

SYLLABUS
PUBLIC DIPLOMACY SMPA 3350
SPRING SEMESTER 2022
GEORGE WASHINGTON UNIVERSITY

Meeting: Monday/Wednesday.
Time: 9.35-10.50 am,
Place: SMPA 805 21st Street NW, Room 307

Instructor: Gordon Duguid, duguidgk@gwu.edu
Office Hours: Mon/Wed 11 a.m.- 12.30 p.m. Other times by appointment.
Office Location and Phone: SMPA, 5th floor, room 508B

COURSE DESCRIPTION

This course will explore the theory and practice of public diplomacy – how governments or non-governmental organizations seek to establish dialogue with foreign public audiences as well as inform and influence them and their institutions. The course will include a conceptual examination of public diplomacy, an in-depth look at current practices and foreign policy issues (using case studies) and overviews of the history of international information dissemination, educational and cultural exchange, the use of social media, and international broadcasting. The course will explore the resources available to PD practitioners, the relationship of PD practitioners to foreign government and non-governmental actors.

This will be an interactive class, requiring active student participation. Homework will consist of reading a textbook and overview articles as well as researching current policy issues and the communications environment in a designated country. Class discussion will center on the public diplomacy implications of U.S. foreign policy as well as American society and the resulting communications strategies needed to explain efforts in the former and trends in the latter to foreign audiences. Public Diplomacy practices of other nations will also be explored, and guest lecturers will, from time to time, be invited to address the class.

A student's final grade will consist of classroom participation, a case-study paper, an oral presentation, a Public Diplomacy Implementation Plan, a Capstone Exercise, and a final exam.

LEARNING OBJECTIVES

By the end of the course, students should:

1. understand why governments seek to influence the citizens of other countries;
2. comprehend how they do so; and
3. have a working knowledge of how diplomats prepare strategies, marshal resources, measure results, and achieve their strategic communication goals;
4. be familiar with the history of Public Diplomacy (PD);

5. be able to analyze critically the effectiveness of U.S. and foreign government messaging;
6. discern the policy goals underpinning U.S. and foreign government messaging;
7. and produce a public diplomacy strategy.

COURSE TEXT

The required textbook for this course is: **Cull, Nicholas J., Public Diplomacy: Foundations for Global Engagement in the Digital Age. Polity Press, Medford, MA., 2019**

Other required reading, including contemporary video/audio clips, news articles, reports, and excerpts, will be posted on Blackboard for students to download.

GRADING AND COURSE POLICIES

Classes are one hour and fifteen minutes twice a week. Students are expected to attend prepared to discuss actively the readings assigned for each session. The minimum amount of independent, out-of-class learning expected per week is four hours.

Two papers and one oral presentation will be assigned during the semester. The oral presentation is in lieu of a mid-term exam. There will be a final exam based on assigned readings and class discussions

Class participation 25 points (8%): For each class, students should come prepared to discuss current events (gleaned from newspapers, blogs, etc. not included in the syllabus). Such articles will help students understand both the reactive (responding to) and proactive (“getting out in front of”) nature of PD. Public Diplomats are expected to respond quickly to breaking news. Students are expected to know what is going on in the world and should scan daily the front page and international section of the Washington Post, the Wall Street Journal, The Financial Times, and/or the New York Times.

Landscape Analysis Paper due February 17, 2022; 50 points (14%): Each student will be assigned a U.S. Embassy and country to research and follow during the semester. Students will research a “landscape analysis” of their case-study country. The analysis will be discussed in class and the format will be provided in the Assignments Section of the class Blackboard page.

Case Study Presentation 100 points (28%): Each student will be assigned a U.S. Embassy and country to research and follow during the semester. During a class discussion (dates TBD after Spring Break) students will offer a ten-minute presentation on the U.S. public diplomacy goals, objectives and methods of the U.S. Embassy in their assigned case-study country.

