

Course: Public Diplomacy

Instructor: Gerhard Reiweger, Ambassador ret.

SYLLABUS

Course Description

The purpose of the course is to familiarize students with the concept of public diplomacy and demonstrate its relevance for modern diplomatic practice. After a short introduction to different approaches and definitions from an academic point of view, the main focus is on providing students with insights and practical skills that directly can be translated into professional practice. Special attention is given to the fact that the skills acquired are useful not only to professional diplomats but also for careers in business or the non-governmental sector as expert management of government relations is key to the success of multinational companies and international NGOs.

Course Structure and Teaching Methods

An introduction into the subject by way of a power point presentation is followed by workshops that include group work and role play: In groups of 3 to 5, students analyse national stereotypes and the relevance of a country's image abroad for the achievement of its foreign policy objectives. Students are asked to take the roles of diplomats or government advisers of different countries as they develop a public diplomacy plan of action for the country of their choice and present it to the class. For example, students from Ukraine and Estonia form a team that has to come up with realistic and well argued proposals for public diplomacy activities by the Ukrainian Embassy in Tallinn. The presentations will be discussed in class.

Learning Goals

After completing the course students will be able to

- identify key foreign policy objectives of a given country
- differentiate between short term policy objectives and long-term image goals
- analyse preconditions for a successful public diplomacy campaign
- understand the main elements of a successful public diplomacy plan of action
- identify relevant target groups

- design purposeful public events
- understand the importance of a pro-active approach
- employ a SWOT analysis

Attendance requirement

As a consequence of the integrated build-up of the course (students are asked to perform tasks the results of which are the basis for the next exercise) it is essential for students to follow the course in its entirety. Partial attendance is discouraged.

Grading

The course is not graded

Recommended Reading:

Joseph S. Nye jr.: Think Again: Soft Power, in: Foreign Policy, February 23, 2006
<http://foreignpolicy.com/2006/02/23/think-again-soft-power/>

Joseph S. Nye jr.: Get Smart. Combining Hard and Soft Power, in: Foreign Affairs, July/August issue 2009
<https://www.foreignaffairs.com/articles/2009-07-01/get-smart>

Joseph S. Nye jr.: How Sharp Power Threatens Soft Power, in: Foreign Affairs, Snapshot January 24, 2018
<https://www.foreignaffairs.com/articles/china/2018-01-24/how-sharp-power-threatens-soft-power>