

PRL 607 Advanced Public Diplomacy

Tuesday 11:00 a.m. – 1:45 p.m.

Room 252 Newhouse 3

Instructor: Associate Professor Steven Pike

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COURSE DESCRIPTION:

This course gives students a meaningful understanding of international public relations and public diplomacy, global media systems, international organizations and the intersection between strategic government communication, mass media and global public opinion.

CREDITS: 3

LEARNING OUTCOMES:

After taking this course, students will be able to:

- Discuss the history of public diplomacy and how it has shaped the institutions and practices of the field;
- Define public diplomacy (as distinct from public relations, propaganda, cultural exchange, etc.) and its components and tools;
- Discuss how theoretical foundations of public diplomacy (public relations, international relations, political science, etc.) influence its operation and implementation;
- Identify the challenges and issues facing practitioners and develop perspectives on managing or confronting them.

TEXTBOOKS:

- Bjola, Corneliu & Pamment, James (2019). *Countering Online Propaganda and Extremism: The Dark Side of Digital Diplomacy*. London & New York: Routledge.
- Cull, Nicholas J. (2019). *Public Diplomacy: Foundations for Global Engagement in the Digital Age*. Cambridge: Polity Press.
- Cull, Nicholas J. (2024). *Reputational Security*. Cambridge: Polity Press.
- Golan, G.J., Yang, S-U., & Kinsey, D.F. (2014). *International Public Relations and Public Diplomacy: Communication and Engagement*. New York: Peter Lang.
- Hart, Justin (2013). *Empire of Ideas: The Origins of Public Diplomacy and the Transformation of U.S. Foreign Policy*. New York: Oxford University Press.
- Van Herpen, Marcel H. (2016). *Putin's Propaganda Machine: Soft Power and Russian Foreign Policy*. Lanham, MD: Rowman & Littlefield.

ASSIGNMENTS:

The course is based on 600 points, broken down as follows.

1. Reflections (10 points each, 130 points total)

Reflections (ca. 250-500 words) on the readings of each week (except week one). Individual assignment. Post your reflection to the discussion forum in Blackboard by 11:00 am Monday before the class for which the readings apply. I structure a significant portion of the class around your questions. These are open-ended, but do remember that a summary is not a reflection. Tell me what they make you think. Ask questions. Answer a classmate's question. Do you agree/disagree and why? Have you seen examples in your life or work? Does it resonate with something from another part of the course or another course you're taking? Get feisty. I'd much rather read feisty and provocative than boring and rote. Please cite material drawn in from other courses and sources so that I can find it and read it.

2. Presentation (three times each 40 points, 120 points total)

Two students will work together each week to do an initial intervention on the readings for the day. Sign up at the first class for your chosen day(s). Focus on sparking questions about the readings. Keep it to 15 minutes, maximum. You may use ideas from the discussion forum to spur thinking.

3. Public Diplomacy Analysis (100 points)

Choose any country that intrigues you and choose one of their public diplomacy programs, efforts, or initiatives. Explain and critique.

Deliverable: a four page memo (single spaced) to me, a 15 minute presentation to the class. Be ready to take Q&A from me and from your fellow students.

Some questions that you might consider (these are suggestions, not requirements; every country will be slightly different):

- How does it further that country's foreign policy agenda?
- Does it "make sense"? [We will discuss "rule makers", "rule takers" and "middle powers" – is the country fitting or breaking its category? We'll also look at Wally Olins' theory of seniors and newcomers – is that affecting the country's decision?]
- Why do you think they chose that particular tool and do you think they chose well? Could they do it better? [This can be a cultural, historical, economic or political question. Do cultural or historical factors influence their choice? How are they applying available resources? Are the political factors and pressures that influence choice?]

Useful References:

Reports from the U.S. Advisory Commission on Public Diplomacy, including the 2024 comprehensive report on PD programs at US Embassies worldwide:

<https://www.state.gov/reports-u-s-advisory-commission-on-public-diplomacy/>

Website of the Undersecretariat for Public Diplomacy (R) and all of the program bureaus that are part of the R family:

<https://www.state.gov/bureaus-offices/under-secretary-for-public-diplomacy-and-public-affairs/>

ECA Main Website: <https://eca.state.gov/about-bureau>

ECA Organizational Structure: <https://eca.state.gov/about-bureau/organizational-structure>

Open Doors Reports: <https://eca.state.gov/impact/open-doors-reports>

History and Mission of ECA Website: <https://eca.state.gov/files/bureau/eca-history/index.html>

4. Reputational Security Challenge (50 points)

Exercise TBD based on selected readings, including Nick Cull's Reputational Security.

