The George Washington University
Elliott School of International Affairs
School of Media and Public Affairs

Public Diplomacy Seminar

IAFF/SMPA merged class– Fall 2024

Instructor:	**Patricia Kabra, PhD.**
Email:	**kabrap@gwu.edu**
Class Day:	**Thursday 6:10 p.m. – 8:40 p.m.**
Place:	**MPA 308 (in SMPA)**
Office Hours:	**Th, 5:00 – 6:00 or by appointment (SMPA 425)**
Credit hours	**3 credits**

Course Description and Goals

This course will examine concepts, practices, institutions, and critical issues in public diplomacy (PD). It assumes the central importance of public engagement in today's diplomacy and that diplomatic practice is changing in fundamental ways that pose challenges for practitioners of PD. More diplomatic engagement occurs in public places – real and virtual. A more diverse and increasingly active set of players is filling the global space for engagement and communications with a savvier and more discerning global audience. Issues are more complex and often global in nature. The communications landscape is faster and more competitive than ever before, and new technologies are accelerating the speed of diplomacy and transforming its forms and core functions. Current events have led to more virtual engagement and communication with foreign publics. Disinformation warfare is being a "norm." Diplomacy increasingly is "whole of government" in concept and practice.

Drawing on the experiences of diplomats, practitioners and a growing body of literature, we will explore what this means for the changing actors, issues, methods, and environments of diplomacy in the 21st century. This course will be organized as a practicum in public diplomacy where students will engage in public diplomacy strategy, planning and skills. The course will focus on:

Perspectives on public diplomacy and related concepts: public affairs, public relations, strategic communication, soft power, information operations;

The practices and tools of public diplomacy: listening (analysis), planning, advocacy (press), and cultural and exchange diplomacy;

Public diplomacy's current context: Information competition, networks, globalization, non-state actors, and the impact of digital/AI tools;

Organizational considerations for public diplomacy: the "whole of government" environment; how other nations organize for public diplomacy; and

The future of public diplomacy: critical issues in study and practice, such as virtual programming, audience analysis, evaluation and measurement.

Learning Outcomes and Objectives

Upon successful completion of this course, Students will be able to:

- understand the global context of public diplomacy;
- demonstrate an understanding of the concepts, institutions, processes, and tools relevant to public diplomacy;
- understand and critically analyze how social media, globalization, and non-state actors are shaping the practice of public diplomacy;
- demonstrate an understanding of the current challenges to public diplomacy and critically evaluate recommended reforms; and
- apply theory to practice

Average minimum out of class work/learning expected per week

This course of 3 credit hours meets 14 times during the 15 week semester and has 120 minutes of instruction and group work, and 60 minutes of available office discussion per week. A total of 335 minutes of independent learning (reading, research, writing, presentation preparation, group work, meeting with instructor, etc.) is expected each week. The total hours per week in class and learning is 7.5 hours (on average).

Requirements and Course Materials

**Differences in Time Zones: All times refer to EST (Eastern Standard Time)

- Attend all classes on time. If you are unable to make it to class, please contact the instructor in advance by email and provide the reason.
- Complete all assigned readings before class, and arrive prepared to discuss them, answer questions, and raise your own questions and points of view.
- Complete the oral and writing requirements as listed under Assessments (page 4)
- While not required, at least one one-on-one meeting with the instructor midway through the semester is encouraged. Other interchanges are always welcome by email, virtually or appointment.
- Required readings can be found in the separate "Schedule and Readings" document posted on Blackboard under "Syllabus"
- Assignment Rubrics are posted on Blackboard under "Assignments"
- There is no required text for this course. However, many readings will come from Nicholas J. Cull, "Public Diplomacy: Foundations for Global Engagement in the Digital Age." You can order the book on Amazon. Some sections will be on Electronic Reserve. A new book has also recently been published that you may find helpful: Bruce Gregory, "American Diplomacy's Public Dimension." All

required readings will be online, on Blackboard's electronic reserve, or distributed by the instructor. New readings may become available during the semester.
- 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 Public Diplomacy, Networks and Influence blog, Matt Armstrong's Mountain Runner blog, the US Department of State's Discover Diplomacy, and the website of the U.S. Advisory Commission on Public Diplomacy. The Association for Diplomatic Studies and Training (ADST) offers terrific resources, including oral histories from U.S. diplomats. For public diplomacy resources, consult publicdiplomacy.wikia.com, 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.

