USCAnnenberg

PUBD 522: Hard Power, Soft Power, and Smart Power
Number of Units: 4

Spring 2020 – Tuesday – 2:00-4:50 PM
Section: 52852D
Location: ASC 328

Instructor: Name
Office: ASC 103
Office Hours: Monday 1:00-2:30 PM
Contact Info: ernestw@usc.edu

I. Course Description

The course begins by analyzing the post-Cold War conditions of volatility, uncertainty, complexity and ambiguity that has given rise to the need for 'smart power' to integrate hard and soft power. We carefully define the meaning of those terms.

Once we have mastered the concepts of hard, soft and smart power, we will explore other relevant concepts like economic power, and the rise of cyber power, and consider how they interact with one another. Together these concepts provide a vocabulary that enables you to identify, comprehend and apply tools needed to navigate the contemporary world.

We then apply these concepts of power to the rapidly changing conditions in the Peoples Republic of China and the One Belt One Road (OBOR) project.

Since this is a masters level course for students going into a profession, I have invited several outside speakers to give their views on the practical application of the concepts we have discussed, as they have lived them in their professional experiences.

II. Student Learning Outcomes

The purpose of this course is to make students familiar with the most critical concepts in the field of public diplomacy: hard power, soft power and smart power. Students will learn to define, compare and apply these core concepts in multiple settings. You will learn to distinguish them beyond their core institutional domains, to recognize the orienting framework and competencies they develop in professionals.

III. Description, Assessment, and Grading of Assignments

Students will be evaluated based on four products: policy-oriented memo, final paper, class presentation, and class participation.

Students are expected to do all the reading for each class and to be prepared to discuss them critically. They should participate fully in classroom discussions, including interacting with other students with questions.

Students are expected to complete two paper assignments. The first assignment is a policy-oriented memo addressed to a decision-maker in government, or in a NGO. This two page document will inform the reader of the importance of cyber technology and resources as an emerging source of power. You should frame your arguments and evidence as directly relevant to the institutional position of the decision maker. What good things or bad things can happen to their institution as a result of cyber power? Remember, a policy memo is action oriented, to help the person make better decisions.

The second assignment is a final paper that should analyze China's Belt and Road initiatives. It will show how the government has deployed different forms of power to achieve China's national objectives. I expect you to demonstrate a mastery of the key terms of power, to be familiar with the expressed goals of the Chinese government and its different parts, and how the objectives and power forms have come together. It is due April 21, and should be about 15 pages.

IV.   Grading Breakdown

Assignment	Points	% of Grade
Policy Memo (Due March 24, 2020)		20%
Final Paper (Due April 21, 2020)		60%
Student Presentation		10%
Class Participation		10%
TOTAL		**100%**

b. Grading Scale

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

Special Accommodations
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 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. The phone number for DSP is (213)740-0776.

ESL Student Accommodations

Please inform me as soon as possible if you require special accommodations based on your understanding of the English language.

Academic Integrity
When taking this class, you enter into a contract that states that all the work you are turning in is your own and no one else's, and that you have not turned in any work for which you have received credit in another class. Do not take this policy lightly!

The School of Communication is committed to the highest standards of academic excellence and ethical support. It endorses and acts on the SCampus policies and procedures detailed in the section titled "University Sanction Guidelines." These policies, procedures and guidelines will be enforced. It is important that you be aware of and avoid plagiarism, cheating on exams, submitting a paper to more than one professor, or submitting a paper authored by anyone other than yourself. Please familiarize yourself with the discussion of plagiarism in SCampus, Part B, Section 11, "Behavior Violating University Standards."

Violations of this policy will result in a failing grade in the course, and be reported to the Office of Student Conduct. If you have any doubts about any of these practices, you must confer with the professor.

V.   Class Policies
1. Academic Rigor
You should come to every class prepared to learn and to commit significant time outside of class toward mastery of the material and completion of the assignments in a way that demonstrates analytical and creative aptitude. You should expect to be graded according to your demonstrated mastery of the material as reflected on your assignments, including weekly class preparation and discussion.

2. Completion of Assignments
Assigned papers must be completed on time; they will be marked down if submitted after the due date (1/2 letter grade deduction per day). Papers must be typewritten with a readable font. Papers should include proper citations and bibliographies in APA format.

3. Discussion protocol
The classroom should be a safe space for the open exchange of ideas and the exploration of various ideological issues. Heated debate is encouraged, but not at the expense of denigrating other students. Please refrain from making sarcastic or hostile comments when others are speaking, dominating every class discussion, and otherwise undermining the unfettered exchange of ideas.

