
SYLLABUS

[Objectives](#) | [Requirements](#) | [Schedule](#)

Office Hours

Drop by my office in Miller 104B before or after class. I should be in my office by about 10:30 on Tuesdays and Thursdays and then after class until about 3:00 when I need to teach another course. Other times can be arranged.

Contact

Prof. Donna Marie Oglesby
Miller 104B

E-mail through Moodle or oglesbdm@eckerd.edu

Ext. 7977

On-line

The course website is on Moodle. You are responsible for checking the site for course announcements, assignments and changes.

Google Groups: Diplomacy: Theory and Practice

Twitter: @winnowingfan

<http://www.winnowingfan.org>

Rationale

PO 331 is a special topics course to examine the intellectual roots of American Public Diplomacy combined with the theoretical and practical implications of going forward given shifting geopolitics, globalization and the new media landscape.



Our semester long journey through the intellectual context and the politics of American public diplomacy is occasioned by my reviewing existing literature and thinking through what kind of book on public diplomacy I might usefully write in response to an invitation of the Palgrave Macmillan Book Series on Global Public Diplomacy. Your insights in coping with the challenges of this material are essential to my understanding of how best to proceed. This is not a lecture class. It will function like a seminar.





Course Materials

Geoffrey Cowan and Nicholas Cull Eds. The Annals: Public Diplomacy in a Changing World, Sage 2008

Christopher Hill, The Changing Politics of Foreign Policy, Palgrave MacMillan 2003.

Adam M. Garfinkle, Political Writing: A Guide to the Essentials | Edition: 12, M.E. Sharp 2012

William P. Kiehl (ed.) The Last Three Feet: Case Studies in Public Diplomacy, CreateSpace Independent Publishing Platform (August 8, 2012)

Media

You should monitor at least one high quality news analysis source such as [The New York Times](#) or [The Economist](#). Other resources include [the Council on Foreign Relations Website](#), [The New Yorker](#), and [The New York Review of Books](#). Visit the [BBC](#) or [Al Jazeera English online](#), the foreign policy segments of [The PBS NewsHour](#), and Department of State's [state.gov](#) website.

If all goes well we will weave together a tapestry of the past, present and future of American public diplomacy. There is a tension between theory and practice. Perhaps they are complimentary rather than opposite ways of thinking. We will try to hold the tension between the threads and weave a fabric truer than any particular thread alone might lead:

- One strand will be the particular intellectual roots and the politics of the various traditional elements of American public diplomacy.
- The second humanizing strand will be specific story examples -- vignettes -- from my practice and those of others whom I know.
- The third thread will be concepts of public diplomacy in the current networked global age. We will look for particular examples of the sticky materiality of practice today juxtaposed with current academic theorizing about what public diplomacy should be.
- Finally, You will have multiple opportunities to embroider on our common public diplomacy tapestry with your own individual needle and thread. By acting as public diplomats yourselves through role play and simulation, you can learn the importance of weaving theory and reality into one cloth.



Course Materials Continued

Additional required readings and reading guides will be on Moodle, distributed in class or Tweeted. New readings that become available during the semester may be added or substituted. Pay attention to Moodle for updates.

You should monitor at least one high quality news analysis source such as [The New York Times](#) or [The Economist](#). Other resources include [the Council on Foreign Relations Website](#), Foreign Policy [The New Yorker](#), [Foreign Policy Passbook](#), and [The New York Review of Books](#). Visit the [BBC](#) or [Al Jazeera English online](#), the foreign policy segments of [The PBS NewsHour](#), and the Department of State's [state.gov](#) website. Read foreign news sources specific to any projects you undertake.

Useful public diplomacy websites and blogs include [USC's Center for Public Diplomacy](#), [GW's Institute for Public Diplomacy and Global Communication](#), [Robin Brown's Network and Influence Blog](#), [John Brown's Public Diplomacy Press and Blog Review](#), my own [Winnowing Fan](#) website, Marc Lynch's [Foreign Policy blog](#), Craig Hayden's [Intermap blog](#), Steve Corman's [Consortium for Strategic Communication](#), and the US Department of State's [Discover Diplomacy](#) website.

