



Kadir Has University
Faculty of Communications
Department of PR and Information

PR 213: Introduction to Public Diplomacy
M 14.00-17.00, D-104

Instructor	Dr. Efe Sevin
Office Location	A261
Office Hours	M 11.00-12.00, TH 11.00-12.00, or by appointment
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Why should you study public diplomacy? Because it is where the fields of public relations and international relations are going! Public diplomacy is a communication process between countries and foreign states. Episodes of public diplomacy include a variety of projects ranging from student exchanges (hint: your beloved Erasmus program) to international broadcasting and establishing cultural centers (maybe a field trip to Café Bunka to get some sushi?). In the last couple of decades, public diplomacy has become the new “normal” of diplomatic relations. In this course, you will learn the role of communication in foreign affairs, concept of power and soft power, and how to analyze/design a public diplomacy project.

Course Objectives: Much to learn you still have. Yet, by the end of this course, you will be able to:

1. examine the use of public relations techniques in international relations and compare public diplomacy and public relations,
2. understand the theoretical and historical justifications for public diplomacy,
3. comprehend the influence of the media environment and information technology on public diplomacy and strategic communication initiatives,
4. contribute to the ongoing discussions about public diplomacy, and to be able to critically assess a policy or initiative related to public diplomacy,
5. follow current trends in public diplomacy practice.

Assignments/Requirements:

Learning objectives paper	5%
Short papers (2)	20% (2 x 10%)
Midterm response paper	25%
Final project	50% (Presentation 10%, Paper 40%)

If my math has not failed me entirely, these should add up to 100%.

Textbook and Core Readings

The reading load for this course is around 20 pages a week.

Required reading list:

- Morriss, P. (2006). Steven Lukes on the Concept of Power. *Political Studies Review*, 4(2), 124–135.
- Taylor, P. M. (2007). “Munitions of the mind”: A brief history of military psychological operations. *Place Branding and Public Diplomacy*, 3(3), 196–204.
- Gregory, B. (2008). Public Diplomacy: Sunrise of an Academic Field. *The ANNALS of the American Academy of Political and Social Science*, 616(1), 274–290.
- Cowan, G., & Arsenault, A. (2008). 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(1), 10–30.
- Cull, N. J. (2008). Public Diplomacy: Taxonomies and Histories. *The ANNALS of the American Academy of Political and Social Science*, 616(1), 31–54.
- Schneider, C. P. (2009). The Unrealized Potential of Cultural Diplomacy: “Best Practices” and What Could Be, If Only.... *The Journal of Arts Management, Law, and Society*, 39(4), 260–279.
- Rawnsley, G. D. (2015). To Know Us is to Love Us: Public Diplomacy and International Broadcasting in Contemporary Russia and China. *Politics*,
- Payne, J. G. (2009). Reflections on Public Diplomacy: People-to-People Communication. *American Behavioral Scientist*, 53(4), 579–606.
- Anholt, S. (1998). Nation-brands of the Twenty-First Century. *Brand Management*, 5(6), 395–417.
- Ross, A. (2011). Digital Diplomacy and US Foreign Policy. *The Hague Journal of Diplomacy*, 6(3), 451–455.
- Sevin, E. (2012). Bridge No More? Turkish Public Diplomacy and Branding under the AKP Government. *E-IR*. Retrieved from <http://www.e-ir.info/2012/10/05/bridge-no-more-turkish-public-diplomacy-and-branding-under-the-akp-government/>
- Zaharna, R. S. (2010). *Battles to bridges : U.S. strategic communication and public diplomacy after 9 11*. Basingstoke: Palgrave Macmillan.

Recommended reading list:

- Sevin, E. (2015). Pathways of connection: An analytical approach to the impacts of public diplomacy. *Public Relations Review*.
- Black, J. (2001). Semantics and Ethics of Propaganda. *Journal of Mass Media Ethics*, 16(2-3), 121–137.
- Gilboa, E. (2008). Searching for a Theory of Public Diplomacy. *The ANNALS of the American Academy of Political and Social Science*, 616(1), 55–77.
- Zaharna, R. S. (2007). The Soft Power Differential: Network Communication and Mass Communication in Public Diplomacy. *The Hague Journal of Diplomacy*, 2(3), 213–228.
- Cull, N. J. (2012). *The decline and fall of the United States Information Agency: American public diplomacy, 1989-2001*. New York, NY: Palgrave Macmillan.

