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Public Diplomacy: Global and Comparative Perspectives

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This course is seminar in which provides an introduction to the conceptual and theoretical foundations for public diplomacy programs, news media public diplomacy initiatives, and how media outlets are used by international actors to influence global public opinion. The course covers issues and theories related to soft power, strategic communication, and media-based international relations. It reviews contemporary debates on Chinese public diplomacy, as well as explores cases outside of the China including other nation-states and non-state actors. This is not intended as an overview of Chinese public diplomacy, but a comprehensive inquiry into assumptions that continue to justify and define the evolving range of policies related to “public diplomacy.”

COURSE OBJECTIVES

- To understand the theoretical and historical justifications for public diplomacy programs across national contexts.
- To comprehend the influence of the media environment and information technology on public diplomacy and strategic communication initiatives
- To enable the students to contribute to the ongoing public discussion about public diplomacy, and to be able to critically assess a policy or initiative related to public diplomacy.

COURSE READINGS

Readings will be made available online via Web Learning on the website of Tsinghua University unless otherwise noted. Readings designated on the syllabus as “in RHPD” are to be found in the Routledge Handbook for Public Diplomacy – a required course textbook.

COURSE ASSIGNMENTS AND GRADE PERCENTAGES

- **Class Participation: 5%** - Students are expected to come to class prepared to discuss the readings and relevant current events. The class is not designed as a lecture course – and students will share the responsibility of dealing with the course readings, as well as questions posed by the instructor in advance of the class. So, everybody should takes actively part in the discussions and debates on the class. And that will be important for your final grade.

- **Class Presentation: 15%** - Students are required to make at least **ONE moderator, ONE presentation in 10 minutes** and active **comments** on class. As moderator, you are required to introduce the background of the topic, introduction of speakers, and to organized the comments and discussions. As a presentation, you are required to summarize the recommended book or articles and give your own views based on your readings. The instructor will make some comments in the end of each class. Base on the performance, the student will get his/her scores respectively.

- **Midterm Exam: 30%**- Students are required to take closed-book quiz at Midterm (Week 8). It will give you 10 questions to be answered in 2 hours.

- **Final Paper: 50%** - The paper will be at least 3000 words, and will adhere to a standard style format. Students are encouraged to seek out local resources (such as embassies) to conduct original research on these programs.

SCHEDULE OF CLASSES

1. INTRODUCTION & ORIENTATION

2. DEFINITIONS OF PUBLIC DIPLOMACY

Class Description: This class introduces the key concepts at the heart of public diplomacy and considers the relationship of its practice to propaganda. Meanwhile, it will also mention the players involving PD.

References:

Nicholas Cull, "Public Diplomacy: Taxonomies and Histories", *The ANNALS of the American Academy of Political and Social Science* 2008 616: 31-54;

Eytan Gilboa, "Searching for a Theory of Public Diplomacy", *The ANNALS of the American Academy of Political and Social Science* 2008 616:55-77;

Cull, N.J. "Public Diplomacy: Lessons from the Past." *CPD Perspectives on Public Diplomacy*. USC Center on Public Diplomacy (2009).

Kejin Zhao, "The Strategic Motivation Behind China Public Diplomacy", *Chinese Journal of International Politics*, Vol.8, No.2, Summer 2015, pp.167-196;

3. THEORETICAL RESOURCES OF PD

Class Description: We will review theories in IR and diplomacy related to PD, including principles of diplomacy, debate in IR studies and other related theories.

Reference:

Bruce Gregory "Public Diplomacy: Sunrise of an Academic Field" *The ANNALS of the American Academy of Political and Social Science* 2008 616: 274-290.

Sharp, Paul. (1999) *For Diplomacy: Representation and the Study of International Relations*. *International Studies Review* 1(1): 33–57;

Neumann, Iver B. (2002) "The English School on Diplomacy" Discussion. *Discussion Papers in Diplomacy*. Netherlands Institute on International Relations Clingendael: 79: 1–28.

Stuart Murray, *Reordering diplomatic theory for the twenty-first century*, 2006

Joann Keyton, *Communication Research*, McGraw Hill Press.

4. HOW TO BUILD A PSYCHOLOGICAL FRAME

Class Description: This session will explore how influence is established through "pre-persuasion" techniques, which include the framing of a debate before the debate itself begins. This class also presents and analyzes several models and cases of media framing and explains how they can be used to deal with media coverage of major events and processes.