For public diplomacy resources, consult [publicdiplomacy.wikia.com](#), the Literature on Public Diplomacy list at the Netherlands Institute of International Relations' [Clingendael Reading List website](#), Nick Cull and Ali Fisher's [The Playbook: Case Studies of Engagement](#), and the [Public Diplomacy Council's Academic Study](#) website, featuring Bruce Gregory's Public Diplomacy Reading List. I will also give you one hard copy of Ellen Huijgh, Bruce Gregory, and Jan Melissen, "[Public Diplomacy](#)," in Oxford Bibliographies in International Relations, ed., David Armstrong (New York: Oxford University Press, November 27, 2013). It is the most current authoritative compendium of public diplomacy sources.

Build your own Twitter stream by following #publicdiplomacy, people and subjects related to the concept. You can start familiarizing yourself with who is out there by following me @winnowingfan.

Academic Integrity

Eckerd College definitions of cheating and plagiarism apply to all work required in this course. Eckerd students are expected to know and honor these standards without exception. On each paper please write out and sign "pledged." This will indicate to me that you know and adhere to the Eckerd honor code: *On my honor, as an Eckerd College student, I pledge not to lie, cheat, or steal, nor to tolerate these behaviors in others.*

Violators of academic standards will be referred to the Academic Honors Council.

Accommodations for Students With Disabilities

If you have a disability or believe that you qualify for accommodations under the Americans with Disabilities Act or other laws, please contact Disability Support Services at extension 8248 or via email at dss@eckerd.edu as soon as possible. **Appropriate accommodations can only be arranged through that office, and may not be made retroactively.**

Class Attendance

Regular attendance is expected and is essential if you want to do well in this course. Much of the class learning will occur through class application exercises and discussions. Since this is a small special topic class and will run like a seminar, everyone will be counted on all the time to carry their fair share. You should notify me in advance of any unavoidable absences; a reduction in the final grade of 5% is possible for each unexcused absence. **Five (5) absences for any reason** will trigger an "F" in the course. I expect you to arrive at class on time. I consider tardy arrivals to be disrespectful and will note them.

Course Learning Objectives

In addition to helping me, at the end of the course students should be able to:

- Demonstrate an understanding of the concepts, politics, processes, and tools relevant to public diplomacy;
- Discuss knowledgeably the specific understandings of those big ideas and the consequent observable tensions between the theory and practice of public diplomacy across national contexts;
- Excavate beneath the contemporary discourse to surface the assumptions and understand the root world views and values influencing the debate;

- Understand and critically analyze how the media environment, information technology, empowered individuals and non-state actors shape the practice of public diplomacy;
- Apply public diplomacy concepts and strategies to case studies: countries or actors other than the United States with which you have had experience;
- Develop skills for critical analysis and expression of views orally and in writing;
- Develop an appreciation for the effect of public diplomacy on real-life events;
- Perform tasks associated with the practice of public diplomacy:
 - briefing orally
 - listening carefully to others and accurately reporting their views
 - writing politically smart, policy relevant materials

Assessment

Oral Work (40% of final grade)

- (20%)Class participation:

Attend class punctually. Complete all assigned readings before class, and arrive prepared to discuss them, answer questions, and raise your own questions and points of view. This is not a lecture class. Each week, students not responsible for presenting that week's material on Tuesday are responsible for posting two well formulated questions about the material to guide Thursday's discussion. In addition, students are responsible for identifying and posting a short article, blog post or news item that relates to the concepts on the table in that week's reading which could serve as application exercises for the material.

