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TRANSATLANTIC PUBLIC DIPLOMACY

Course Overview and Goals

U.S. foreign policy will ultimately be successful only if we are committed to understanding how our policies are perceived overseas and to learning about the diverse communities in which we work. Sound international policy, including U.S. policy toward Europe, requires the United States to get others to work with us—not just because it is in *our* interest, but because others see it as in *their* interest as well. That requires the United States to engage effectively with foreign publics. This two-way engagement (as opposed to one-way transmission) is at the heart of today’s public diplomacy and transatlantic relations.

While modern usage of the term public diplomacy is said to have originated in the mid-20th century, public diplomacy efforts can be traced back much further. Over the past 30 years, however, the transformation of our public diplomacy aims and methods in Europe has been striking. From the fall of the Berlin Wall to the absorption of United States Information Agency into the U.S. Department of State to the development of the Obama administration’s Strategic Framework for Public Diplomacy to the yet-to-be developed public diplomacy strategy of the Trump administration, U.S. public diplomacy continues to evolve to meet new challenges in a rapidly changing global landscape.

Mixing practical application of public diplomacy with theory, this course will explore what public diplomacy is and what it is not; how it has evolved since the first half of the 20th century; how our public diplomacy efforts in Europe support broader U.S. foreign policy objectives—including efforts to combat violent extremism and Russian disinformation; the unique public diplomacy challenges of the Trump administration; and whether one can effectively measure public diplomacy’s impact. It will also analyze

how U.S. public diplomacy efforts compare with those of select European friends and allies.

At the completion of this course, you will have a broad understanding of:

- the goals of U.S. public diplomacy in Europe and Russia today;
- how public diplomacy in Europe developed in the 20th century; and
- how transatlantic public diplomacy has evolved since the end of the Cold War—especially in the post-9-11 period.

You should also be able to describe and analyze:

- how public diplomacy feeds into the broader foreign policy-making process;
- the operational structure of public diplomacy at the State Department—both in Washington and at overseas missions in Europe; and
- how the new tools of public diplomacy, including new media, are being used in a rapidly evolving global communications environment.

In addition, you should also have an informed opinion about whether U.S. public diplomacy efforts in Europe are hitting their mark and whether one can effectively measure public diplomacy's impact.

Course Structure

Session 1 – August 31

- Introductions
- Overview of the course
- Q&A re structure, grading, and expectations

Session 2 – September 7 (Guest speaker – P.J. Crowley, former Assistant Secretary of State for Public Affairs)

- Public diplomacy: what it is and what it is not
 - Definitions
 - Soft Power
 - Public diplomacy v. public affairs

- *Required reading:*
 - Joseph S. Nye, Jr., 2004, *Soft Power: The Means to Success in World Politics*, Public Affairs, Chapters 1, 4, and 5.
 - Nancy Snow, 2009, "Rethinking Public Diplomacy," *Routledge Handbook of Public Diplomacy* (Nancy Snow and Philip M. Taylor, Eds.), Routledge, Chapter 1.
 - Nicholas J. Cull, 2009, "Public Diplomacy Before Guillon: The Evolution of a Phrase," *Routledge Handbook of Public Diplomacy* (Nancy Snow and Philip M. Taylor, Eds.), Routledge, Chapter 3.
 - Ken S. Heller and Liza M. Persson, 2009, "The Distinction Between Public Affairs and Public Diplomacy," *Routledge Handbook of Public Diplomacy* (Nancy Snow and Philip M. Taylor, Eds.), Chapter 19.

Session 3 – September 14

- Educational, cultural, and sports diplomacy in Europe
 - Initiatives, objectives, and results

Required reading:

- Gilles Scott-Smith, 2009, "Exchange Programs and Public Diplomacy," *Routledge Handbook of Public Diplomacy* (Nancy Snow and Philip M. Taylor, Eds.), Routledge, Chapter 6.
- John Brown, 2009, "Arts Diplomacy: The Neglected Aspect of Cultural Diplomacy," *Routledge Handbook of Public Diplomacy* (Nancy Snow and Philip M. Taylor, Eds.), Routledge, Chapter 7.
- Nancy Snow, 2009, "Valuing Exchange of Persons in Public Diplomacy," *Routledge Handbook of Public Diplomacy* (Nancy Snow and Philip M. Taylor, Eds.), Routledge, Chapter 20.
- Tara Sonenshine, September 10, 2012, "The Impact of International Student Exchanges: Changing Minds, Changing Lives, September 10.
- Tara Sonenshine, January 9, 2013, "Leveraging Culture and Diplomacy in the Age of Information."

Session 4 – September 21 (Guest speaker – Ambassador Bruce Wharton, Acting Under Secretary of State for Public Diplomacy and Public Affairs; former U.S. Ambassador to Zimbabwe)

- Public diplomacy structures – State Department
- Public diplomacy professionals – roles and responsibilities
- Public diplomacy – Obama to Trump administrations

Required reading:

- William A. Rugh, 2014, *Front Line Public Diplomacy: How U.S. Embassies Communicate with Foreign Publics*, Palgrave MacMillan, Chapters 2 and 3.
- Office of the Under Secretary for Public Diplomacy and Public Affairs, 2010, *The Strategic Framework for Public Diplomacy*.
- Richard Stengel, October 15, 2014, “Remarks at the University of Southern California Center on Public Diplomacy.”
- Tara Sonenshine, January 29, 2013, “The Intersection of Policy and Public Diplomacy: The View from State.”
- Bruce Wharton, March 20, 2017, “Remarks at Workshop on ‘Public Diplomacy in a Post-Truth Society’”

Session 5 – September 28 (Guest speaker – Joe Johnson, former United States Information Agency and State Department Official)

- The USIA era
- Cold War public diplomacy strategies
- The consolidation of USIA and the U.S. Department of State

Required reading:

- Wilson P. Dizard, Jr., 2004, *Inventing Public Diplomacy: The Story of the U.S. Information Agency*, Lynne Rienner Publishers, Chapters 2 – 4 and 10.