4. In-class use of laptops, smartphones, and electronic devices
Students are encouraged to NOT use laptop computers and other devices such as tablets, e-readers and smartphones during lectures. Recording (audio, video, or both) of class sessions is also prohibited. Failure to follow the directions in this regard can subject students to the same range of penalties to which they might be subject for failing to follow any other requirements

regarding classroom attendance and participation. Violations of this policy are, by definition, examples of extremely unprofessional behavior and therefore will adversely affect final grades.

5. Email Communications
The professor will make all types of announcements and assignments through the email addresses (ernestw@usc.edu). Email will be, apart from class meetings, our principal means of communication and notification. All students will be expected to keep up to date on developments and will be responsible for all assignments notified via email.

6. Communicating/Meeting with the Professor
The Professor will be readily accessible via email: ernestw@usc.edu . Before our course begins, you are free to contact me to discuss the class generally or the reading materials specifically. Once our course begins, you are welcome to visit the Professor before or after class, and always by email at the aforementioned address. Meetings during regularly scheduled office hours are on a first-come, first-served basis. Notice will be given in-class and via email for those rare occasions when office hours are suspended. The Professor reserves the right not to accommodate unannounced office drop-ins.

7. Course Evaluations
Students are expected to provide feedback on the quality of instruction in this course by completing anonymous online evaluations. You will be notified by email when the evaluations are open, typically in the last two or three weeks of the semester. Summary results are available to you and the public.

VIII. Required Readings and Supplementary Materials

- *Soft Power,* Joseph Nye
- Additional readings can be found on syllabus
    - If assigned reading links cannot be found on the internet, please let me know so I can find alternative methods to share the readings with the class.

IX. Laptop Policy
All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the **Annenberg Digital Lounge** for more information. To connect to USC's Secure Wireless network, please visit USC's **Information Technology Services** website.

X. Add/Drop Dates for Session 001 (15 weeks: 1/13/20 – 5/1/20)
Friday, January 31: Last day to register and add classes for Session 001
Friday, January 31: Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund for Session 001
Tuesday, February 4: Last day to drop a Monday-only class without a mark of "W" and receive a refund for Session 001
Friday, February 28: Last day to drop a course without a mark of "W" on the transcript for Session 001. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

Friday, February 28: Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]
Friday, April 3: Last day to drop a class with a mark of "W" for Session 001

XI. 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.*

I.   **INTRODUCTION (Week 1 – Jan 14, 2020)**
- *Soft Power,* Joseph Nye,
- "Hard Power, Soft Power, Smart Power", Ernest J. Wilson III *ANNALS*, AAPSS, 616, March 2008

II.   **A VUCAT WORLD: Nothing Is Rote (Week 2 – Jan 21, 2020)**
- Global Trends: The Drivers of the Need for Smart Power https://www.youtube.com/watch?v=9yg_BLNSYZU
- Strategic Trends (National Intelligence Council, The Paradox of Progress) https://www.dni.gov/files/documents/nic/GT-Full-Report.pdf
- https://apps.dtic.mil/dtic/tr/fulltext/u2/a345812.pdf
- http://reports.weforum.org/global-strategic-foresight/stefanie-babst-head-strategic-analysis-capability-of-the-north-atlantic-treaty-organization-nato-secretary-general-and-chairman-of-the-nato-military-committee-nato-rethinking-our-approach-to-gl/
- https://www.forbes.com/sites/hbsworkingknowledge/2017/02/17/vuca-2-0-a-strategy-for-steady-leadership-in-an-unsteady-world/#818805213d84

III.   **HARD POWER (Week 3, Jan 28, 2020)**

- https://www.carnegie.org/media/filer_public/49/99/4999304e-6309-4a0f-9797-87ef29e28b81/ccny_report_1996_multinational.pdf
- http://www.co.grafton.nh.us/wp-content/uploads/2013/11/Military-Culture-PDF.pdf
- https://journals.sagepub.com/doi/abs/10.1177/0095327X9402000403
- https://mail.google.com/mail/u/3/#search/military+culture/FMfcgxvzLrDrtwLWzVSGcKvLPpjcTMXx

IV.   **SOFT POWER (Week 4 – Feb 4, 2020)**
- Review Nye

V.   **OTHER FORMS OF POWER: ECONOMIC (Week 5 – Feb 11, 2020)**
- *Corporate Diplomacy***,** Special Issue of PD Magazine, Winter 2011