- (20%)Session presentation:

Each student will take responsibility for presenting one week's material. Presentations of 15 - 20 minutes will frame and focus on the central questions arising from the week's required materials. Presenters will speak knowledgeably and critically to the reasoning employed using the critical thinking template, summarize the main arguments, suggest areas to be explored in wider discussion, and serve as a "subject matter expert" during class discussions during the week. A three-page (750 words) review of the week's material (see Garfinkle chapter 5) is required to be posted on Moodle by Monday at 5 p.m. for others to read before class. Presentations may include visuals and handouts. An oral communication rubric will be provided early in the course. The written review will also be graded. See below.

Written Work (60% of final grade)

- (10%) The three-page review of one week's course material as described above.
- (20%) Write a speech for me to give to Eckerd students on public diplomacy (in lieu of a mid-term exam.) Instructions will be provided but see Garfinkle chapter 7 for political writing advice.
- (30%) A 10 page public diplomacy strategy paper. Specific instructions will follow later in the course but see Garfinkle chapter 9 for memo writing advice. Strategies will include a one-page executive summary. They should set for the context for public diplomacy in this situation (e.g. Salient demographic/historical/cultural issues, any particular challenges in the communication environment) the policy objectives being supported and an explanation of how public diplomacy can help achieve them, and the public diplomacy tactics you recommend to achieve the stated objectives. Possibilities include:
 - ★ A U.S. Public diplomacy strategy for a global issue, single country regional issue or group, or recent or current controversy.
 - ★ A Public diplomacy strategy for another country or regional organization with which you have had some experience (e.g. China, Japan, NATO)
 - ★ A strategy for a public diplomacy institution or a strategy for adopting a new approach for the practice of public diplomacy.

--Or--

You may choose instead to write a 10 page book proposal on public diplomacy. The proposal would provide an overview of the context for the book based on your course examination of existing literature; identify the particular purpose this new book would serve by identifying the problems to be addressed in the current literature; the audience to be served by the book and its benefit, the features the book should have and the strengths and weaknesses you perceive in the author's (me) ability to write what you would want to read.

Course Schedule

Unit I

In the first half of the course we will explore the concept of public diplomacy and the international and domestic political contexts in which it is embedded.

Week #1-Why study public diplomacy and what can we expect from this course? An introduction and overview of course content, scope and themes

Tuesday, January 28, 2014 & Thursday, January 30, 2014

- What Is Public Diplomacy? USC Center on Public Diplomacy Wiki, 1 - 5 [Moodle hereafter M]
- Gregory, Bruce. "Public Diplomacy: Sunrise of an Academic Field," *Annals of the American Academy of Political and Social Science* 616.1 (2008): 274 - 290.
- Gilboa, Eytan. "Searching for a Theory of Public Diplomacy," *The Annals*, 55 - 77.
- Lord, Kristin M. "*What Academics (Should Have To) Say about Public Diplomacy," Paper presented at the American Political Science Association's Political Communication Conference on International Communication and Conflict, Washington, DC, August 2005. [M]
- [Craig Hayden](#), "Envisioning a Multidisciplinary Research Agenda for Public Diplomacy," *E-International relations*, January 11, 2013. [M]

End of Add/Drop period: February 4, 2014

Week #2 - Was there an "old" public diplomacy? A Brief History of where we've been.

Tuesday, February 4, 2014 & Thursday, February 6, 2014

- Walter R. Roberts, "[The Evolution of Diplomacy](#)," *Mediterranean Quarterly*, Summer 2006, 11 pages. [M]
- [Public Diplomacy](#), a video documentary about the use of information and cultural exchange in United States foreign relations. [M]
- Nicholas J. Cull, "Public Diplomacy Taxonomies and Histories," *The Annals*, 31 - 54.

January 19, 2014

- Peter Kovach, "The Public Diplomat: A First Person Account," *Routledge Handbook*, 2009, 201 - 211 [M]

Week #3 - Is there a "new" public diplomacy? Sampling the theories of transnational reformulations.