Requirements for a "Virtual course" (if needed during semester)

In the event that class must be held in a virtual manner, please be prepared for the set-up and conduct of a virtual course. In addition to the Technology requirements for a virtual course (as on page three), there are a number of other things of which all students should be aware and adhere to in order to have an effective and interesting class. They are listed here and should be read carefully before going on to read the rest of the syllabus.

- Before the first day of class, review the instructions for Blackboard Connect Ultra for students posted on the Blackboard site under Blackboard Guides. I will also post a guide on the syllabus link on Blackboard.
- It will be expected that during a virtual session that you will turn your microphone off until you are ready to speak and that you will turn your camera on. In subsequent classes, you will turn on camera and microphone when speaking and then turn them off.
- In the event that you cannot log on, a phone number to call into the class will be posted for each class session in advance on the Announcement page on Blackboard.
- All Blackboard Ultra sessions are taped. The tapes are stored on Blackboard Ultra per class session for review by students. No taped class session may be downloaded and shared with anyone outside the class. The tapes will be deleted at the end of the course. If you are concerned about taped sessions, please contact the instructor.
- Some outside class speakers may not agree to be taped. If that is the case, then taping will be halted for that portion of the class and notes on the presentation will be posted later.
- There will be discussion groups and some joint projects that will take place virtually.
- All class discussions and guest speaker presentations, even if they are taped, are "off-the-record" for purposes of publication in any journalistic or other publication without permission in writing from the individual you want to quote or reference.

**All students should follow the "Netiquette" protocols during this course:

- Remember that not everyone is comfortable with or familiar with cameras, chatrooms and Blackboard Ultra. We will all make mistakes. So: BE PATIENT.
- Be respectful and courteous.
- Be gracious and open to differing opinions.
- Think carefully before you push the send button.

**All students should review and comply with the GWU policy for Acceptable Use for computing systems and services. https://compliance.gwu.edu/acceptable-use-computing-systems-and-services

Virtual Session Prerequisites – (if needed during the semester)

Technology for Blackboard Ultra:

- Use of a personal computer
- Check this link for computer requirements:

https://online.gwu.edu/technical-requirements-and-support
- Use of word processing and other software
- Use of webcam and microphone on your device
- Use of your computer to upload recordings, Power Point presentations, etc.
- Check link for support: https://online.gwu.edu/student-support

Grading and Assessments

Many of the oral and written requirements for this course fall under an effort to become an expert in the public diplomacy practices of an embassy, and to act in the role of that embassy's senior public diplomacy advisor. Students will be expected to investigate the public diplomacy strategy and tactics of an embassy (US or other country) through any means available to them (e.g., websites, traditional research, interviews, virtual embassy events, etc.) and apply that knowledge to assignments during the course of the semester. Start thinking of your embassy selection NOW.

You must choose your embassy selection and email it to the instructor no later than September 5, 2020, midnight EST.

***Detailed assignments and grading rubrics will be posted under the assignments link on Blackboard. The descriptions below briefly outline the assignments.

1. **Embassy presentation – 20 points – ALL Students do this assignment and presentation.**

Acting as a senior public diplomacy advisor to the embassy each student has selected, you will make a 10 to 15-minute high-level briefing (using PowerPoint slides) to the class followed by Q and A. Give a brief description of the embassy with an analysis of the context within which it is implementing public diplomacy activities. (Include audience analysis, historical context, and challenges for PD in that country).

You may wish to provide your classmates with read-ahead material before your presentation. Students should submit their presentation to the instructor electronically after presentation.

1. Class participation/discussion/selected presentations – 20 points

Active, informed, thoughtful and constructive class participation is a significant part of the assessment criteria for this seminar course. Students are expected to come to class fully prepared to engage in a critical analysis of the assigned readings. Strong and effective class participation is characterized by: demonstrated mastery of the assigned material; critical examination of assumptions and implications of assigned readings; ability to identify key issues, synthesize information, (including making connections or exploring contrasts with previously assigned readings); respectful but probing examination of the contributions of your peers and effective facilitation in clarifying different points of view, thereby contributing to the learning of the whole group. Oral presentations of media strategy, press conference simulation, speeches and final project strategies will be considered 10 points of the participation grade. Each student will participate in one of these presentations throughout the semester and will be graded on their effort, application of course concepts and creativity.

