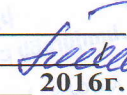
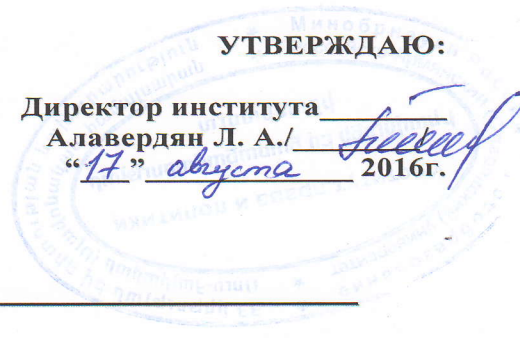


ГОУ ВПО РОССИЙСКО-АРМЯНСКИЙ УНИВЕРСИТЕТ

Составлен в соответствии с
государственными требованиями к минимуму
содержания и уровню подготовки
выпускников по направлению _____ и
Положением «Об УМКД РАУ»

УТВЕРЖДАЮ:

Директор института _____
Алавердян Л. А. / 
"17" августа 2016г.



Институт: Права и политики

Название института

Кафедра: Мировой политики и международных отношений

Название кафедры

Зав. Кафедрой: к.п.н Навасардян Арман Гарникович



Автор: Григорян Армен Вальеревич



Ученое звание, ученая степень, Ф.И.О

Рабочая программа

Дисциплина: M2.В.ОД.4 Public diplomacy

Код и название дисциплины согласно учебному плану

Для магистратуры:

Специальность: 41.04.05 Международные отношения
и дипломатия

Код и название специальности

Направление: Международные отношения

Название направления

ЕРЕВАН

Syllabus

Public Diplomacy Fall Semester 2016

Mr. Armen Grigoryan
Visiting Lecturer
Tel. 077260827
armenvgrigoryan@gmail.com

Course Overview:

The goal of the proposed course is to examine the theory, tools and practice of U.S. public diplomacy, as well as how public diplomacy is used by multilateral and non-governmental organizations to pursue their interest. The course will examine how US political system impacts on the practice of public diplomacy in the 21st century. We will try to understand how social media and different international actors impact on US public diplomacy.

Theory and case studies will be used to address issues which are important for understanding contemporary US public diplomacy. The course will overview the theory of public diplomacy, including definitions and discussions of the latter's relationship to public relations, propaganda and other marketing tools used for public persuasion and information dissemination. The role of "soft power" and "smart power" will be examined, plus the course will try to explain how above mentioned "types of power" influence foreign public perception. The course will also look at "hard power," and try to understand how it impacts public diplomacy.

The course will also examine the role non-governmental actors, celebrities and lobbyists and their impact on US public diplomacy. Contemporary world politics also will be discussed from public diplomacy perspective.

Grading:

Presentation: 35%
Term paper: 35%
Class participation: 30%

Presentation

Students should choose a contemporary foreign policy issue of any country and make presentation on how the group should solve that problem using public diplomacy tools.

Presentation

Student should prepare a paper on the public diplomacy. Please arrange to meet with me after class at least once before the end of September to discuss your final paper topic.

Getting to know each other Session 1 (September 8)

Introduction and Overview Session 2 (September 15)

Nicholas J. Cull, "Public Diplomacy Before Guillon: The Evolution of a Phrase," (available at: http://uscpublicdiplomacy.org/blog/060418_public_diplomacy_before_gullion_the_evolution_of_a_phrase)

Jan Melissen, "The New Public Diplomacy: Soft Power in International Relations" pp. 3-28 (available at: http://culturaldiplomacy.org/academy/pdf/research/books/soft_power/The_New_Public_Diplomacy.pdf)

What Public Diplomacy Is and Is Not (available at: http://pdaa.publicdiplomacy.org/?page_id=6)

Propaganda, Marketing, Branding, Public Affairs and Public Diplomacy Session 3 (September 22)

R.S. Zaharna, "Mapping Out a Spectrum of Public Diplomacy Initiatives: Information and Relational Communication Frameworks," Routledge Handbook of Public Diplomacy, pp. 86- 100. (available at: <http://bdinstitute.org/wp-content/uploads/2012/02/A1-handbookofpublicdiplomacy.pdf>)

Ken S. Heller and Liza M. Persson, "The Distinction Between Public Affairs and Public Diplomacy," Routledge Handbook of Public Diplomacy pp. 225-231. (available at: <http://bdinstitute.org/wp-content/uploads/2012/02/A1-handbookofpublicdiplomacy.pdf>)