Tuesday, February 11, 2014 & Thursday, February 13, 2014

- Geoffrey Cowan and Amelia Arsenault, "Moving from Monologue to Dialogue to Collaboration: The Three Layers of Public Diplomacy," *The Annals*, 10 - 30
- Castells, Manuel. "The New Public Sphere: Global Civil Society, Communication Networks, and Global Governance," *The Annals*, 78 - 93
- Fisher, Ali. "Music for the Jilted Generation: Open-Source Public Diplomacy," *The Hague Journal of Diplomacy* 3.2 (2008): 129 - 152. [M]
- Christopher Hill, *The Changing Politics of Foreign Policy*, chapters 7 & 8 (159 - 215)

Week #4 - Has power been transformed? From hard to soft to smart to good-bye.

Tuesday, February 18, 2014 & Thursday, February 20, 2014

- Joseph Nye, "Public Diplomacy and Soft Power," *The Annals*, 94 - 109
- Ernest J. Wilson III, "Hard Power, Soft Power, Smart Power," *The Annals*, 110 - 124
- Big Think video Interview with Leslie Gelb, author of *Power Rules*. (18 minutes) [M]
- Leslie Gelb, *Power Rules*, Harper Collins, 2009, chapter 10 (219 - 234) (handout)
- Gary D. Rawnsley, "China Talks Back: Public Diplomacy and Soft Power for the Chinese Century," *Routledge Handbook*, 282-291 [M]
- Read the Hayden, Oglesby, Zalman blog exchange on the utility of the concept of soft power. [winnowingfan with links]
- Christopher Hill, *The Changing Politics of Foreign Policy*, preface and chapters 1 (1 - 25) and 6 (127 - 159)

Week #5 - Have the politics of foreign policy changed? What were we thinking then, what now?

Tuesday, February 25, 2014 & Thursday, February 27, 2014

- Huijgh, Ellen, "The Domestic Dimension of Public Diplomacy," *The Hague Journal of Diplomacy* 7.4 (2012). 9 [M]
- Christopher Hill, *The Changing Politics of Foreign Policy*, Chapters 2 (25 - 51) and 9 - 10 (219 - 282)

January 19, 2014

- Donna Oglesby, "America's Wake," presented at CIEE Annual Conference Luncheon, Miami, Florida, November 18, 2005 (winnowingfan.org)
- Donna Oglesby, "A Pox on Both Our Houses," Paper delivered at the American Political Science Association Conference on Communication and Conflict, Georgetown University, August 31, 2005. (winnowingfan.org)

Week #6 - What about statecraft? Who decides, who acts?

Tuesday, March 4, 2014 & Thursday, March 6, 2014

- Hocking, Brian. "The Ministry of Foreign Affairs and the National Diplomatic System," In *Diplomacy in a Globalizing World: Theories and Practices*. Edited by Pauline Kerr and Geoffrey Wiseman, 121-140. New York: Oxford University Press, 2012. [M]
- Christopher Hill, *The Changing Politics of Foreign Policy*, chapters 3 - 5 (51 - 127)
- Alan K. Henrikson, "[Sovereignty, Diplomacy, and Democracy: The Changing Character of 'International' Representation - From State to Self?](#)" *The Fletcher Forum of World Affairs*, Vol. 37:3, [Special Edition](#) 2013, 111-140. [M]
- Donna Oglesby, "Spectacle in Copenhagen: Public Diplomacy on Parade," *CPD Perspectives*, USC Center on Public Diplomacy, Los Angeles, Figuerora Press, 2010. [M]

Week #7 - Review and Thinking about Political Writing

Tuesday, March 11, 2014 & Thursday, March 13, 2014

- Christopher Hill, *The Changing Politics of Foreign Policy*, Chapter 11 (283 - 307)
- Donna Oglesby, "Statecraft at the Crossroads: A New Diplomacy." *SAIS Review*. Summer/Fall, Vol.29, No.2, 2009, 93 - 106.(winnowingfan.org)
- Adam Garfinkle, *Political Writing: A Guide to Essentials*, M.E. Sharpe, 2012, particularly chapter on speechwriting but we will discuss the who book's approach to political writing.