2. Enrichment Activity – 5 points

Students will be asked to attend one outside Virtual or in-person enrichment activity related to the course during the semester and write a one-page report on that event due no later than the last class session. The instructor will send out announcement of possible activities; however, you are welcome to find your own. In addition to providing the usual who/what/when/where/why information on the report, the student should discuss insights gained, how it relates to this class and offer his/her own perspective on the issues/ideas discussed at the event. That report will be shared electronically and simultaneously with all members of the class and the instructor. Information about outside enrichment opportunities will be provided throughout the semester, but students are encouraged to seek out their own opportunities, as well. Students should check with instructor regarding the event eligibility.

3. Written Media Strategy – 10 points

Playing the role of the embassy senior public diplomacy advisor, draft a two- page memorandum to a newly-appointed Ambassador, outlining a multi-dimensional media strategy for the Ambassador's first three months.   Think: first week, first month, then subsequent months. You should assess what media outreach has been conducted by the embassy to date and offer specific recommendations for the use of traditional and social/digital media in support of the Ambassador's arrival and the mission's policy priorities. In your memo, you should be sure to identify the target audience and network-building for these media outreach efforts, explain the timing and nature of the outreach, as well as the policy purpose.   Format guidance for the memo will be posted on

Blackboard. Media strategy memos are due October 24. 3 students will present orally on Oct. 17.

4. **Speech 15 points**

<mark>Write an 800 word speech for the Ambassador or other senior diplomatic official of the embassy you have selected, laying out clear policy themes on a chosen topic to a target audience. Provide a 1-2 page cover memo in which you provide the context for the speech:</mark> Who is giving the speech, and where? How were the venue and target audience determined? How did that affect the drafting of the speech? What do you hope it will accomplish/what is the objective of the speech? Note that the cover memo will represent one-third of your grade for this assignment. General speechwriting techniques will be discussed in class. 3 or 4 students will present draft speeches on Oct. 31. All students will turn in Final Speeches are due November 7. You may wish to start now seeking out speeches delivered by foreign ministers, ambassadors, etc., just to get a sense of different approaches and styles.

5. **Final Public Diplomacy Strategy – 30 points**

In lieu of a final exam, prepare <mark>a public diplomacy strategy (narrative or annotated PowerPoint) for "your" embassy in the specific country.</mark> Strategies will include a one-page executive summary. The strategy should focus on how to use both in-person and virtual engagement/outreach, programming and communications: include a clear statement of the policy objective(-s) at the core of the strategy; explain the context for public diplomacy on this issue (e.g., salient demographic/historical/cultural issues, public sentiment, govt. position, any particular challenges in the communications environment); outline and justify the public diplomacy tactics you recommend to achieve the stated objectives; and make clear what success will look like. In scope and format, these strategies are not academic research papers in the usual sense. That said, research and thought are expected, as is proper attribution to any sources used. Strategies are due electronically to the professor no later than noon December 12. Three students will present a summary of their strategy in class on November 21 and Dec. 5.

Summary of Course Deadlines:

September 5: Embassy choice e-mail due by 11:59 p.m. EST

September 12: Oral Embassy presentations commence – 2 students

October 17: Media strategy presentation – 3 students

October 24: Press conference simulation – 4 students work as a group

October 24: Media strategy memo due by 11:59 p.m Oct. 24. – 3 students present

November 3: -3 students present oral draft speeches

November 7: Final draft of Speech due by 11:59 p.m.

November 21: Presentation of final strategy – 43students.