References:

Entman, R. "Framing: Toward Clarification of a Fractured Paradigm." *Journal of Communication* (1993) 43(4). [PDF]

Bai, M. Excerpts from "The Framing Wars." *The New York Times* (2005). [PDF]

Entman, R. "Theorizing Mediated Public Diplomacy: The U.S. Case." *International Journal of Press/Politics*, 13 (2008) 87-102 [PDF]

Fahmy, S., Wanta, W., and Nisbet, E. C. "Mediated Public Diplomacy: Satellite TV News in the Arab World and Perception Effects." *International Communication Gazette*, 74 (November 2012) 728-749. [PDF]

Alex Mintz and Steven B. Redd, "Framing Effects in International Relations", *Decision Theory*, Vol. 135, No. 2, (May, 2003), pp. 193-213;

William A. Donohue and Daniel Druckman, "Message Framing Surrounding the Oslo I Accords", *The Journal of Conflict Resolution*, Vol. 53, No. 1 (Feb., 2009), pp. 119-145

5. LISTENING, SURVEY & PUBLIC DIPLOMACY

Class Description: This class deals with the first duty of a public diplomat: to engage their target foreign public by listening to them. Questions raised include how listening relates to the evaluation of public diplomacy.

References:

Cowan, G. and Arsenault, A. "Moving from Monologue to Dialogue to Collaboration: The Three Layers of Public Diplomacy." *The Annals of the American Academy of Political and Social Science*, 616 (March 2008) 10-30. [PDF]

Maxwell E. McCombs and Donald L. Shaw, The Agenda-Setting Function of Mass Media, *The Public Opinion Quarterly*, Issue Date: 1972 , Page: 176-187;

Vivian Walker, "Benghazi: Managing the Message", Figueroa Press Los Angeles, April 2015;

Steffen Bay Rasmussen, "Messages and Practices of the European Union's Public Diplomacy", *Hague Journal of Diplomacy* 5 (2010) 263-287;

Benjamin E. Goldsmith and Yusaku Horiuchi, "Spinning the Globe? U.S. Public Diplomacy and Foreign Public Opinion", *The Journal of Politics*, Vol. 71, No. 3, July 2009, Pp. 863-875;

Joann Keyton, Survey and Questionares, Communication Research, McGrew Hill Press.

6. ADVOCACY & PUBLIC DIPLOMACY

Class Description: This class deals with the area of public diplomacy that many states emphasize above all others: policy advocacy. It will look at particular cases of successful advocacy, and consider the pitfalls of placing too much emphasis on this function.

References:

Evans, A. and Steven, D. "Towards a Theory of Influence for Twenty-First Century Foreign Policy: Public Diplomacy in a Globalised World." *Engagement: Public Diplomacy in a Civilised World* (2008) 44-61. [PDF]

R. Charli Carpenter, "Setting the Advocacy Agenda: Theorizing Issue Emergence and Nonemergence in Transnational Advocacy Networks", *International Studies Quarterly*, Vol. 51, No. 1 (Mar., 2007), pp. 99-120;

Beyers Jan, Hanegraaff Marcel.- Balancing friends and foes : explaining advocacy

styles at global diplomatic conferences The review of international organizations - ISSN 1559-7431 - (2016), p. 1-24;

Jan Servaes and Patchanee Malikhao, "Advocacy communication for peacebuilding", *Development in Practice*, Vol. 22, No. 2 (April 2012), pp. 229-243;

Annika Björkdahl (2008) Norm advocacy: a small state strategy to influence the EU, *Journal of European Public Policy*, 15:1, 135-154;

Fisher, A. "Four Seasons in One Day: The Crowded House of Public Diplomacy." *Routledge Handbook of Public Diplomacy*. London: Routledge (2009) 251-261. [PDF]

7. INTERNET AND DIGITAL STORYTELLING

Class Description: This class will present how to inform and share public diplomacy content through digital platforms. Increasingly, practitioners must find new and innovative ways to tell their countries' stories to foreign publics. For mobile to desktop, tools and practices in digital storytelling will be discussed.