Mid-term speech due Tuesday, March 18

Unit II

In the second half of the course we will drill down and look at the comparative practice of public diplomacy.

Week #8 - An overview of how to approach a comparative study of public diplomacy

Tuesday, March 18, 2014 & Thursday, March 20, 2014

- Brown, Robin. “*The Four Paradigms of Public Diplomacy: Building a Framework for Comparative Government External Communications Research.” Paper presented at the International Studies Association Conference, San Diego, CA, April 2012. [M]
- Leonard, Mark, Catherine Stead, and Conrad Smewing. “Public Diplomacy.” London: Foreign Policy Centre, 2002. [M]

Spring break

Week #9 - News Management:

The first dimension is the management of communications on day-to-day issues, reflecting the growing need to align communications with traditional diplomacy.

Tuesday, April 1, 2014 & Thursday, April 3, 2014

- Robert J. Callahan, “A View from the Embassy,” *American Journalism Review*, April/May 2006, 1 - 8 [M]
- Walter Douglas, Pakistan/The Last Three Feet: Understanding What Pakistanies are saying.” *The Last Three Feet*, chapter 8
- Philip Seib, “Transnational Journalism, Public Diplomacy and Virtual States,” paper delivered July 2009, 1-21 [M]
- Henry Farrell and Martha Finnemore, The End of Hypocrisy: American Foreign Policy in the Age of Leaks,” *Foreign Affairs*, November/December 2013, 22-26.[M]

Week #10 - Do Social Media Change The Game?

Tuesday, April 8, 2014 & Thursday, April 10, 2014

- Marc Lynch Deen Freelon Sean Aday, "BLOGS AND BULLETS III: SYRIA'S SOCIALLY MEDIATED CIVIL WAR, *United States institute of Peace*, 2014 [M]
- Ali Fisher and David Montez, "[Evaluating Online Public Diplomacy Using Digital Media Research Methods, A Case Study of #ObamainBrazil](#)," *InterMedia Global Research Network*, July 2011, 1-26 [M]
- Erika A. Yepsen, "Practicing Successful Twitter Diplomacy: A Model and Case Study of U.S. Efforts in Venezuela," *USC Center on Public Diplomacy, CPD Perspectives on Public Diplomacy*, Paper 6, July 2012, 1-48 [M]
- Gregory Sullivan, "Virtual Tehran," *State magazine*, July/August 2012, p. 25 [M]
- Rachel Graaf Leslie, "Bahrain/Two Narratives in the Land of the Two Seas." *The Last Three Feet*, chapter 3
- Aaron D. Snipe, "Iraq/U.S. Embassy Baghdad Social Media Outreach." *The Last Three Feet*, chapter 7
- Susan Gigli and Ali Fisher, "[Networked Audiences: 10 Rules for Engagement](#)," *The Channel (Association of International Broadcasters)*, Issue 2, 2011, 1-2
- Philip Seib, [Public Diplomacy and the Media in the Middle East](#), Paper 6, 2013, *CPD Perspectives on Public Diplomacy, USC Center on Public Diplomacy*. [M]

Week # 11 - What do Culture and Identity have to do with it?

Tuesday, April 15, 2014 & Thursday, April 17, 2014

- Zbigniew Brzezinski, Brent Scowcroft & David Ignatius (ed.), *American and The World*, New America Foundation 2008, chapter 7: "The Politics of Cultural Dignity," (227 - 252) [handout]
- Dominique Moïsi, "The Clash of Emotions," *Foreign Affairs*, January/February 2007 [M]
- Bustamante, Michael J., and Julia E. Sweig. "Buena Vista Solidarity and the Axis of Aid: Cuban and Venezuelan Public Diplomacy." *The Annals*, 223 - 256.
- Starr, Pamela K. "Mexican Public Diplomacy: Hobbled by History, Interdependence, and Asymmetric Power" *PD Magazine* 2 (Summer 2009): 49-53. [M]

January 19, 2014

- Ralph J. Begleiter, "You Talkin' To ME?" America's Dialog with The World, Public Diplomacy Council 2006, 34 - 46. (handout)
- Donna Oglesby "diplomacy.cultural2015@state.gov," Net Diplomacy II, Virtual Diplomacy Report (VDS 15), United States Institute of Peace, October 2002.