December 5: Enrichment report due

December 12: Final PD strategy due by 12:00 midnight

Final Grade Calculation

Assessment	Points
Embassy presentation and slides	20
Class participation and selected presentations	20
Written enrichment report	5
Written Media Strategy	10
Written speech	15
Final Public Diplomacy strategy	30

Grading Scale

Excellent	Good	Satisfactory	Fail
A 96%-100%	B+ 87%-89%	C+ 77%-79%	F Under 70%
A- 90%-95%	B 84%-86%	C 74%-76%	
	B- 80%-83%	C- 70%-73%	

Class Policies

Blackboard Course Access: Blackboard will be used for posting course files, readings, reserve readings, posting assignments and for communicating with the class. You are already enrolled for this course on Blackboard if you have completed registration for the course. It is your responsibility to periodically check the course site (log in at http://blackboard.gwu.edu/ Using your gwu.edu address) for updates to the syllabus/readings. The Official Blackboard Help Site, FAQs, and a variety of short video tutorials are available from Blackboard. Also, when logged in to Blackboard, check out the Student Guides section for links to helpful documentation. Additionally, students can contact the GW Division of IT at (202) 994-4948 for Blackboard assistance.

Attendance: Required and part of participation grade. If student cannot attend – an e-mail should be sent to the instructor before the absence (if possible). More than 2 absences is discouraged.

Late Work Policy: Under extenuating circumstances a student may ask the instructor for extended time to complete an assignment. It is the instructor's choice to grant an extension or not. No late assignments will be accepted without advance permission. Late work will be graded down as indicated in assignment rubrics

Other Policies

Incomplete Grades

At the option of the instructor, an Incomplete may be given for a course if a student, for reasons beyond the student's control, is unable to complete the work of the course, and if the instructor is informed of, and approves, such reasons before the date when grades must be reported. An Incomplete can only be granted if the student's prior performance and class attendance in the course have been satisfactory. Any failure to complete the work of a course that is not satisfactorily explained to the instructor before the date when grades must be turned in will be graded F, Failure.

If acceptable reasons are later presented to the instructor, the instructor may initiate a grade change to the symbol I, Incomplete. The work must be completed within the designated time period agreed upon by the instructor, student, and school, but no more than one calendar year from the end of the semester in which the course was taken. To record the exact expectations, conditions, and deadlines of the Incomplete please use the Elliott School's Incomplete Grade Contract:

Graduate Courses: http://go.gwu.edu/incompletecontractgraduate

The completed and signed contract is to be submitted to the Academic Affairs and Student Services Office. All students who receive an Incomplete must maintain active student status during the subsequent semester(s) in which the work of the course is being completed. If not registered in other classes during this period, the student must register for continuous enrollment status. For more information regarding Incompletes please review the relevant sections in the University Bulletin:

http://bulletin.gwu.edu/university-regulations/#Incompletes

Instructor Response Time

I will respond to emails within 48 hours on weekdays and on the next business day over weekends and holidays. I will return assignments within one week.

Statement on Inclusive Teaching

Fostering an inclusive environment in the classroom is one of my goals and that of the university. Students are expected to listen, engage and respect others in the class. I encourage students to share their experiences and knowledge with the class and to meet with me if they have any concerns. In support of inclusive excellence, the university, the Elliott School and SMPA are committed to supporting our faculty and students in exercising inclusive teaching throughout our curriculum. All faculty members are expected to practice inclusive teaching as outlined in ESIA inclusive teaching statement (https://elliott.gwu.edu/statement-inclusive-teaching)

Differences in time Zone
All the times in this course correspond to the U.S. Eastern Time zone (e.g., Washington, DC). It is your responsibility to convert these times to the time zone of your location so that you can meet this course's deadlines.

Inclement Weather
Please note that online courses at the George Washington University will continue to be held even when the University is closed for inclement weather.

GW Acceptable Use for Computing Systems and Services

All members of the George Washington University must read and comply with the Acceptable Use Policy when accessing and using computing systems and services, including email and Blackboard. Please read the Acceptable Use Policy to familiarize yourself with how GW information systems are to be used ethically.

Netiquette
Please observe the following rules of netiquette for communicating online:

- Remain professional, respectful, and courteous at all times.
- Remember that a real human being wrote each post and will read what you write in response. It is easy to misinterpret discussion posts. Let's give the benefit of the doubt.
- If you have a strong opinion on a topic, it is acceptable to express it as long as it is not phrased as an attack. Please be gracious with differing opinions.
- When upset, wait a day or two prior to posting. Messages posted (or emailed) in anger are often regretted later.
- Proofread and use the spell check tool when you type a post. It makes the post easier to read and helps your readers understand what you are saying.