References:

Brian Hocking and Jan Melissen, *Diplomacy in the Digital Age*, Netherlands Institute of International Relations Clingendael, July 2015;

Nicholas Westcott, "Digital Diplomacy: The Impact of the Internet on International Relations", Oxford Internet Institute, Research Report 16, July 2008;

Corneliu Bjola and Lu Jiang, Analysis of the Digital Diplomatic Strategies of the EU, U.S. and Japan in China, in Corneliu Bjola and Marcus Holmes (eds.) (2015) *Digital Diplomacy: Theory and Practice*, London and New York: Routledge

Nissin Otmazgin "Contesting soft power: Japanese popular culture in East and Southeast Asia" *International Relations of the Asia-Pacific* 2008 8: 73-101;

8. MID-TERM EVALUATIONS

Please take a moment to provide us with your feedback on the forms provided about the classes.

During this session, everybody should present his/her public diplomacy strategies based on the assignments given by instructor.

9. CULTURAL DIPLOMACY

Class Description: This course will examine institutions, methods and big issues in cultural diplomacy. It will mix a historical perspective with the study of contemporary applications, and compare U.S. examples with approaches of other nations. Key concepts will include culture, popular culture, public diplomacy, propaganda, exchange and mutuality.

References:

Zamorano, Mariano Martín: "Reframing Cultural Diplomacy: The Instrumentalization of Culture under the Soft Power Theory", *Culture Unbound*, Volume 8, 2016: 166–186.

Ien Ang, Yudhishtir Raj Isar & Phillip Mar (2015) Cultural diplomacy: beyond the national interest?, *International Journal of Cultural Policy*, 21:4, 365-381;

Mark A. Breckenridge (2013) Willis Conover's International Jazz Diplomacy through Fandom: The Friends of Music USA Newsletter (1964–1969), *Jazz Perspectives*,

7:2, 91-109;

Cull, N. J. "Gregory Burke's Black Watch: Theatre as Cultural Diplomacy." USC Center on Public Diplomacy and British Council (Aug 2007). [PDF]

10. EXCHANGE DIPLOMACY

Class Description: This class will examine key issues and challenges that inhere to any consideration of international exchanges as a core Public Diplomacy activity. Issues to be considered will include the role of exchanges in foreign policy, the impact of connective technologies, and emerging new forms of exchange.

References:

Margaret C. Ayers, "Promoting Public and Private Reinvestment in Cultural Exchange-Based Diplomacy", Robert Sterling Clark Foundation Series on International Cultural Engagement, 2010;

Liping Bu, "Educational Exchange and Cultural Diplomacy in the Cold War, *Journal of American Studies*, Vol. 33, No. 3, Part 1: Women in America (Dec., 1999), pp. 393-415;

Katrina Trost and Matthew Wallin, *Academic Exchange: A Pillar of American Public Diplomacy*, August 2013;

J.C.C. Rupp, *American Models Transforming European Universities. The Fulbright Program in the Netherlands, 1950-1990*, Het Fulbright Programma Nederland, Work in Progress, Nr 54, Amsterdam School for Social-Science Research, University of Amsterdam (Oude Hoogstraat 24, 1012 CE Amsterdam), February 1996;

Joshua Walker and Daniel Gaynor, "Smarter Diplomacy: Doubling Down on People-to-People, *The Diplomat*, March 14, 2014. [LINK]

11. NATION/PLACE BRANDING

Class Description: This course provides an overview of the concept of branding (nation and place), and discusses its relevance to national image communication and management.

References:

Van Ham, P. "The Rise of the Brand State." *Foreign Affairs* (September/October 2011). [PDF]

Editorial, *Definitions of place branding – Working towards a resolution*, *Place Branding and Public Diplomacy* (2010) 6, 1–10. doi:10.1057/pb.2010.3

NADIA KANEVA, "Nation Branding: Toward an Agenda for Critical Research", *International Journal of Communication* 5 (2011), 117–141;

Keith Dinnie, *Nation Branding Concepts, Issues, Practice*, 2008 Elsevier Ltd.

Charles Skuba, "Branding America", *Georgetown Journal of International Affairs*, Vol. 3, No. 2 (Summer/Fall 2002), pp. 105-114;

Peter van Ham, "Place Branding: The State of the Art", *The Annals of the American Academy of Political and Social Science*, Vol. 616, *Public Diplomacy in a Changing World* (Mar., 2008), pp. 126-149

Anholt, S. "Foreward." *Brand Management* (2002) 229-239. [PDF]

Govers, R. "Editorial: Why Place Branding is Not About Logos and Slogans." *Place Branding and Public Diplomacy* (2013) 9, 71–75. [PDF]

12. DIASPORAS AND PUBLIC DIPLOMACY

Class Description: This class examines the potential use of Diasporas for public diplomacy purposes. It demonstrates how their special characteristics and interests are incorporated in the public diplomacy strategies of home and host countries.