Withdraw with "W" Deadline: April 11, 2014

Week #12-Relationship Building:

The second dimension of public diplomacy is the most long-term: developing lasting relationships with key individuals through scholarships, exchanges, training, seminars, conferences, building real and virtual networks, and giving people access to media channels.

Tuesday, April 22, 2014 & Thursday, April 24, 2014

- George Packer, "[Letter from Rangoon: Drowning - Can the Burmese People Rescue Themselves?](#)" in The New Yorker, August 25, 2008, [M]
- Fitzpatrick, Kathy R. "Advancing the New Public Diplomacy: A Public Relations Perspective." The Hague Journal of Diplomacy 2.3 (2007): 187-211.
- Donna Oglesby, "Reflections: Mission and Meaning," Presented to the Women's Action Organization, USIA, Washington D.C. June 20, 1996.
- Zaharna, R. S. "The Soft Power Differential: Network Communication and Mass Communication in Public Diplomacy." The Hague Journal of Diplomacy 2.3 (2007): 213- 228.
- Cesar Villanueva Rivas, "Cosmopolitan Constructivism: Mapping a Road to the Future of Cultural and Public Diplomacy," PD Magazine [Issue: Winter 2010](#) [M]
- McKay, Anderson & Manes, *The Last Three Feet*, chapters 4 - 6 (40 - 73)

Week #13 - Strategic Communications:

Strategic communication is different from relationship-building. It is a set of activities more like a political campaign: setting a number of strategic messages, and planning a series of activities over a year or so to reinforce them.

Tuesday, April 29, 2014 & Thursday, May 1, 2014

January 19, 2014

- Philip M. Taylor, "Public Diplomacy and Strategic Communications," *Routledge Handbook*, 12-16 [M]
- Christopher Paul, "Getting Better at Strategic Communication," Testimony before the House Armed Services Committee Subcommittee on Emerging Threats and Capabilities on July 12, 2011 [M]
- Defense Science Board Task Force Report on Strategic Communication, "Strategic Communication and Why Does it Matter?" January 2008, 10-20 [M]
- Corman, Steven R., Angela Tretheway, and Bud Goodall. *A 21st Century Model for Communication in the Global War of ideas: From Simplistic Influence to Pragmatic Complexity CSC Report 0701. Tempe: Consortium for Strategic Communication, Arizona State University, April 2007. [M]
- Entman, Robert. "Theorizing Mediated Public Diplomacy: The U.S. Case." *The International Journal of Press/Politics* 13.2 (2008): 87-102. [M]

Week #14 - Wrapping it up

Tuesday, May 6, 2014 & Thursday, May 8, 2014

- Jan Melissen, "[Beyond the New Public Diplomacy](#)," Clingendael Discussion Paper No. 3, 1-24 [M]
- Bruce Gregory, "American Public Diplomacy: Enduring Characteristics, Elusive Transformation," *The Hague Journal of Diplomacy*, 6 (2011) 351-372 [M]
- Bruce Wharton, "Successful Public Diplomacy Officers in the Future," *The Last Three Feet*, Chapter 9 (117-123)
- Donna Oglesby, "Remarks as prepared for Panel 1: USIA and The Foundations of Public Diplomacy, Conference: U.S. Public Diplomacy: A look to the Past, A Look to the Future." George C. Marshall Conference Center, U.S. Department of State on November 12, 2013 (winnowingfan)

Final Project due Monday, May 12, 2014 by 3P.M.