- **I reserve the right to delete any post that is deemed inappropriate for the discussion forum, blog, or wiki without prior notification to the student. This includes any post containing language that is offensive, rude, profane, racist, or hateful. Posts that are seriously off-topic or serve no purpose other than to vent frustration will also be removed.

Artificial Intelligence

The wide availability of Generative Artificial Intelligence (GAI) tools, such as ChatGPT, is driving an ongoing conversation about their academic uses. GAI tools represent an exciting addition to the learning process that can be deployed in innovative ways to promote student learning.

However, for all their promise, GAI tools – when misused – can interfere with learning and impair the development of writing, analytical, and technical skills. There are also legitimate concerns about academic ethics, accuracy, citation of sources, and cheating.

For this course, students are permitted to use GAI to assist in research to find sources and materials for papers or presentations. It is incumbent upon the student to produce their own final draft and the student will be assessed as described in the rubrics on the veracity and suitability of sources and information. <mark>You may use AI to draft your speech if you provide the class with an AI version and your edited version for our discussion.</mark>

Please review GW's Guidelines for Using Artificial Intelligence. Please review GW's Additional Guidance Regarding Generative Artificial Intelligence for more information.

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Academic Integrity

Academic Integrity Code

Academic Integrity is an integral part of the educational process, and GW takes these matters very seriously. Violations of academic integrity occur when students fail to cite research sources properly, engage in unauthorized collaboration, falsify data, and in other ways outlined in the Code of Academic Integrity. Students accused of academic integrity violations should contact the Office of Academic Integrity to learn more about their rights and options in the process. Outcomes can range from failure of assignment to expulsion from the University, including a transcript notation. The Office of Academic Integrity maintains a permanent record of the violation.

Academic Integrity
Academic dishonesty is defined as cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information.

Please review GW's policy on academic integrity, located at https://studentconduct.gwu.edu/code-academic-integrity. All graded work must be completed in accordance with the George Washington University Code of Academic Integrity. For more information see Academic Dishonesty Prevention.

Sharing of Course Content

Unauthorized downloading, distributing, or sharing of any part of a recorded lecture or course materials, as well as using provided information for purposes other than the student's own learning may be deemed a violation of GW's Student Conduct Code.

Use of Student Work (FERPA)

The professor will use academic work that you complete during this semester for educational purposes in this course during this semester. Your registration and continued enrollment constitute your consent.

Copyright Policy Statement

Materials used in connection with this course may be subject to copyright protection under Title 17 of the United States Code. Under certain Fair Use circumstances specified by law, copies may be made for private study, scholarship, or research. Electronic copies should not be shared with unauthorized users. If a user fails to comply with Fair Use restrictions, he/she may be liable for copyright infringement. For more information, including Fair Use guidelines, see Libraries and Academic Innovations Copyright page.

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Bias Related Reporting

At the George Washington University, we believe that diversity and inclusion are crucial to an educational institution's pursuit of excellence in learning, research, and service. Acts of bias, hate, or discrimination are anathema to the university's commitment to educating citizen leaders equipped to thrive and to serve in our increasingly diverse and global society. We strongly encourage students to report possible bias incidents. For additional information, follow this link: https://diversity.gwu.edu/bias-incident-response.

Support for students outside the classroom

Disability Support Services & Accessibility

If you may need disability accommodations based on the potential impact of a disability, please register with Disability Support Services (DSS). If you have questions about disability accommodations, contact DSS at 202-994-8250 or dss@gwu.edu or visit them in person in Rome Hall, Suite 102. For additional information, please visit GW Disability Support Services.
For information about how the course technology is accessible to all learners, see the following resources:

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Blackboard accessibility

Kaltura (video platform) accessibility

Voicethread accessibility

Microsoft Office accessibility

Adobe accessibility

Mental Health Services

Counseling and Psychological Services

The University's Counseling and Psychological Services office offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include: crisis and emergency mental health consultations confidential assessment, counseling services (individual and small group), and referrals. For additional information, call 202-994-5300 or visit GW's Counseling and Psychological Services office.