5. Symposium (200 points)

Organize a conference on public diplomacy. Chose a theme, organize your speakers and panels, divide up the roles and responsibilities, determine your budget, find event space, invite your speakers and your guests, drum up interest, build an audience, arrange refreshments/lunch, and make it happen. Your initial proposal (10% of grade) is due February 4 (this is a group proposal; the entire class makes one proposal). We will discuss logistics and budget in class and we will have a check-in meeting every other week. Event must occur by the end of the term.

Each student will write an individual 5-page reflection memo (single spaced) on lessons learned from the symposium. Due in theory April 29, depending on the date of the event. Please address these questions:

- What was your original concept/plan/program idea? Did it change and evolve?
- How did the event itself unroll?
- What were the results achieved, what impact or benefit did you create?
- What were some of the obstacles or challenges you encountered, and how did you overcome them? (Note: overcoming, avoiding, evading, and making obstacles disappear are equally valid tactics.)
- What are the most important lessons you learned about organizing a PD program?

SCHEDULE OF TOPICS AND READINGS

(subject to change during the semester)

January 14, 2025**First Session: Soft Power**

Today's readings are intended to refresh your memories from Introductory Public Diplomacy and get us into the subject.

- J. Nye (2008): Public Diplomacy and Soft Power; *Annals, AAPSS*, 616, March 2008.
- E. Gilboa (2008): Searching for a Theory of Public Diplomacy; *Annals, AAPSS*, Vol. 616, Public Diplomacy in a Changing World (Mar., 2008), pp. 55-77.
- J. Mo (2016): South Korea's middle power diplomacy: a case of growing compatibility between regional and global roles; *Int'l Journal*, Vol. 7(4), pp. 587-607.
- Geun Lee (2009): A theory of soft power and Korea's soft power strategy; *The Korean Journal of Defense Analysis*, Vol 21, No. 2, June 2009, 205-218.
- Cull, *Reputational Security*, pages 7-14.

January 21, 2025**Laying the Foundations: What is PD?**

- Cull, *Public Diplomacy*, Chapter 1: Diplomacy through Foreign Public Engagement. (And listening?)
- GYK, Chapter 1: Introduction: The Integrated Public Diplomacy Perspective.
- E. Gilboa (2023): Moving to a new phase in public diplomacy research, Chapter 1 in *A Research Agenda for Public Diplomacy*, E. Gilboa ed. Elgar Publishing.
- Cull, *Reputational Security*, Chapter 4 (Media)

January 28, 2025**What is Public Diplomacy?**

- Cull, *Public Diplomacy*, Chapters 2, 3, 4 and 5 (Listening; Advocacy; Culture; Exchange & Education).
- Cull, *Reputational Security*, Chapter 1

February 4, 2025**Historical Perspectives on U.S. Public Diplomacy**

- Justin Hart: *Empire of Ideas* (whole book).
- Peruse the ECA History and Mission Website: <https://eca.state.gov/files/bureau/eca-history/index.html>

February 11, 2025**Who Plays? Public Diplomacy Actors**

- GYK, Chapter 3: Public Diplomacy in NGOs (O. Zatepilina-Monacell).
- GYK, Chapter 4: The Evolving Links Between International Public Relations and Corporate Diplomacy (S. Kochhar & J-C. Molleda).
- GYK, Chapter 16: The Importance of Diaspora Communities as Key Publics for National Governments Around the World (V. Bravo).
- Cull, *Reputational Security*, Chapter 6 (Diaspora Diplomacy)
- B&P, Chapter 4: The Use of Political Communication by International organizations: the case of EU and NATO (E-K.Olsson, C. Wagnsson & K. Hammargård).
- Michael Duggan (2012): Redefining the Relationship: Reclaiming American Public Diplomacy from the US Military in Iraq; *Middle East Journal*, Vol. 66, No. 1 (Winter 2012), pp. 53-78.

February 18, 2025**Tools & Structures: Exchanges**

- Giles Scott-Smith (2008): Mapping the Undefinable: Some Thoughts on the Relevance of Exchange Programs within International Relations Theory; *ANNALS, AAPSS*, 616, March 2008.
- Natalia Grincheva (2013): Cultural Diplomacy 2.0: Challenges and Opportunities in Museum International Practices; *Museum and Society*, March 2013. 11(1) 39-49.
- Cull, *Reputational Security*, Chapter 7, esp. pp. 131-138
- Yoav Dubinsky (2019): From soft power to sports diplomacy: a theoretical and conceptual discussion; *Place Branding and Public Diplomacy* (2019) 15:156–164.
- Bradley McConachie (2019): Australia’s use of international education as public diplomacy in China: foreign policy or domestic agenda?; *Australian Journal of International Affairs*, 73:2, 198-211.
- James Pamment (2016): Rethinking Diplomatic and Development Outcomes through Sport: Toward a Participatory Paradigm of Multi-Stakeholder Diplomacy; *Diplomacy & Statecraft*, 27:2, 231-250.