Public Diplomacy Implementation Plan due April 14, 50 points (14%): The second paper will be a Public Diplomacy Implementation Plan (PDIP) for the student’s

case-study country. The paper should address **one** goal from the Integrated Country Strategy (ICS) of the U.S. Embassy in the assigned case-study country. This PDIP will demonstrate how U.S. public diplomacy can be used to meet the ICS goals. The strategy should be submitted in the format provided, which is posted to the Assignment Section of the class Blackboard site. Strategies must include an overview that lays out a clear statement of the policy objectives at the core of the strategy as well as an explanation of any social, political, or historical issues shaping the public diplomacy environment, and an outline of the tools and tactics to be used to advance U.S. policy. The paper must also state clearly how success will be measured. Although not a traditional research paper, proper attributions must be used for this submission.

Capstone Exercise 25 points (8%): This role play exercise will serve as a capstone for the SMPA Public Diplomacy course (3350). For the exercise, students will be divided into “embassies” and assigned one of the following roles: Deputy Chief of Mission, Economic Counselor, Political Counselor, or Public Affairs Counselor. The course instructor will assign the groups before the simulation and inform class members of required readings through Blackboard.

Final Examination 100 points (28%): The Final Exam will be in two sections. The first will be two questions drawn from the class readings; the second will be three questions drawn from class discussions. Students must answer one question from the first section and two questions from the second section, for a total of three short essays from the questions offered.

Students will be assigned numerical grades for each assignment/examination and awarded a final grade based on the weights noted above:

A	95 or above
A-	90 to 94
B+	87 to 89
B	83 to 86
B-	80 to 82
C+	77 to 79
C	73 to 76
C-	70 to 72
D+	67 to 69
D	63 to 66
D-	60 to 62
F	59 or below

GRADING RUBRIC

A paper/essay/presentation:

- Work is comprehensive, creative, varied, compelling, accurate, and professionally written.
- Understands all significant aspects of the arguments being made by authors of Reading

- Advances an argument distinct from the authors
- Advances evidence that supports the thesis statement
- Introduces innovative new solutions and approaches to achieve the goal

B paper/essay/presentation:

- “B” work requires stylistic revisions, programmatic variety, or factual corrections, but
- Understands most aspects of the arguments being made by authors of Readings
- Advances an argument distinct from the authors, although the argument is not as convincing or fully developed as would be found in an “A” paper
- Advances evidence that supports the thesis statement with some (but not complete) success
- Introduces new ideas that are relevant, but may not necessarily achieve the primary goal

C paper/essay/presentation:

- “C” work lacks substantive elements of the assignment or is poorly written.
- Understands some of the arguments being made by authors of Readings
- Does not advance any argument distinct from the authors’
- Repeats the evidence used by authors to draw the same conclusions as authors. This is a descriptive rather than argumentative essay, even if it recapitulates the arguments of the author
- Introduces new ideas that are not relevant to the topic or goal

D paper/essay/presentation:

- “D” work requires major revisions, lacks several substantive elements of the assignment.
- Does not grasp significant aspects of the arguments being made by authors of Readings
- Makes some valid points, but the points are not part of any larger coherent argument
- Does not introduce any new ideas

F paper/essay/presentation:

- A paper that is not turned in, and/or shows no real knowledge of the material studied
- An essay question or class presentation that is not completed or does not address the question asked

Deadlines are crucial. Assignments handed in late will be downgraded by half a grade for each day. Submit your work on time.

Grammar, style, spelling and punctuation count in your grade. Public Diplomats represent their country and strive to present their work clearly, professionally, and accurately. Poor grammar and writing detract from your message.

Attendance: Students are expected to attend class, to arrive on time, and to **participate actively in class discussions.** Students will receive a grade for each class session based on the number of active interactions.

