Faculty of Science of Public Governance
and Administration

Course Description
Elective Courses

Academic Year 2018/2019
Full time courses

Course code (filled in by the Office for Education)	
Course title	**Public Diplomacy**
Module title	Public Governance and Political Science
Level of the Course	MA
Institute/Department responsible for course	Institute of Public Management and Administrative Studies
Course director	Dr. Agnes Jenei
Name of the Lecturer(s)	Dr. Agnes Jenei
Number of the ECTS credits	5 ECTS
Teaching methodology	Lectures, presentations, simulations, analysis of videos and case-studies, real life scenarios, guest speakers
Language of instruction	English
Prerequisite(s) for the course	Fluency in English
Semester	both semesters
Course description	The aim of the course is to present and analyse the meaning and concepts of public diplomacy from an interdisciplinary perspective. The course outlines the evolution, history and current state-of-art of public diplomacy. The students will learn about the role and effects of traditional and social media on influencing the public opinion of another country in order to achieve political goals and to promote national interest. The relationship between propaganda and public diplomacy will be also discussed together with the various means and tools of public diplomacy. Public diplomacy is interpreted as an interdisciplinary field, which draws on international relations, international communication and international public relations; the contribution of these areas will also be outlined and analysed. Special emphasis is placed on managing a country's reputation and its international image management.
Learning outcomes and course competences	By the end of the course students should be able to appreciate and understand the interdisciplinary nature of public diplomacy from an integrated perspective as well as apply theoretical concepts and models. Upon the completion of the course students will be able to: • understand the main theories of public diplomacy; • apply theories of public diplomacy to specific, real-life examples • develop public diplomacy campaigns • develop a critical attitude towards contemporary diplomacy, media, and public opinion, based on the theories of international government communication and public diplomacy
Weekly content of the course	1. Definitions and conceptualisation of public diplomacy
	2. The tools and methods of public diplomacy. Public diplomacy models.
	3. Public opinion. Influencing public opinion. The various types of propaganda. Propaganda analysis.
	4. Soft power and smart power.
	4. The role and functions of media diplomacy. The role of social media in public diplomacy.
	5. Image and image management in international relations.
	6. Nation branding and country reputations.
	7. International strategic communication.
	8. Designing and implementing public diplomacy campaigns.
	9. Evaluating public diplomacy. The question of effectiveness.
	10. Hungary's public diplomacy.
	11. Public diplomacy in Central and Eastern Europe.
	12. US public diplomacy.
	13. Public diplomacy for the EU and NATO.
	14. Asian examples of public diplomacy.
	15. Evaluation of the course.

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Compulsory and recommended reading materials	Melissen, J. (2005) The New Public Diplomacy: Soft Power in International Relations, Basingstoke: Palgrave-Macmillan http://culturaldiplomacy.org/academy/pdf/research/books/soft_power/The_New_Public_Diplomacy.pdf Leonard, Mark [with Catherine Stead and Conrad Smewing] (2002): Public diplomacy. London.Internet resource: http://fpc.org.uk/fsblob/35.pdf P. Taylor and N. Snow (eds.) The Routledge Handbook of Public Diplomacy New York: Routledge Szondi, G. (2008) Public Diplomacy and Nation Branding: Conceptual Similarities and Differences. Netherlands Institute of International Relations 'Clingendael'. Discussion Papers in Diplomacy, No. 112. Internet source: http://www.clingendael.nl/publications/2008/20081022_pap_in_dip_nation_branding.pdf
Assessment methods and criteria	Active participation in class activities is expected. Students will submit a written report (analysis) of a specific country's public diplomacy efforts with recommendations. The assesment will be based on the quality of the outputs of the assignments.
Grading	Five Scale Grading - Group presentations and analysis of a specific country's public diplomacy activities.
office hours/contact details	Monday 12:00-14:00 Educational Building, Office N. 341 ; jenei.agnes@uni-nke.hu