Session 6 – October 5 (Guest speaker – Daniel Kimmage, Acting Coordinator of the Global Engagement Center, State Department)

- U.S. efforts to counter Russian disinformation in Europe

Required reading:

- Peter Pomerantsev, September 9, 2014, "Russia and the Menace of Unreality: How Vladimir Putin is Revolutionizing Information Warfare," *The Atlantic*.
- Neil MacFarquhar, August 28, 2016, "A Powerful Russian Weapon, The Spread of False Stories," *The New York Times*

Session 7 – October 12 (Guest speaker – Ambassador Adam Ereli, former Principal Deputy Assistant Secretary of State for Educational and Cultural Affairs; former U.S. Ambassador to Bahrain)

- Measuring/evaluation public diplomacy
 - Office of the Under Secretary for Public Diplomacy and Public Affairs – Policy, Planning, and Resources
- Funding public diplomacy efforts in Europe

Required reading:

- Robert Banks, November 2011, "A Resource Guide to Public Diplomacy Evaluation," USC Center on Public Diplomacy at the Annenberg School, Parts 1 – 4 (pp. 11 – 52).
- Tara Sonenshine, December 3, 2012, "Measuring the Public Diplomacy of the Future," Heritage Foundation.

Session 8 – October 19 (Guest speaker – Ambassador Laurie Fulton, former U.S. Ambassador to Denmark)

- The intersection of public diplomacy and foreign policy in Europe: reflections from a former ambassador

Required reading:

- TBD

Session 9 – October 26

- In-class oral presentations proposing original public diplomacy programs

No required reading

Session 10 – November 2

- In-class oral presentations proposing original public diplomacy programs

No required reading

Session 11 – November 9 (Guest speaker – Sarah Heck, Director for Global Engagement, NSC, White House)

- Countering violent extremism, furthering inclusion and tolerance, and engagement with diverse communities in Europe: the role of PD

Required reading:

- Farah Pandith, February 11, 2011, "Engagement with Muslim Communities Around the World," Washington Press Center.
- Tara Sonenshine, March 27, 2013, "The Role of Public Diplomacy in Countering Violent Extremism," University of Maryland.
- Humera Khan, February 15, 2015, "Why Countering Extremism Fails," *Foreign Affairs*.
- Richard Stengel, July 13, 2016, "Statement Before the 114th Congress, U.S. House Committee on Foreign Affairs."
- *Department of State & USAID Joint Strategy on Countering Violent Extremism*, May 2016.
- Greg Miller and Scott Higham, May 8, 2015, "In a propaganda war against ISIS, the U.S. tried to play by the enemy's rules," *Washington Post*.

Session 12 – November 16 (Guest speaker – Ambassador Andras Simonyi – Managing Director, Center for Transatlantic Relations, Johns Hopkins SAIS; former Hungarian Ambassador to the U.S. and to NATO)

- Comparative approaches
 - American v. European approaches

Required reading/watching:

- Dr. Simon Duke, 2013, “The European External Action Service and Public Diplomacy,” Clingendael, Netherlands Institute of Public Diplomacy.
- James Pamment, 2012, *New Public Diplomacy in the 21st Century: A Comparative Study of Policy and Practice*, Chapters 5 and 6.
- Simonyi on Colbert: <http://www.cc.com/video-clips/dmk6s2/the-colbert-report-hungarian-bridge---andras-simonyi>

Session 13 – November 30 (Guest speaker – TBD)

- Public diplomacy/public affairs approaches to unfolding events/crises
- Social media and political movements

Required reading:

- Matthew Wallin, February 2013, “The Challenges of the Internet and Social Media in Public Diplomacy,” American Security Project.
- Clay Shirky, January/February 2011, “The Political Power of Social Media: Technology, the Public Sphere, and Political Change,” *Foreign Affairs*.

Session 14 – December 7

- The future of transatlantic public diplomacy
- Wrap up/conclusions

Required reading:

- Nicolas Cull, 2010, “Public diplomacy: Seven Lessons for its Future from its Past,” Place Branding and Public Diplomacy.

Course Requirements

This will be a discussion seminar that meets once a week. Sessions will be organized around weekly readings, to be completed prior to the class, and thought exercises based on current events.

Written and oral assignments for the course include:

- A short paper based on the weekly readings and discussions (to be completed after session 8);
- An oral presentation proposing an original public diplomacy program to address a current foreign policy challenge in a country of the student's choosing (sessions 9 and 10); and
- A final research paper going into greater depth on a public diplomacy topic covered during the semester.

Short paper	25%
Oral presentation	25%
Final paper	35%
Participation	15%