. Most of the course materials are posted on Blackboard for reference. In addition to readings and in-class discussion, students are expected to attend 2-3 campus events related to the topics under examination to enhance their learning.

IV. Assignments

Participation in Class Discussions

Meaningful participation in class discussions 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 and follow press coverage and social media conversation concerning a public diplomacy program/event by a country of your choice in the region. You will provide periodic summaries and updates in class during the semester.

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).

Reflection Essay

Participants will watch *American Factory* and provide an analysis of the themes from the document from cross-cultural communication and public diplomacy perspectives (no more than 1,500 words). Instructions will be discussed in class.

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., a multimedia storytelling project) 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.

V. 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
Reflection essay	10	10
Term project	30	30
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	

VI. Assignment Submission Policy

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

VII. Required Readings and Supplementary Materials

- A. 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. Custer, S., Prakash, M., Solis, J., Knight, R., and J. Lin. (2019). *Influencing the narrative: How the Chinese government mobilizes students and media to burnish its image*. Williamsburg, VA. AidData at William & Mary. (PDF available online)
- F. 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)
- G. Euny Hong (2014). *The birth of Korean Cool: How one nation is conquering the world through pop culture*. Picador.
- H. Kwang-jin Choi (2019). *The Republic of Korea's public diplomacy strategy: History and current status*. USC Center on Public Diplomacy. (PDF available online)
- I. Other readings and materials. Refer to the *Course Schedule*.

VIII. 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.

IX. 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. 14	Course overview and basic concepts <ul style="list-style-type: none"> • Introductions • Definitions 		
Week 2 Jan. 21	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. • Melissen, J. (2015). Introduction in J. Melissen & Y. Sohn (Eds.) <i>Understanding public diplomacy in East Asia: Middle powers in a troubled region</i>. New York: Palgrave Macmillan. • At the sharp end. <i>The Economist</i>, December 16, 2017, 20-22. 	Instructions for Policy Overview
Week 3 Jan. 28	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 Feb. 4	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. 	
Week 5 Feb. 11	Policy Overview Presentations		<p>Policy overview write-up due in class</p> <p>Instructions for One Belt One Road Policy Overview</p>

WEEK	TOPICS/CLASS ACTIVITY	READINGS/HOMEWORK	DUE DATES
Week 6 Feb. 18	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. • Linus Hagström and Chengxin Pan (2020) Traversing the soft/hard power binary: the case of the Sino-Japanese territorial dispute. <i>Review of International Studies</i>, Vol. 46, No. 1, 37-55. • 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 13 Japan does soft power: Strategy and effectiveness of its public diplomacy in <i>Soft power superpowers</i>. 	
Week 7 Feb. 25	Soft Power and Japan (II)	<ul style="list-style-type: none"> • Chapter 2 Japan's image problem and the soft power solution: The JET program as cultural diplomacy in <i>Soft power superpowers</i>. • 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 9 Baseball in U.S.-Japan relations: A vehicle of soft power in historical perspective in <i>Soft power superpowers</i>. 	

WEEK	TOPICS/CLASS ACTIVITY	READINGS/HOMEWORK	DUE DATES
Week 8 Mar. 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. • Kwang-jin Choi (2019). <i>The Republic of Korea's public diplomacy strategy: History and current status</i>. USC Center on Public Diplomacy. • Manheim, J.B. (1990). Rites of passage: The 1988 Seoul Olympics as public diplomacy. <i>The Western Political Quarterly</i>, 43 (2), 279-295. • Lee, S., Toth, E. & Shin, H. (2008). Cognitive categorization and routes of national reputation formation: U.S. opinion leaders' views on South Korea. <i>Place Branding and Public Diplomacy</i>, 4 (4), 272-286. 	
Week 9 Mar. 10	Soft Power and South Korea (II)	Euny Hong (2014). <i>The Birth of Korean Cool: How One Nation Is Conquering the World Through Pop Culture</i> . Picador.	Instructions for final project
Week 10	Spring Break		
Week 11 Mar. 24	Multimedia content	<ul style="list-style-type: none"> • <i>American Factory</i> (a Netflix documentary) 	Questions for analysis will be provided by instructor

WEEK	TOPICS/CLASS ACTIVITY	READINGS/HOMEWORK	DUE DATES
Week 12 Mar. 31	China's Pursuit of Soft Power One Belt, One Road Presentations	<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>. Eleanor Albert (2018), <i>China's Big Bet on Soft Power</i>, Council on Foreign Relations. 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. 	One Belt One Road overview write-up due in class
Week 13 Apr. 7	Public Diplomacy: The Chinese Experience	<ul style="list-style-type: none"> Hartig, F. (2016). How China understands public diplomacy: The importance of national image for national interests. <i>International Studies Review</i>, 18(4), 655–680. Chapter 9 China's image management abroad, 1920s-1940s in <i>Soft power in China: Public diplomacy through communication</i>. Zhao Kejin (2019). The China Model of Public Diplomacy and Its Future. In Melissen and Wang (eds.) <i>Debating Public Diplomacy: Now and Next</i>, Brill Publishing. Custer, S., Prakash, M., Solis, J., Knight, R., and J. Lin. (2019). <i>Influencing the narrative: How the Chinese government mobilizes students and media to burnish its image</i>. Williamsburg, VA. AidData at William & Mary. 	Progress review on final project; 1 page outline due

WEEK	TOPICS/CLASS ACTIVITY	READINGS/HOMEWORK	DUE DATES
Week 14 Apr. 14	Building China's Global Image	<ul style="list-style-type: none"> 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. Juyang Zhang (2017), <i>Sino-Vatican Faith Diplomacy: Mapping the Factors Affecting Bilateral Relations</i>. USC Center on Public Diplomacy. Zahid Shahab Ahmed, Silada Rojratanakiat & Soravis Taekasem (2019), <i>The China-Pakistan Economic Corridor in Social Media: A Critical Discourse Analysis</i>. USC Center on Public Diplomacy. 	Progress review; 3 page outline due
Week 15 Apr. 21	Summary & Catch-up		Work on final project
Week 16 Apr. 28	Final presentations		
Final Exam Period May 6	Final paper due		5 pm

X. 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.

XI. 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. 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. Dr. Wang has published widely on the role of communication in the contemporary process of globalization, including four books and three dozen research articles in

academic and professional journals. His recent books include *Debating Public Diplomacy: Now and Next* (co-editor), *Shaping China's Global Imagination: Nation Branding at the World Expo*. He serves on the editorial board of the *International Journal of Communication*. Dr. Wang has led successful partnerships on research and programming with organizations, including the BBC, the Center for Strategic and International Studies, the European Union Delegation to the U.S., Global Affairs Canada, Global Ties U.S., the Japan Foundation, NATO, the United Nations Foundation and the U.S. Department of State, on topics ranging from soft power in global affairs, U.S. public diplomacy and national security, to digital advocacy, public diplomacy performance and evaluation. Prior to joining USC, Dr. Wang taught at Purdue University.