If students need to miss class due to illness or emergency, please notify me in advance by email. If students know that you are going to be absent for a day of religious observance or other advance commitments, please notify me as soon as possible. Please remember to check GW campus advisories at: [Http://www.campusadvisories.gwu.edu/](http://www.campusadvisories.gwu.edu/)

Missed work cannot be made up except for absences excused by the appropriate university authority or doctor. It's your responsibility to find out what work you have missed. On the first day of class, students should team up with someone else in the class, exchange phone numbers and provide each other with necessary information and notes about missed work.

ACADEMIC INTEGRITY

Students must do all work required in strict accordance with the George Washington University Code of 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." The code can be found at <http://www.gwu.edu/integrity/code.html>

Plagiarism on any assignment will result in a zero (0) on that assignment and a referral to the Academic Integrity Office.

SUPPORT FOR STUDENTS OUTSIDE OF THE CLASSROOM

Disability Support Services (DSS)

Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in the Marvin Center Suite 242 to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to <http://gwired.gwu.edu/dss/>

University Counseling Center (UCC) 202-994-5300

The University Counseling Center (UCC) offers 24/7 assistance and referral to address students' personal, social, career, and study skills issues. Services include:

- Crisis and emergency mental health consultations
- Confidential assessment, counseling services (individual and small group), and referrals

<http://gwired.gwu.edu/counsel/CounselingServices/AcademicSupportServices>

University Policy on Religious Holidays

Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance. I will provide students an opportunity to make up any missed work.

Security

In the case of an emergency, if possible, the class should shelter in place. If the building that the class is in is affected, follow the evacuation procedures for the building. After evacuation, seek shelter at a predetermined rendezvous location.

Spring Semester 2022

Spring Semester 2022

Course Calendar

January

10 Jan: Course Introduction

- U.S. Department of State, “Public Diplomacy and Public Affairs By The Numbers,” Washington, Dc, 2021, 1 page

12 Jan: Defining U.S. National Interests

- Biden, Joseph R., “Interim National Security Strategic Guidance,” National Security Council, Washington, DC, March 2021
<https://www.whitehouse.gov/wp-content/uploads/2021/03/NSC-1v2.pdf> 24 pages
- Meade, Walter Russell, “The Big Shift: How American Democracy Fails its Wat to Success,” *Foreign Policy*, May/June 2018, 10 pages

17 Jan: No Class

19 Jan: U.S. Foreign Policy Goals

- Manning, Robert A., “The Serenity Prayer as a Guide to US foreign policy,” *The Hill*, Aug. 8, 2021. 3 pages
- Master, Jonathan, *U.S. Foreign Policy Powers: Congress and the President*, Council on Foreign Relations, March 2, 2017, 7 pages
- Shifrinson, Joshua and Wertheim, Stephen, “Biden the Realist: The President’s Foreign Policy Doctrine Has Been Hiding in Plain Sight,” *September 9, 2021*, 10 pages

24 Jan: A Short History of Public Diplomacy

- Please read Cull Chapter 1 “Diplomacy through Foreign Public Engagement: Core Terminology and History” pp 1-19
- U.S. Department of State/USAID, “Joint Strategic Plan FY2018-2022,” Goal 3, pp45-52
- Duguid, Gordon, “How Public Diplomacy Can Help Regain U.S. Credibility.” Washington International Diplomatic Academy, November 15, 2020

26 Jan: A Strategic Framework for Public Diplomacy

- Nye, Joseph, Jr., “Public Diplomacy and Soft Power,” Sage Publications, 2008. 17 pages
- Wharton, Bruce, “Public Diplomacy in an Era of Truth Decay,” speech at GWU, November 2017, <https://www.linkedin.com/pulse/public-diplomacy-era-truth-decay-bruce-wharton>

31 Jan: Strategic Planning for Public Diplomacy

Guest Lecturer: Tania Chomiak-Salvi, Public Diplomacy Consultant, U.S. Foreign Service Institute

- Please read: Cull Chapter 2 “Listening: The Foundational Skill” pp 20-38.
- U.S. Department of State, “2020 Public Diplomacy Strategic Plan,” 11 pages