Academic support

A full range of academic support is offered by the university including current Covid requirements. See coronavirus.gwu.edu/top-faqs for updates.

Tutoring and course review sessions are offered through Academic Commons in an online format. See academiccommons.gwu.edu/tutoring

Writing and research consultations are available online. See academiccommons.gwu.edu/writing-research-help

Coaching, offered through the Office of Student Success, is available in a virtual and in person format. See studentsuccess.gwu.edu/academic-program-support

Academic Commons offers several short videos addressing different virtual learning strategies See academiccommons.gwu.edu/study-skills. They also offer a variety of live virtual workshops to equip students with the tools they need to succeed in a virtual environment. See tinyurl.com/gw-virtual-learning

Writing Center

GW's Writing Center cultivates confident writers in the University community by facilitating collaborative, critical, and inclusive conversations at all stages of the writing process. Working alongside peer mentors, writers develop strategies to write independently in academic and public settings. Appointments can be booked online. See gwu.mywconline.

Academic Commons

Academic Commons provides tutoring and other academic support resources to students in many courses. Students can schedule virtual one-on-one appointments or attend virtual drop-in sessions. Students may schedule an appointment, review the tutoring schedule, access other academic support resources, or obtain assistance at academiccommons.gwu.edu.

Emergency Preparedness and Response Procedures

The University has asked all faculty to inform students of these procedures, prepared by the GW Office of Public Safety and Emergency Management in collaboration with the Office of the Executive Vice President for Academic Affairs.

To Report an Emergency or Suspicious Activity

Call the University Police Department at 202-994-6111 (Foggy Bottom) or 202-242-6111 (Mount Vernon).

Shelter in Place – General Guidance

Although it is unlikely that we will ever need to shelter in place, it is helpful to know what to do just in case. No matter where you are, the basic steps of shelter in place will generally remain the same.

- If you are inside, stay where you are unless the building you are in is affected. If it is affected, you should evacuate. If you are outdoors, proceed into the closest building or follow instructions from emergency personnel on the scene.
- Locate an interior room to shelter inside. If possible, it should be above ground level and have the fewest number of windows. If sheltering in a room with windows, move away from the windows. If there is a large group of people inside a particular building, several rooms may be necessary.
- Shut and lock all windows (for a tighter seal) and close exterior doors.
- Turn off air conditioners, heaters, and fans. Close vents to ventilation systems as you are able. (University staff will turn off ventilation systems as quickly as possible).
- Make a list of the people with you and ask someone to call the list in to UPD so they know where you are sheltering and who is with you. If only students are present, one of the students should call in the list.
- Await further instructions. If possible, visit GW Campus Advisories for incident updates or call the GW Information Line 202-994-5050.
- Make yourself comfortable and look after one other. You will get word as soon as it is safe to come out.

Evacuation

An evacuation will be considered if the building we are in is affected or we must move to a location of greater safety. We will always evacuate if the fire alarm sounds. In the event of an evacuation, please gather your personal belongings quickly (purse, keys, GWorld card, etc.) and proceed to the nearest exit. Every classroom has a map at the door designating both the shortest egress and an alternate egress. Anyone who is physically unable to walk down the stairs should wait in the stairwell, behind the closed doors. Firemen will check the stairwells upon entering the building.

Once you have evacuated the building, proceed to our primary rendezvous location: the court yard area between the GW Hospital and Ross Hall. In the event that this location is unavailable, we will meet on the ground level of the Visitors Parking Garage (I Street entrance, at 22nd Street). From our rendezvous location, we will await instructions to re-enter the School.

Alert DC
Alert DC provides free notification by e-mail or text message during an emergency. Visit GW Campus Advisories for a link and instructions on how to sign up for alerts pertaining to GW. If you receive an Alert DC notification during class, you are encouraged to share the information immediately.

GW Alert
GW Alert provides popup notification to desktop and laptop computers during an emergency. In the event that we receive an alert to the computer in our classroom, we will follow the instructions given. You are also encouraged to download this application to your personal computer. Visit GW Campus Advisories to learn how.

Additional Information
Additional information about emergency preparedness and response at GW or the University's operating status can be found on GW Campus Advisories or by calling the GW Information Line at 202-994-5050.