



MSc in Strategic Communication and Public Relations

COURSE PLAN

Name of the course: Public Diplomacy and Strategic Communication

Code of the course: 31794

Term: 2nd

Type: Compulsory

Number of credits: 5 ECTS

Teaching language: English

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Room: 52.813

1. Module aims

The module aims to provide an in-depth understanding of the main theories and concepts of public diplomacy, from a communication and public relations perspective. From this point of view, public diplomacy will be explained as strategic communication whose senders are nations and public administrations. In addition, the module will analyse the relationships between key concepts such as public diplomacy, place branding and tourist communication, and the various assets that shape a country's international image.

Furthermore, some case studies will be assessed, from major international powers (United States, India, China, for instance) to minor international players and stateless nations (Catalonia, Scotland, for example). By the end of the course students should have a global understanding of the public diplomacy discipline and a capacity to analyse communication strategies and tools utilized in the field.

2. Module outline

1. Introduction. Definition and theories. Related concepts.

Soft power, public affairs, international relations image, reputation, propaganda, public relations.

Assigned readings:

Gilboa, E. (2008): "Searching for a Theory of Public Diplomacy". *The Annals of the American Academy of Political and Social Science*, 616, pp. 55-77.

2. A Nation's image and reputation. Nation brand.

Links between public diplomacy, place branding and tourist communication.

Assigned readings:

Anholt, S. (2007): *Competitive Identity. The New Brand Management for Nations, Cities and Regions*. Palgrave MacMillan, New York (chapters 1 and 2, pp. 1-42).

3. Communication senders in public diplomacy.

International organizations, countries, regions, cities. The role of public administrations, private organizations and companies.

Assigned readings:

Quelch, J. & Jocz, K. (2005): "Positioning the nation-state". *Place Branding*, 1 (3), pp. 229-237.

4. Communication tools for public diplomacy.

Media relations, events management, cultural products, exchange programs, public figures and endorsement, commercial brands, social media.

Assigned readings:

Knott, B., Fyall, A. & Jones, I. (2015): "The nation branding opportunities provided by a sport mega-event: South Africa and the 2010 FIFA World Cup". *Journal of Destination Marketing & Management*, 4, pp. 46-56.

5. Case studies.

International powers, emerging countries, stateless nations.

3. Assessment

Assessment of this module consists of two different elements: student's participation in class, and a case study presentation.

a) Class participation. Students are expected to come to class prepared to discuss the readings. Students will share the responsibility of dealing with the course readings, as well as questions posed by the instructor in class. This first mark will evaluate the student's active participation in the course lectures and debates about the assigned readings. Plus, students will give a brief presentation about his/her country and a specific organization dealing with public diplomacy.

b) Case study. Students, in groups of 3, will choose a topic of study in the area of public diplomacy. They are encouraged to seek out local resources, official reports and academic papers to conduct original research. Apart from the written report, the results must be explained in an oral presentation in front of the class.

Assessment activity	Grade
Class participation	40%
Case study	60%

Assignment briefs will be distributed timely.

Case studies are to be presented orally before the class on March 15th and 22nd. Students will provide a printed copy of the report the day of the presentation.

Module pass requirements

Students must attempt all elements of assessment and obtain an overall pass grade to successfully complete the module.

4. Readings and online resources

4.1 Basic readings

Anholt, S. (2007): *Competitive Identity. The New Brand Management for Nations, Cities and Regions*. Palgrave MacMillan, New York (chapters 1 and 2, pp. 1-42).

Gilboa, E. (2008): "Searching for a Theory of Public Diplomacy". *The Annals of the American Academy of Political and Social Science*, 616, pp. 55-77.



Knott, B., Fyall, A. & Jones, I. (2015): "The nation branding opportunities provided by a sport mega-event: South Africa and the 2010 FIFA World Cup". *Journal of Destination Marketing & Management*, 4, pp. 46-56.

Quelch, J. & Jocz, K. (2005): "Positioning the nation-state". *Place Branding*, 1 (3), pp. 229-237.

4.2 Additional readings

Aronczyk, M. (2013): *Branding the Nation. The Global Business of National Identity*. Oxford University Press, New York.

Cull, N. (2008): "Public Diplomacy: Taxonomies and Histories". *The Annals of the American Academy of Political and Social Science*, 616, pp. 31-54.

Cull, N. (2010): "Public Diplomacy: Seven lessons for its future from its past". *Place Branding and Public Diplomacy*, 6 (1) pp. 11-17.

Hayden, C. (2012): *The Rethoric of Soft Power. Public Diplomacy in Global Contexts*. Lexington Books, Lanham, Maryland.

Kiehl, P. (ed.) (2012): *The Last Three Feet. Case Studies in Public Diplomacy*. Public Diplomacy Council, Washington.

L'Etang, J. (2009): "Public Relations and Diplomacy in a Globalized World: An Issue of Public Communication". *American Behavioral Scientist*, 53 (4), pp. 607-626.

Melissen, J. (ed.) (2005): *The New Public Diplomacy. Soft Power in International Relations*. Palgrave MacMillan, New York.

Nye, J. (2004): *Soft Power: the means to success in world politics*. Public Affairs, New York.

Pike, S. (2016). *Destination marketing. Essentials*. Routledge, London.

Seib, P. (2009): "Public Diplomacy and Journalism: Parallels, Ethical Issues, and Practical Concerns". *American Behavioral Scientist*, 52 (5), pp. 772-786.



Snow, N. & Taylor, P. (eds) (2009): *Routledge Handbook of Public Diplomacy*. Routledge, New York.

Szondi, G. (2010): "From image management to relationship building: A public relations approach to nation branding". *Place Branding and Public Diplomacy*, 6 (4) pp. 333-343.