

Public Diplomacy and Strategic Communication – (31794)

MSc Strategic Communication and Public Relations (Joint Degree with University of Stirling)
Academic Year 2020-2021

Semester:	2nd
Number of ECTS:	5 ECTS
Number of hours:	125 hours
Language:	English

Module Outline

Module coordinator:	Professor Jordi Xifra
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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. Professor Jordi Xifra and Dr Roumen Dimitrov: Introduction to the course.**
Module outline. Assignments. Definition and theories. Related concepts. Soft power, public affairs, international relations image, reputation, propaganda, public relations.
- 2. Lecturer Jan Hartman: Why do governments do public diplomacy?**
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. (Always read in advance and email to Roumen the answers to the reading questionnaire before lecture time.)

3. **Lecturer Jan Hartman: Why do governments do public diplomacy?**
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).
4. **Lecturer Jan Hartman: Present the outline of an public diplomacy project your home country could carry out in Barcelona during 2021: who, what, where, when and why?**
Assigned readings:
Zaharna, R. S., & Uysal, N. (2016). Going for the jugular in public diplomacy: How adversarial publics using social media are challenging state legitimacy. *Public relations review*, 42(1), 109-119.
5. **Lecturer Albert Royo: Public diplomacy for Catalonia: The case of DIPLOCAT**
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(1), 46-56
6. **Lecturer Dr Sean Andy: Public diplomacy, strategic communication, propaganda and the press.**
7. **Lecturer Irina Bokova, Director General of UNESCO (2007-2017): Cultural diplomacy**
8. Students: presentations about their countries (one presentation by one or more students about one country)
9. Students: Case study presentations
10. Students: Case study presentations

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 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 during the class on March 11th and 18th. 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. This includes emailing in advance (before lecture time) to the tutor the filled-out questionnaire about the assigned reading of the week (four altogether).

Referencing

When quoting use the APA (6th edition) in-text citation style.

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.
- Zaharna, R. S., & Uysal, N. (2016). Going for the jugular in public diplomacy: How adversarial publics using social media are challenging state legitimacy. *Public relations review*, 42(1), 109-119.

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.
- Quelch, J. & Jocz, K. (2005): "Positioning the nation-state". *Place Branding*, 1 (3), pp. 229-237.
- Seib, P. (2009): "Public Diplomacy and Journalism: Parallels, Ethical Issues, and Practical Concerns". *American Behavioral Scientist*, 52 (5), pp. 772-786.
- Sevin, E. (2015). Pathways of connection: An analytical approach to the impacts of public diplomacy. *Public Relations Review*, 41(4), 562-568.
- 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.
- Xifra, J. (2009). Building sport countries' overseas identity and reputation: A case study of public paradiplomacy. *American Behavioral Scientist*, 53(4), 504-515.
- Vela, J. & J. Xifra. "International representation strategies for stateless nations: The case of Catalonia's cultural diplomacy." *Place branding and public diplomacy* 11.1 (2015): 83-96.