Peter van Ham, "Place Branding: The State of the Art," The Annals of the American Academy of Political and Social Sciences, (available at: https://www.clingendael.nl/sites/default/files/20080300_cdsp_art_ham.pdf)

The Challenge of Communicating Across Cultures, Session 4 (September 29)

Cynthia P. Schneider, Culture Communicates: US Diplomacy That Works, pp. 147-169 (available at: http://culturaldiplomacy.org/academy/pdf/research/books/soft_power/The_New_Public_Diplomacy.pdf)

John Brown, A Modest Proposal: Make the Pentagon Our Very Own Ministry of Culture! (available at: <http://www.huffingtonpost.com/john-brown/a-modest-proposal-make-th b 336311.html>)

R CYNTHIA P. SCHNEIDER, Cultural Diplomacy: Hard to Define, but You'd Know It If You Saw It (available at: http://www.culturaldiplomacy.org/academy/content/articles/e-learning/read/a1/Cultural_Diplomacy- Hard to Define- Schneider, Cynthia.pdf)

“The Backlash against Cultural Diplomacy, ” Huffington Post (November 8, 2009) <http://www.huffingtonpost.com/john-brown/the-backlash-against-cult b 350120.html>

“Rejuvenate Public Diplomacy! Bring Culture Back to the White House” (Common Dreams, November 7, 2008) <http://www.commondreams.org/views/2008/11/07/rejuvenate-public-diplomacy-bring-culture-back-white-house>

Hard Power, Soft Power and Smart Power, Session 5 (October 6)

Joseph S. Nye, Jr., “The Changing Nature of Power,” *Soft Power: The Means to Success in World Politics* (New York, Public Affairs, 2004), pp. 1-32 (available at: <https://webfiles.uci.edu/schofer/classes/2010soc2/readings/8%20Nye%20Soft%20Power%20Ch%201.pdf>)

Brian Hocking, “Rethinking the „New“ Public Diplomacy,” in *The New Public Diplomacy*, pp. 28-43 (available at: http://culturaldiplomacy.org/academy/pdf/research/books/soft_power/The_New_Public_Diplomacy.pdf)

American Exceptionalism: Part One Session 6 (October 13)

Godfrey Hodgson, *The Myth of American Exceptionalism* (Yale University Press, New Haven, 2009) pp. 1-29

Ron Fournier, Obama’s New American Exceptionalism (available at: <http://www.theatlantic.com/politics/archive/2016/07/obamas-new-american-exceptionalism/493415/>)

Greg Jaffe, How Obama has used his presidency to redefine ‘American exceptionalism’ (available at: <http://www.washingtonpost.com/sf/national/2015/06/03/obama-and-american-exceptionalism/>)

American Exceptionalism: Part Two, Session 7 (October 20)

American Political Science Association, "U.S. Standing in the World: Causes, Consequences and the Future," Task Force Report, October 2009, pp. 1-29 (available at: https://keithknapp.files.wordpress.com/2010/09/apsa_tf_usstanding_long_report.pdf)

Jonathan Zimmerman, "Exceptionalism and the left," Op-Ed, Los Angeles Times, December 13, 2010 (available at: <http://articles.latimes.com/2010/dec/13/opinion/la-oe-zimmerman-exceptionalism-20101213>)

JOHN A. GANS JR. American Exceptionalism and the Politics of Foreign Policy, The Atlantic, November 21, 2011 (available at: <http://www.theatlantic.com/international/archive/2011/11/american-exceptionalism-and-the-politics-of-foreign-policy/248779/>)

Presentation day Session 8 (October 27)

Group 1, 2, 3, 4 presentations!

U.S. Public Diplomacy After 9/11 Session 10 (November 3)

Michael Vlahos, "Public Diplomacy as Loss of World Authority," in Nancy Snow and Phillip M. Taylor eds. Routledge Handbook of Public Diplomacy, pp. 24-38. (available at: <http://bdinstitute.org/wp-content/uploads/2012/02/A1-handbookofpublicdiplomacy.pdf>)

Kristin M. Lord, Voices of America: U.S. Public Diplomacy for the 21st Century, Brookings Institution Foreign Policy Paper, November 2008, pp. 1-13. (available at: https://www.brookings.edu/wp-content/uploads/2016/06/11_public_diplomacy_lord.pdf)

International Broadcasting and Networks in 21st century, Session 11 (November 10)