References:

Ding, S. "Digital Diaspora and National Image Building: A New Perspective on Chinese Diaspora Study in the Age of China's Rise in Pacific Affairs." (2007). [PDF]

Gonzalez, J.J. "Diaspora diplomacy: Influences from Philippine migrants." *Public Diplomacy Magazine* (May, 2014). [LINK]

Xharra, B., and Waehlich, M. "Beyond Remittances: Public Diplomacy and Kosovo's Diaspora." Pristina: Foreign Policy Club (July, 2012). [PDF]

Laguerre, M. "Homeland Political Crisis, the Virtual Diasporic Public Sphere, and Diasporic Politics," *Journal of Latin American Anthropology*, Vol. 10 (2005), 206–225. [PDF]

SHELLY CHAN, "The Case for Diaspora: A Temporal Approach to the Chinese Experience", *The Journal of Asian Studies*, Vol. 74, No. 1 (FEBRUARY 2015), pp. 107-128.

13. STRATEGIC COMMUNICATION

Class Description: This session will identify key drivers of successful communication, based on research techniques including surveys, content evaluation, and social media. Participants will determine which instruments to utilize to evaluate project success and selection of media resources in strategic plans. In addition, we will analyze and evaluate case studies based on current public diplomacy project.

Reference:

Kirk Hallahan , Derina Holtzhausen , Betteke van Ruler , Dejan Verčič & Krishnamurthy Sriramesh (2007) Defining Strategic Communication, *International Journal of Strategic Communication*, 1:1, 3-35, DOI: 10.1080/15531180701285244

Paul Cornish, Julian Lindley-French and Claire Yorke, *Strategic Communications and National Strategy*, A Chatham House Report, September 2011;

Brian E. Carlson, "Who Tells America's Story Abroad? State's Public Diplomacy or DoD's Strategic Communication?", in Gordon Adams, Shoon Murray eds., *Mission Creep: The Militarization of US Foreign Policy*, Georgetown University Press. (2014)

Cristian E. Guerrero-Castro, "Strategic Communication for Security & National Defense: Proposal for an Interdisciplinary Approach", *Connections* , Vol. 12, No. 2 (Spring 2013), pp. 27-52;

Walker, V, "Benghazi: Managing the Message." CPD Perspectives on Public Diplomacy, Paper 3, 2015 (April) [PDF]

14. TEAM WORKS: PRACTICE OF PUBLIC DIPLOMACY

Class Description: This class will provide an in-depth examination of historical, political, economic, and cultural factors that influence the US and Chinese public diplomacy efforts and other middle and small powers.

Reference:

"China and Public Diplomacy: A CPD Reader." (2012) [PDF & LINK]

Kristin Lord, *Voices of America: U.S. Public Diplomacy for the 21st Century*.

Brookings Institute, November 2008. (Excerpts)

Bruce Gregory, "Public Diplomacy and National Security: Lessons from the U.S. Experience," Small Wars Journal, Posted August 14, 2008;

Robert Entman – Theorizing Mediated Public Diplomacy: the U.S. Case, The International Journal of Press/Politics 13 (2008) 87 – 102;

Christopher Ross, Public Diplomacy Comes of Age, The Washington Quarterly, Vol. 25:2, Spring, 2002,

Hans N. Tuch, Communicating With the World (St. Martin's Press, New York), 1990.

Yiwei Wang, Public Diplomacy and the Rise of Chinese Soft Power, The ANNALS of the American Academy of Political and Social Science 2008 616: 257-273;

Rumi Aoyama "China's Public Diplomacy" Waseda University, 2007.

Ingrid d'Hooghe, The Rise of China's Public Diplomacy, Netherlands Institute of International Relations, July, 2007.

Bates Gill and Yanzhong Huang "Sources and Limits of Chinese 'soft power'" Survival, Volume 48, Issue 2 June 2006 , pages 17 – 36

15. Governance and Public Diplomacy.

Models of PD

School of PD Studies

Governing PD