February

02 Feb: Creating a Public Diplomacy Initiative

- R.S. Zaharna, “Mapping out a Spectrum of Public Diplomacy Initiatives,” from the Routledge Handbook of Public Diplomacy, 2008, 19 pages
- U.S. Department of State, “SMART Objectives,” handout 1 page
- Nye, Joseph S., “American Democracy and Soft Power,” Project & Syndicate (web) Nov 2, 2021 <https://www.project-syndicate.org/commentary/american-democracy-and-soft-power-by-joseph-s-nye-2021-11>

07 Feb: Evaluating Public Diplomacy Efforts

- USACPD, “Putting Policy & Audience First,” Washington DC, Dec. 2021, 36 pages.
- Handout on “The Baltic Way Initiative,” 6 pages

09 Feb: The Information Environment

- Please read: Cull Chapter 3 “Advocacy: The Cutting Edge” pp 39-59
- [Kurlantzick](#), Joshua, “Why China’s Global Image Is Getting Worse,” January 24, 2022, 2:05 pm (EST) <https://www.cfr.org/in-brief/why-chinas-global-image-getting-worse>

14 Feb: Broadcasting and Social Media:

- Please read: Cull Chapter 6 “International Broadcasting: The Struggle for News” pp 101-119
- Marta Churella, Wren Elhai, Amirah Ismail, Naima Green-Riley, Graham Lampa, Molly Moran, Jeff Ridenour, Dan Spokojny, and Megan Tetrick, “Upgrading US public diplomacy: A new approach for the age of memes and disinformation,” https://www.atlanticcouncil.org/in-depth-research-reports/issue-brief/upgrading-us-public-diplomacy/?fbclid=IwAR1WXfx5khjrfimMIJq_SgGzaXQLiLULu9KQ2gX4GMbOPaejC6kiHqUX704
- McFaul, Michael, The Biden Administration needs to up its game on public diplomacy, The Washington Post, Oct. 11, 2021,

<https://www.washingtonpost.com/opinions/2021/10/11/biden-administration-needs-up-its-game-public-diplomacy/>

16 Feb: Managing the Information Environment

- U.S. Department of State, ABC Planning Tool handout, 2 pages
- Wike, Richard; Jacob Poushter, Laura Silver, Janell Fetterolf and Mara Mordecai, “America’s Image Abroad Rebounds With Transition From Trump to Biden,” Pew Research Center, June 10, 2021, 56 pages,
[file:///C:/Users/Gordon%20Duguid/Documents/dad/edu-GWU/week%2006/Reading%20W6S1%20-%20PG 2021.06.10 us-image_REPORT.pdf](file:///C:/Users/Gordon%20Duguid/Documents/dad/edu-GWU/week%2006/Reading%20W6S1%20-%20PG%202021.06.10_us-image_REPORT.pdf)

17 February: Landscape Analysis paper due 11:59 p.m.

21 Feb: No Class

23 Feb: Communicating in a Crisis

- Anderson-Meli, Lisa, et al. “Public Relations Crisis Communication : A New Model,” Chapter 1, *Developing a conceptual framework*, Taylor & Francis Group, 2020. ProQuest Ebook Central, 13 pages,
<http://ebookcentral.proquest.com/lib/gwu/detail.action?docID=6002479>

28 Feb: Countering Disinformation

Guest Lecturer: Vivian Walker, Executive Director, U.S. Advisory Commission for Public Diplomacy

- Powers, S., and Kounalakis, eds., *Can Public Diplomacy Survive the Internet?* USACPD, Washington, DC, May 2017, pp 77-97
- Walker, V., and Walsh, R, eds., “Public Diplomacy and the New “Old” War: Countering State-Sponsored Disinformation,” USACPD, Washington, Dc, September 2020, Pp 4-8 and 54-57, 9 pages

March

02 Mar: The Global Engagement Center

- Wilbur Douglas, “Researcher shows how Russian influence can occur in alternative U.S. media,” University of Texas at San Antonio, August 2021, 3 pages.
- Ingenhoff, D., Calamai, G., and Sevin, E., “Key Influencers in Public Diplomacy 2.0: A country-Based Social Network Analysis,” *Social Media Plus Society (SM+S)*, Jan.-Mar 2021, pp 1-9.