Monroe E. Price, Susan Haas, and Drew Margolin, "New Technologies and International Broadcasting: Reflections on Adaptations and Transformations," in The Annals of the American Academy of Political and Social Sciences, pp. 150-172 (available at: http://repository.upenn.edu/cgi/viewcontent.cgi?article=1155&context=asc_papers&ei-dir=1&referer=http%3A%2F%2Fscholar.google.com%2Fscholar%3Fq%3D%2Bintl)

[ernational%2Bbroadcasting%2B%26hl%3Den%26as_sdt%3D0%2C47%26as_ylo%3D1995%26as_yhi%3D2013#search=%22international%20broadcasting%22](#))

David Hoffman, Beyond Public Diplomacy, Foreign Affairs (available at: <https://www.foreignaffairs.com/articles/middle-east/2002-03-01/beyond-public-diplomacy>)

Anne-Marie Slaughter America's Edge: Power in the Networked Century (available at: <https://www.foreignaffairs.com/articles/united-states/2009-01-01/americas-edge>)

U.S. Public Diplomacy After 9/11, Session 12 (November 17)

Michael Vlahos, "Public Diplomacy as Loss of World Authority," in Nancy Snow and Phillip M. Taylor eds. Routledge Handbook of Public Diplomacy, pp. 24-38.

Kristin M. Lord, Voices of America: U.S. Public Diplomacy for the 21st Century, Brookings Institution Foreign Policy Paper, November 2008, pp. 1-5.

Neal M. Rosendorf, "A Cultural Public Diplomacy Strategy" Toward a New Public Diplomacy: Redirecting U.S. Foreign Policy (Philip Seib, Ed., New York, Palgrave Macmillan, 2009), pp. 173-194.

Marta Frago, Teresa La Porte, and Patricia Phalen, "The Narrative Reconstruction of 9/11 Hollywood Films: Independent Voice or Official Interpretation?" in javnost-the public (Vol 17, #3, 2010) pp. 57-70.

Foreign Policy and National Security: The Public Dimension, Session 13 (November 24)

Hilary R. Clinton, "Leading Through Civilian Power," Foreign Affairs, November/December 2010, pp. 1-10 (available at: <https://www.foreignaffairs.com/articles/north-america/2010-11-01/leading-through-civilian-power>)

U.S. National Security Council, "Overview of National Security Strategy," The U.S. National Security Strategy 2010, May 2010, pp. 1-5 (available at https://www.whitehouse.gov/sites/default/files/rss_viewer/national_security_strategy.pdf)

Daryl Copeland, "Diplomacy, Development and Security in the Age of Globalization," Guerilla Diplomacy: Rethinking International Relations (Lynne Rienner Publishers Inc., Boulder, Colorado, 2009) (available at:

[http://oppenheimer.mcgill.ca/IMG/pdf/Copeland -
Diplomacy Globalization and Heteropolarity.pdf](http://oppenheimer.mcgill.ca/IMG/pdf/Copeland-_Diplomacy_Globalization_and_Heteropolarity.pdf))

Strategic Communication and Information Operations, Session 14 (December 1)

Michael G. Mullen “Strategic Communication: Getting Back to Basics,” Foreign Policy, (August 28, 2009) pp. 1-4 (available at: <http://foreignpolicy.com/2009/08/28/strategic-communication-getting-back-to-basics/>)

Mark Kilbane, “Military Psychological Operations as Public Diplomacy,” Routledge Handbook of Public Diplomacy, pp. 187-191 (available at: <http://bdinstitute.org/wp-content/uploads/2012/02/A1-handbookofpublicdiplomacy.pdf>)

Democracy and Globalization, Session 15 (December 8)

Fareed Zakaria, “The Democratic Age,” The Future of Freedom: Illiberal Democracy at Home and Abroad (W. W. Norton & Co. 2004) pp. 13-28 (See attachment)
Joseph S. Nye, Jr., “The Information Revolution,” The Paradox of American Power (New York, Oxford University Press, 2002), pp. 41-76 (See attachment)

Counterinsurgency and Public Diplomacy, Session 16 (December 15)

David Kilcullen, “Counterinsurgency Redux,” Small Wars Journal (see attachment)

Kurt Amend, “Counterinsurgency Principles for the Diplomat,” Small Wars Journal, July 2008 (see attachment)

Wrap up class, Session 17 (December 22)

Important Websites

<http://www.foreignaffairs.com/>
<http://www.foreignpolicy.com/>
<http://www.nationalinterest.org/>
<http://thediplomat.com/>
<http://www.economist.com/>

Note: the course was prepared based on Mark L. Asquino`s Public Diplomacy: Theory, Practice and Challenges class at The George Washington University