- Zaharna, R. S., Arsenault, A., & Fisher, A. (2014). *Relational, networked, and collaborative approaches to public diplomacy: the connective mindshift*. New York, NY: Routledge.
- Glade, W. (2009). Issues in the Genesis and Organization of Cultural Diplomacy: A Brief Critical History. *The Journal of Arts Management, Law, and Society*, 39(4), 240–259.
- Youmans, W. L., & Powers, S. (2012). Remote Negotiations: International Broadcasting as Bargaining in the Information Age. *International Journal of Communication; Vol 6 (2012)*.
- Payne, G., Sevin, E., & Bruya, S. (2011). Grassroots 2.0: Public Diplomacy in the Digital Age. *Comunicação Pública*, (vol.6 n10), 45–70.
- Sevin, E. (2011). Thinking about place branding: Ethics of concept. *Place Branding and Public Diplomacy*, 7(3), 155–164.
- Cull, N. J. (2011). WikiLeaks, public diplomacy 2.0 and the state of digital public diplomacy. *Place Branding and Public Diplomacy*, 7(1), 1–8.
- Kalın, İ. (2011). Soft Power and Public Diplomacy in Turkey. *Perceptions*, 16(3), 5–23.
- Cull, N. J. (2012). *The decline and fall of the United States Information Agency: American public diplomacy, 1989-2001*. New York, NY: Palgrave Macmillan.
- Golan, G. J., Yang, S., & Kinsey, D. F. (Eds.). (2015). *International public relations and public diplomacy: communication and engagement*. New York: Peter Lang.
- Hayden, C. (2012). *The rhetoric of soft power : public diplomacy in global contexts*. Lanham, MD: Lexington Books.

Assignments

General Guidelines:

- All assignments should be submitted through Blackboard’s assignments section.
- All papers should include a title and your name at the top of the first page.
- The only accepted file extensions are doc, docx, and pdf.
- The files should be named LastName_CourseCode_AssignmentName (e.g. Sevin_PR213_FinalPaper.docx)
- All papers should be formatted Times New Roman, font size 12, double-spaced.
- One page roughly means 250 words.
- All papers are due by 1:59 pm (before class) on the due date.

Late Submission Policy: Absolutely no submissions. Do not forget the “due dates” on the syllabus are deadlines. You can submit your papers before the deadline. Please be prepared for computer crashes, file corruptions, sicknesses, family emergencies, etc. and do not wait until the deadline to submit your work.

Learning objectives paper: Due on September 28th

In one or two paragraphs, explain why you are taking this class and what you expect to learn.

Grading: There is no grading rubric for this assignment. As long as you submit a relevant paper, you get full points.

Short paper 1: Due on October 12th

In this short paper (around 500 words), you will find and analyze a current ‘public diplomacy’ episode. Go through newspapers, foreign policy/communication magazines, professional associations/research centers (such as USC’s Center on Public Diplomacy or Public Diplomacy Council). You should give a short account of the event (in your own words), explain why you believe it is a public diplomacy event, and assess its success.

Grading: Short paper rubric available on Blackboard.

Midterm paper: Due on November 2nd

In this assignment, you will choose a country (other than Turkey or the United States) and provide an analysis of its public diplomacy programs. The paper should be around 1000 words and you are expected to carry out an original research. You are encouraged to use the local resources (consulates, cultural centers, etc.) for your research.

Grading: Midterm rubric available on Blackboard.

Short paper 2: Due on November 23rd

In this assignment, you will go to a public diplomacy event and write a short paper (around 500 words) about it. You can attend a talk/conference on public diplomacy or you can visit a foreign cultural center (there are at least five cultural centers that you can walk to from Kadir Has campus) or take part in an exchange project. In your paper, give a short account of the event, and explain why you think that particularly country organized such an event in Istanbul.

Grading: Short paper rubric available on Blackboard.

Final: Your final project is composed of two parts: a paper and a presentation. You will assume the role of a public affairs/government affairs specialist working in a public relations firm. An embassy of your choice hires your company to create a public diplomacy strategy for Turkey. Your assignment is to prepare such a strategy – ready to be shared with the client. You need to explore the foreign policy objectives of the country, its key audiences, and choose proper public diplomacy projects.

Presentation: For the presentation, the instructor and students will be your colleagues. You need to convince us that your public diplomacy strategy is strong enough to be shared with the client in a meeting. There is no time limit. However, for planning purposes, you should let the instructor know how much time you are planning to use before your presentation. **Presentations will take place on December 14th and 21st during class time**

Grading: Presentation rubric/Available on Blackboard

Paper: Due on January 3rd 11:59 pm Based on the feedback you receive on your project, you will update your project and submit a 10-15 page (excluding a one-page executive summary) final project.

Grading: Final paper rubric/Available on Blackboard

Course policies

I see the syllabus as a contract between the faculty member and the student and use the document accordingly. Below, you can find my policies regarding class decorum.

Academic Integrity: Students are expected to abide by Kadir Has University's academic integrity code. The code, adjudication process, and possible penalties are available at <http://www.khas.edu.tr/en/about-the-university/our-philosophy/academic-ethic.html>. Familiarize yourself with university policies. There will be zero tolerance to integrity code violations.