07 Mar: An Introduction to Cultural Diplomacy

- Please read Cull Chapter 4 “Culture: The Friendly Persuader” pp 60-79

09 Mar: Public Diplomacy in North Africa and the Middle East

- Please read: Cull Chapter 5 “Exchange and Education: The Soul of Public Diplomacy” pp 80-10

- Comprehensive Annual Report on Public Diplomacy and International Broadcasting, USACPD, Washington DC, 2021, pp 212-219.

14 – 18 Mar: Spring Break

21 Mar: Guatemala’s Public Diplomacy

Guest Lecturer: H.E. Alfonso José Quiñónez Lemus, Ambassador of Guatemala to the United States

- Please read: Cull Chapter 5 “Exchange and Education: The Soul of Public Diplomacy” pp 80-100

23 Mar: Germany’s Approach to Public Diplomacy

Guest Lecturer: Claudia Guarneri. German Information Center

- Please read: Cull Chapter 8: “Partnership: The Emerging Paradigm” pp 141-161

28 Mar: U.S. Public Diplomacy in Europe and Eurasia

- **EUR Presentations due**
- Comprehensive Annual Report on Public Diplomacy and International Broadcasting, USACPD, Washington DC, 2021, pp 170-179.

30 Mar: U.S. Public Diplomacy in South and Central Asia

- **SCA Presentations due**
- Comprehensive Annual Report on Public Diplomacy and International Broadcasting, USACPD, Washington DC, 2020, pp 230-235.

April

04 April: U.S. Public Diplomacy in East Asia and the Pacific

- **EAP Presentations due**
- Comprehensive Annual Report on Public Diplomacy and International Broadcasting, USACPD, Washington DC, 2021, pp 146-155.
- Jones, Hugo, “China’s Quest for Greater Discourse Power.” The Diplomat, November 24, 2021. <https://thediplomat.com/2021/11/chinas-quest-for-greater-discourse-power/> 3 pages

06 Apr: U.S. Public Diplomacy in the Western Hemisphere

- **WHA Presentations due**
- Comprehensive Annual Report on Public Diplomacy and International Broadcasting, USACPD, Washington DC, 2021, pp 244-251.
- Dorman, Shawn, ed. “Inside a U.S. Embassy: Diplomacy at Work,” American Foreign Service Association, Washington , DC, 2011, pp 31-33

11 Apr: U.S. Public Diplomacy in Africa

- **AF Presentations due**
- Comprehensive Annual Report on Public Diplomacy and International Broadcasting, USACPD, Washington DC, 2021, pp 110-119.

13 Apr: Multilateral Public Diplomacy

- **NEA Presentations due**
- Read 2017 Global Shapers Annual Survey, section 4-7, pp 14-32
- Please read Cull Chapter 7: “Nation Brands and Branding: The Metaphor Run Amok” pp 120-140.

14 April: Public Diplomacy Implementation Plan due 11:59 p.m.

18 Apr: Capstone Exercise

- Instructions and scenarios posted on Blackboard

20 Apr: The United Kingdom’s Public Diplomacy

Guest Lecturer: Sam Heath, Head of Communications and UK Spokesperson for the British Embassy.

- Please read Cull’s conclusion: “Public Diplomacy and the Crisis of our Time” pp 162-170

25 Apr: Emerging Challenges

- Freidman, Uri, “The Dueling Ideas That Will Define the 21st Century,” Atlantic Council, Washington, DC. Nov. 10. 2021, 5 pages

26 Apr: Make-up day

May

04 May: Final Exam 10:20-12:20