February 25, 2025**Tools & Structures: Information**

- GYK, Chapter 5: PD and PR: Will the Twain Ever Meet? (N. Snow).
- Jan Melissen (2007): *The New Public Diplomacy: Between Theory and Practice* (Chapter 1 of *The New Public Diplomacy: Soft Power in International Relations*; Palgrave Macmillan, 2007).
- Robert Entmann (2008): Theorizing Mediated Public Diplomacy: The U.S. Case; *The International Journal of Press and Politics* 2008 13: 87.
- Rhonda Zaharna (2016): Reassessing “Whose Story Wins”: The Trajectory of Identity Resilience in Narrative Contests; *International Journal of Communication* 10(2016), 4407–4438.
- B&P, Introduction: The Dark Side of Digital Diplomacy (C. Bjola & J. Pamment).
- Cull, *Reputational Security*, Chapter 5 (Information Disarmament)
- Guy Golan, Ilan Manor & Phillip Arceneaux (2019): Mediated Public Diplomacy Redefined: Foreign Stakeholder Engagement via Paid, Earned, Shared, and Owned Media; *American Behavioral Scientist* 2019, Vol. 63(12) 1665–1683.

March 4, 2025**Domestic Considerations and the Problem of Evaluation**

Domestic Public Diplomacy:

- Ellen Huijgh (2013): Changing Tunes for Public Diplomacy: Exploring the Domestic Dimension; Exchange: The Journal of Public Diplomacy, Syracuse University, Vol. 2 [2013], Iss. 1, Art. 6.
- Ellen Huijgh and Caitlin Byrne (2012): Opening the Windows on Diplomacy: A Comparison of the Domestic Dimension of Public Diplomacy in Canada and Australia; The Hague Journal of Diplomacy 7 (2012) 395-420.

Evaluation (Read in chronological order):

- Pierre Pahlavi (2007): Evaluating Public Diplomacy Programs; The Hague Journal of Diplomacy 2 (2007) 255-281.
(continued on next page)
- James Pamment (2014): Articulating influence: Toward a research agenda for interpreting the evaluation of soft power, public diplomacy and nation brands; Public Relations Review 40 (2014) 50–59.
- Efe Sevin (2017): A Multilayered Approach to Public Diplomacy Evaluation: Pathways of Connection; Politics & Policy, Volume 45, Issue 5.
- Erich Sommerfeldt and Alexander Buhmann (2019): The status quo of evaluation in public diplomacy: insights from the US State Department; Journal of Communication Management, Vol. 23 No. 3, 2019, pp. 198-212.
- Steven Pike (2021). Using Q Methodology to Augment Evaluation of Public Diplomacy Programs. Place Branding and Public Diplomacy. Palgrave MacMillan.
- Useful reference: ECA Evaluation Unit Website: <https://eca.state.gov/impact/eca-monitoring-evaluation-learning-and-innovation-meli-unit>

March 10-14:**Spring Break: Please do not come to class.****March 18, 2025****Nation Branding: Is it Public Diplomacy, or not?**

- Cull, Chapter 7: Nation Brands and Branding: The Metaphor Run Amok.
- GYK, Chapter 11: Public Diplomacy and Competitive Identity: Where's the Link? (Simon Anholt).
- Wally Olins (2007): Making a National Brand (Chapter 9 of The New Public Diplomacy: Soft Power in International Relations; Palgrave Macmillan, 2007).
- Nadia Kaneva (2018): Nation Branding, Neoliberal Development, and the Remaking of the Nation-State: Lessons from Post-war Kosovo (Chapter 4 of Communicating National Image through Development and Diplomacy, Pamment & Wilkins, eds.; Palgrave, 2018).

March 25, 2025**Gender**

- Kaneva, N., Cassinger, C. Centering gender in public diplomacy and nation branding: an invitation to reimagine the future of the field. *Place Brand Public Dipl* 18, 305–313 (2022). <https://doi.org/10.1057/s41254-022-00265-3>
- Isabelle Karlsson (2021): “We try to be nuanced everywhere all the time”: Sweden’s feminist foreign policy and discursive closure in public diplomacy. *Place Branding & Public Diplomacy*.
- Sameera Durrani (2022): Damsels in Distress: Gender and Negative Place Branding. *Place Branding & Public Diplomacy*.
- Andrea Stanton (2022): Sober masculinity and nurturing femininity: a gendered analysis of the Syrian presidency Instagram account. *Place Branding & Public Diplomacy*.
- Willow Williamson (2022): Claiming change and tradition in the United Arab Emirates: women’s empowerment as a public diplomacy strategy. *Place Branding & Public Diplomacy*.