Readings: You are expected to read all the assigned readings, including the syllabus. You might be required and/or expected to refer to all the materials assigned, even if we did not discuss them in class.

Presence: Attendance is not required for this class. There will be no sign-in sheets. I will not be giving any VF grades. I believe classroom discussions and lectures are an important part of your experience, and encourage your presence and active participation.

Participation: In class discussions, there are no "right" or "wrong" answers. Rather I seek thoughtful contributions. You will be evaluated on the quality (not quantity, I repeat, quality) of your insights. A high "quality" insight offers a different yet relevant point of view, is open to criticism, and moves the class discussion forward. If you find it uncomfortable to speak up in class, please visit me before Week 3.

Meeting with the instructor: I highly encourage you to stop by my office at least once during the semester and discuss your progress. If you are experiencing difficulty with any aspect of the course, arrange a meeting with me as soon as possible! I will be in my office during my office hours. If you need to see me outside my office hours, please e-mail me two business days in advance. Note that our meeting is not scheduled until I send you a confirmation e-mail with date, time, and place.

Cell phone and laptop use: No cell phones! You can use your laptop or other electronic devices for 'class purposes only'. If you are found using your devices for any other purpose, you will lose your privileges. If for some reason, you need to stay connected, please inform me before the class time.

Recording of classes: Except for accessibility requirements, the students may not record any classroom activity without express written consent from me.

Course Schedule

Readings are to be completed *before class* on the scheduled date

I. Introduction

Week 1 September 14th – *What are we doing this semester? What is diplomacy? What is public?* Introduction

Discussion topic: Interconnectedness in international relations

Week 2 September 21st – Power: International relations in a nutshell

Readings: Morriss, 2006

Recommended: Sevin, 2015

Discussion topic: Which country is the most powerful? What makes a country powerful? What makes us understand that a country is powerful? How do countries use their power?

Week 3 September 28th – Propaganda and communication in international relations

Readings: Taylor, 2007

Recommended: Black, 2001

Discussion topic: Our love and hate relationship with communication: Why is it always the ‘enemy’ that does propaganda?

Due: *Learning objectives paper*

Week 4 October 5th – The rise of public diplomacy

Readings: Gregory, 2008

Recommended: Gilboa, 2008

Discussion topic: Why makes public diplomacy ‘public’ and ‘diplomacy’? Why do we need a new practice? Why do we need a new name?

II. Fundamentals of Public Diplomacy

Week 5 October 12th – Deconstructing public diplomacy

Readings: Cowan and Arsenault, 2008

Recommended: Zaharna, 2007

Discussion topic: Name the actors involved in a given public diplomacy project. Who says what to whom in what channel with what effect?

Due: *Short paper 1*

Week 6 October 19th – Forms of public diplomacy

Readings: Cull, 2008

Recommended: Zaharna et al. 2014

Discussion topic: What are some of the project we can use for public diplomacy purposes?

III. Tools in Public Diplomacy

Week 7 October 26th – Cultural diplomacy

Readings: Schneider, 2010

Recommended: Glade, 2010

Discussion topic: Can we ‘promote’ culture? Can your culture be attractive to somebody else?

Week 8 November 2nd – International broadcasting

Readings: Rawnsley, 2015

Recommended: Youmans and Powers, 2012

Discussion topic: TRT and its foreign language service

Due: *Midterm paper*

Week 9 November 9th – Grassroots public diplomacy

Readings: Payne, 2009

Recommended: Payne et al. 2011

Discussion topic: Can people be diplomats?

Week 10 November 16th – Nation-branding

Readings: Anholt, 1998

Recommended: Sevin, 2011

Discussion topic: Can nations be branded?

Week 11 November 23rd – Digital diplomacy

Readings: Ross, 2011

Recommended: Cull, 2011

Discussion topic: Do we still need embassies?

Due: *Short paper 2*

IV. Case Studies in Public Diplomacy

Week 12 November 30th – Turkish public diplomacy:

Readings: Sevin, 2012

Recommended: Kalin, 2011

Discussion topic: What are the assets of Turkish PD?

Week 13 December 7th – American public diplomacy: A new (public) diplomacy?

Readings: Zaharna, 2010, Chapter 8

Recommended: Zaharna, 2010, entire book. Cull, 2012.

Discussion topic: Is new public diplomacy an American phenomenon?

Week 14 December 14th – Student presentations

Recommended: Golan et al. 2015

Week 15 December 21st – Student presentations

Recommended: Hayden, 2012

January 3rd – Final paper due

As the instructor, I reserve the right to modify this syllabus throughout the semester if necessary.