VI. CYBER POWER: THE NEW POWER FRONTIER? (Week 6 – Feb 18, 2020)

- "World War Web", *Foreign Affairs*, Sept-Oct. 2018 (This issue devoted to matters of cyber-diplomacy and cyber-warfare
- Joe Nye, Information Warfare and Soft Power https://www.project-syndicate.org/commentary/cyber-warfare-weakens-russia-soft-power-by-joseph-s--nye-2017-05?barrier=accesspaylog

- https://www.belfercenter.org/sites/default/files/legacy/files/cyber-power.pdf, Nye
- http://www.ieee.es/en/Galerias/fichero/docs_analisis/2013/DIEEEA33-2013_PoderDuroPoderBlandoEnCiberespacio_MJCB_ENGLISH.pdf

VII. CYBER POWER (Week 7 – Feb 25, 2020)

- Cyberdiplomacy, *PD Magazine*, Issue 22, Winter 2019

VIII. SMART POWER IN CHINA (Week 8 – Mar 3, 2020)

- "Smart Power Chinese Style", K. Mahbubani, www.the-american-interest.com2008/03/01>smart-power-chinese
- China Trounces U.S. 'Smart Power', Wall Street Journal, March 20, 2015
- "The Road to Digital Unfreedom: President Xi's Surveillance State, Xiao Qiang, *Democracy*, Vol 30, Issue 1
- The PLA and China's Smart Power", Mingjiang Li, *Journal of Strategic Studies,* 11 March 2015
- "China's Foreign Influence and Sharp Power Strategy to Shape and Influence Democratic Institutions" *National Endowment for Democracy*
- *The Committee of 100,* Report

IX. CHINA'S One Belt Road (OBR) (Week 9 – Mar 10, 2020)

- "China's Massive Belt and Road Initiative" A. Chatzky & J McBrid, *Council on Foreign Relations*, 1/28/20
- "How will the Belt and Road Initiative Advance China's interests" Chinapower.csis>china-belt-and-road

X. SOURCES OF POWER IN CIVIL SOCIETY (Week 10 – Mar 24, 2020)

- https://www.cafonline.org/about-us/blog-home/giving-thought/why-civil-society-matters/from-soft-to-brittle-us-diplomacy-soft-power-of-civil-society

- W. Mead, "The Tea Party and American Foreign Policy" *Foreign Affairs*, March/April 2011
- https://www.cambridge.org/core/services/aop-cambridge-core/content/view/S1468109912000229"
- Framing the Discussion of Globalization, Diversity and U.S. International Affairs" E. Wilson*, Diversity and U.S. Foreign Policy*

XI.   SITE VISIT Pacific Council for International Policy (Week 11 – Mar 31, 2020)

- https://www.pacificcouncil.org/

XII.   SITE VISIT Mayor's Office, Los Angeles (Week 12 – April 7, 2020)

- https://www.pacificcouncil.org/activities/2020-state-global-city-address-mayor-eric-garcetti

XIII.   SHARP POWER (Week 13 – April 14, 2020)

- "What Is Sharp Power?", Christopher Walker. *Democracy* Vol. 29, Issue 3
- "Forget Hearts and Minds" C Walker, S Kalathil, J. Ludwig, *Foreign Policy, September 14, 2018*

XIV.   STUDENT PRESENTATIONS (Week 14 – April 21, 2020)

XV.   STUDENT PRESENTATIONS (cont.) & THE FUTURE OF SMART POWER

(Week 15 – April 28, 2020)

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Statement on Academic Conduct and Support Systems

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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 Part B, Section 11, "Behavior Violating University Standards" 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, policy.usc.edu/scientific-misconduct.

Support Systems:

Counseling and Mental Health - (213) 740-9355– 24/7 on call
https://studenthealth.usc.edu/counseling/
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org
Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call
https://studenthealth.usc.edu/sexual-assault/
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298
equity.usc.edu, titleix.usc.edu
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
https://usc-advocate.symplicity.com/care_report/
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu
Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Campus Support and Intervention - (213) 821-4710
https://uscsa.usc.edu/
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101
diversity.usc.edu
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu
Non-emergency assistance or information.

Annenberg Student Success Fund
https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards
The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Breaking Bread Program [undergraduate students only]
https://undergrad.usc.edu/faculty/bread/
The Breaking Bread Program is designed to provide individual undergraduate students with an opportunity to meet and have scholarly discussions with faculty members outside of the normal classroom setting. Through this program, students and faculty enjoy good company and great conversation by literally "breaking bread" over a meal together and USC will pick up the tab! Your meal event can take place anywhere outside of the normal classroom setting. Your venue can be a restaurant or eatery on or off-campus.