University of Central Florida
Honors Diplomacy
INR 4030H
BHC 129

Ambassador Harriet Elam-Thomas
Spring 2014
Tuesdays and Thursday: 4:30 – 5:45 p.m.

Office Hours:
Tuesdays and Thursdays: 3 p.m. – 4 p.m.
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I. COURSE OVERVIEW

The course will highlight the significantly different approach of modern diplomacy with the traditional diplomacy practiced until the last three decades. Special emphasis will be placed on Public Diplomacy. The aftermath of the Cold War and the 9/11 attacks forced the world community to review, revise and reconfigure a host of the standard strategies which existed at that earlier time. We will examine the role of longstanding elements in the "toolbox" of public diplomacy: international information programs, broadcasting, exchanges, and cultural diplomacy. We will also cover cutting-edge applications of new technology which provide new opportunities, but also pose challenges for projecting influence internationally. Students will participate in two all-class simulations and one group presentation.

Readings throughout the course are intended to provide students with important interdisciplinary insights into key issues in U.S. foreign policy. Discussions will focus on how changes in the balance of international relations may impact the concept and practice of public diplomacy in the coming years.

Some class sessions will feature contributions by practitioners and guest presenters from academia, government and NGOs.

II. TEXTBOOKS & RESOURCES

There are no textbooks required for this course. Much of the reading material assigned is accessible directly from the websites given. The remainder will be distributed in class.

III. COURSE REQUIREMENTS AND GRADING

To enable in-depth discussion in class, students will be expected to monitor the Department of State's International Information Programs website, http://usinfo.state.gov, and major news sources about foreign affairs, e.g., U.S. Network and Cable stations, BBC, EURO NEWS, SKY NEWS, AL JAZEERA (English) and Al Arabiya. Students should also review a daily press summary of items relevant to public diplomacy and should periodically survey www.publicdiplomacy.org as well as www.laylaina.tv (a biweekly press review on public diplomacy and the Arab media).

Readings appropriate to each topic are noted under the session in which they will be discussed. The assignments vary in length, but it is important/imperative for students to complete the reading for each session in order to participate effectively in class.

Simulations: 20%
Class participation and Group Presentation: 30%
Writing Assignments: 20%
Final Exam: 30%
Class attendance and participation are required.

IV. COURSE OBJECTIVES:

As a result of completing this course students will be able to:

1. Demonstrate an appreciation for public diplomacy
2. Acquire the ability to formulate public diplomacy strategies
3. Comprehend the interplay of foreign policy, public image and government/private relationships in the shaping of 21st century foreign affairs and global communication
4. Understand how new tools of public diplomacy are being used in rapidly-evolving global communication environment to advance public diplomacy objectives.

V. SCHEDULE: January 7 – April 24, 2014

Subject to Change

Jan. 7 – Course overview – General Requirements – Country Assignments
Jan. 9 – Country Research – Secretary of State
Jan. 14 – Traditional Diplomacy – Public Diplomacy
Jan. 16 – Diplomatic Duties – Kralev Excerpt
Jan. 21 – History of U.S. Information Agency – (Nicholas Cull article)
Jan. 23 – Diplomacy as Representation – Cultural Influence
Jan. 28 – Ambassadors Under Fire (National Geographic film)
Jan. 30 – Diplomacy of Reason
FIRST WRITING ASSIGNMENT DUE Feb. 4, 2014
Feb. 4 – Diplomacy of Reason
Feb. 6 – Diplomacy of Communication – Reporting/Analysis
Feb. 11– **FIRST GROUP PRESENTATON**
Feb. 13 – Soft-Hard – Smart Power
Feb. 18 – Media and Foreign Policy
Feb. 20 – Countering Anti-Americanism
Feb. 25 – **SECOND GROUP PRESENTATON**
Feb. 27 – Guest Presenter
SPRING BREAK – Monday, March 3 – Saturday, March 8, 2014
CLASSES RESUME – March 10, 2014
Mar. 11 – Guest Presenter
Mar. 13 – **THIRD GROUP PRESENTATION**
Mar. 18 – Diplomacy 2.0
SECOND WRITING ASSIGNMENT DUE – March 20, 2014
Mar. 20 – Diplomacy as Negotiation – Current Case Study
Mar. 25 – **FOURTH GROUP PRESENTATION**
Mar.27 – Inside the State Department – National Geographic
Apr. 1 – Country Team Simulation – Part I
Apr. 3 – Country Team Simulation – Part II
Apr. 8 – Public Diplomacy in the 21st Century
Apr. 10 – Brand America
Apr. 15 – Improving Reach of American Diplomacy
Apr. 17 – Class Review
Apr. 22 – **STUDY DAY**
Apr. 24 – **FINAL EXAMINATION**

VI. SELECTED READINGS

Brown, John, "Arts Diplomacy: The Neglected Aspect of Cultural Diplomacy"; Scroll to page 71: http://www.udel.edu/globalagenda/publications/americasdialogue.pdf

Cull, Nicholas; "USIA: Gone But Not Forgotten"; http://www.layalina.tv/index.php/vol-i-issue-6-october-2009-usia-gone-but-not-forgotten

Farrell, Henry and Finnemore, Martha, "The End of Hypocrisy"; http://www.foreignaffairs.com/articles/140155/henry-farrell-and-martha-finnemore/the-end-of-hypocrisy

Hurlburt, Heather, "21st Century Diplomacies: The State Department's Identity Crisis"; http://johnbrownnotesandessays.blogspot.com/2013/11/21st-century-diplomacies-state.html

Kucera, Joshua, "U.S. Diplomats Aren't Stupid After All"; http://www.foreignpolicy.com/articles/2010/12/01/the_state_department_i_never_knew#sthash.zAiZlAxP.dpbs

MacShane, Denis, "Soft Power Doesn't Exist"; http://www.theglobalist.com/soft-power-doesnt-exist/

MacShane, Denis, "The Need for Hard Diplomacy"; http://www.theglobalist.com/need-hard-diplomacy/

Miles, Oliver, "The Job of an Ambassador"; http://www.theguardian.com/commentisfree/2010/jul/14/ambassadors-job-diplomat-training\

Mueller, Sherry Lee, "Professional Exchanges, Citizen Diplomacy, and Credibility"; Scroll to page 59: http://www.udel.edu/globalagenda/publications/americasdialogue.pdf

Oglesby, Donna, "In The Weeds: The Last Three Feet"; http://uscpublicdiplomacy.org/index.php/newswire/cpdblog_detail/in_the_weeds_the_last_three_feet/

Schadler, Robert, "14 Years of Undermining Public Diplomacy"; http://www.usnews.com/opinion/blogs/world-report/2013/10/01/public-diplomacy-is-still-being-undermined-by-bill-clintons-budget-cuts

Sonenshine, Tara, "The Role of Public Diplomacy in Countering Violent Extremism"; http://www.state.gov/r/remarks/2013/206708.htm

United States Information Agency (USIA); http://dosfan.lib.uic.edu/usia/usiahome/factshe.htm

Weisbrode, Kenneth, "Diplomacy 2.0"; http://www.theguardian.com/commentisfree/2010/mar/28/diplomacy-technology

Wilson III , Ernest J., “Hard Power, Soft Power, Smart Power”; http://ann.sagepub.com/content/616/1/110.full.pdf+html