April 1, 2025**Europe**

- Nadia Kaneva (2014): “We are Romanian, not Roma”: Nation Branding and Post-Socialist Discourses of Alterity; *Communication Culture & Critique*, August 2014.
- Jeff Colgan (2017): Saving liberalism: why tolerance and equality are not enough”; *Foreign Affairs*, Friday, January 13, 2017.
URL: <https://www.foreignaffairs.com/articles/2017-01-13/saving-liberalism>
- Zafer Yörük and Pantelis Vatikiotis (2013): Soft Power or Illusion of Hegemony: The Case of the Turkish Soap Opera “Colonialism”; *International Journal of Communication* 7 (2013), 2361-2385.
- Joanna Szostek (2020): What Happens to Public Diplomacy During Information War? Critical Reflections on the Conceptual Framing of International Communication; *International Journal of Communication* 14(2020), 2728–2748.
- Review B&P, Ch. 4: Political Communication by International organizations: the case of EU and NATO (E.-K. Olsson, C. Wagnsson & K. Hammargård).

April 8, 2025

Russia

- Review B&P, Introduction: The Dark Side of Digital Diplomacy.
- B&P, Chapter 1: Propaganda as reflexive control: the digital dimension (C. Bjola).
- B&P, Chapter 2: Information influence in Western democracies: a model of systemic vulnerabilities (H. Nothhaft, J. Pamment, H. Agardh-Twetman & A. Fjällhed).
- Cull, *Reputational Security*, Chapter 3 (Counterpropaganda)
- Marcel van Herpen: *Putin's Propaganda Machine*. ** See notes below.
- Ilya Yablokov (2015): Conspiracy Theories as a Russian Public Diplomacy Tool: The Case of *Russia Today*; *Politics*, 2015, Vol. 35(3-4), 301-315.

April 15, 2025

Artificial Intelligence

- Corneliu Bjola & Ilan Manor (2024). First contact: integrating generative AI into digital diplomatic intelligence. *Place Branding and Public Diplomacy* <https://doi.org/10.1057/s41254-024-00333-w>. January 29, 2024.
- Corneliu Bjola & Ilan Manor (2023). Digital diplomacy in the age of technological acceleration: three impact scenarios of generative artificial intelligence. *Place Branding and Public Diplomacy* <https://doi.org/10.1057/s41254-023-00323-4>. December 17, 2023
- Luigi Di Martino & Heather Ford (2023). Navigating uncertainty: public diplomacy vs. AI. *Place Branding and Public Diplomacy* <https://doi.org/10.1057/s41254-024-00330-z>. December 15, 2023.
- Rolf Fredheim & James Pamment (2023). Assessing the risks and opportunities posed by AI-enhanced influence operations on social media. *Place Branding and Public Diplomacy* <https://doi.org/10.1057/s41254-023-00322-5>. December 8, 2023.
- Eugenio V. Garcia (2023). The Other in the machine: diplomacy and the AI conundrum. *Place Branding and Public Diplomacy* <https://doi.org/10.1057/s41254-024-00329-6>. December 14, 2023
- Zhao Alexandre Huang (2023). Terminology, AI bias, and the risks of current digital public diplomacy practices. *Place Branding and Public Diplomacy* <https://doi.org/10.1057/s41254-024-00324-x>. December 14, 2023
- Juan Luis Manfredi-Sánchez & Pablo Sebastian Morales (2023). Generative AI and the future for China's diplomacy. *Place Branding and Public Diplomacy* <https://doi.org/10.1057/s41254-024-00328-7>. December 14, 2023.
- Efe Sevin & M. Evren Eken (2023). Yet another turn? prioritising the needs of diplomacy over the capabilities of generative AI. *Place Branding and Public Diplomacy* <https://doi.org/10.1057/s41254-024-00325-w>. December 14, 2023.

April 22, 2025

Reputational Security

- Steven Pike (2020): The American Century is Over (Chapter 1 of *Public Diplomacy in Times of Uncertainty*, Surowiec & Manor, eds.).
- Cull, *Public Diplomacy*, Chapter 8 (Partnership: The Emerging Paradigm).
- Cull, *Reputational Security*, Chapter 8 (Rethinking US Public Diplomacy)
- Guy Golan and Ilan Manor (2020): The Irrelevance of Soft Power.

April 29, 2025

FINAL PROJECT and AFTER-ACTION MEMO