Public Diplomacy and the Media in a Changing World
Dr. Michal Hatuel-Radoshitzky
Spring Semester 2021

Email: mich.rado@gmail.com (can reach out any time)
Course Credits: 3 TAU Semester Credits

For course times/days and location, please visit the TAU International web site (Study Abroad Course Offerings and Schedules). Please note that all information below is subject to change and/or adjustment as necessary.

Course Description (Summary)
The current international arena abounds with players that strive to impact local and global developments using a variety of strategies and methods. Such players include states and official diplomats, and a range of non-state actors from terror-groups, through civil society NGOs to international organizations and Diasporas. Strategies and methods include traditional diplomacy, new diplomacy, terror, delegitimization and non-violent protest, among others. Transformations in the media and information communication technology (ICT) render such players with increased ability to reach a growing audience, in a speedy manner with little cost.
The course will analyze multiple components that comprise the global diplomatic arena employing different theoretical approaches and ongoing developments as case-studies and reference points.

Course Requirements and Expectations
• Active participation is required.
• The use of mobile phones during class is prohibited

Learning Outcomes
The aim of the course is to enrich students with knowledge regarding the issues discussed; reinforce critical media consumption and enable students to analyze political developments on the world-stage using different theoretical perspectives and tools.

Evaluation Criteria
1. Class attendance and active participation – 10% of the final grade
2. In-class exam – will commence before the Pesach break (exact date will be determined in due course) – 35% of the final grade.
3. Final paper and presentation in class – the paper (c. 1000-1300 words) will analyze a current or historical event/ development based on theories and literary sources from one of the central themes taught in class (i.e. Theme I – Theme VII). In the last two lessons of the semester
students will briefly present (5-10 minutes) their papers in class prior to handing them in – 55% of the final grade.

Course Schedule – please note this is a provisionary schedule and is subject to change further to progress made in class, number of students enrolled in the course and additional factors.

Session 1-3: theme 1
Session 4-6: theme 2
Session 7: theme 3 (beginning)
Session 8: mid-term (before Pesach break)
Session 9: theme 3 continued
Session 10-12: theme 4
Session 13-15: theme 5
Session 16-19: theme 6
Session 20-22: in-class student presentations

Course Readings and/or Required Materials

Theme I: Media and Diplomacy – Introduction


Optional:

Theme II: Media and Globalization – Public Diplomacy


Optional:


**Theme III: State Branding**

**Optional:**


**Theme IV: International Norms and Naming & Shaming**

Optional


**Theme V: Delegitimization and State Stigmatization**


Optional


**Theme VI: The Israeli Case Study**

1. **The Global Campaign to Delegitimize Israel**

2. **The Israeli-Palestinian Conflict in the UN**
   - Rettig, E., and Avraham, E. (2016). The Role of Intergovernmental Organizations in the “Battle over Framing”: The Case of the Israeli–West Bank Separation Barrier; The International Journal of Press/Politics; Vol. 21(1); pp 111–133

**Optional:**


Instructor Biography
Dr. Michal Hatuel-Radoshitzky is a Research Fellow at the Institute for National Security Studies (INSS) and she teaches at Tel Aviv University, the University of Haifa and Sapir College. Michal’s research focuses on Israel's soft challenges in the international arena. As such, Michal has published on rising civil power and delegitimization efforts, Israel-Diaspora Jewry relations; Israel's standing in the United Nations, Israel's coverage in the international media (predominantly in European countries) and Israel-US bilateral relations. Prior to joining INSS, Michal was the Israeli representative of the U.S. based Institute for Inclusive Security, and as such was responsible for overseeing and managing the work of Forum Dvorah: Women in Foreign Policy and National Security. Prior to this position, Michal was the Director of Foreign Relations at H.L. Education for Peace – The Geneva Initiative, Israel; and before that she managed European Desk of the resource development department at the Center for Jewish-Arab Economic Development.

Michal has a PhD in Political Science (Tel Aviv University), an M.A. in Political Science, majoring in Political Communications (Tel Aviv University) and a B.A. in Psychology and Communications (Tel Aviv University). She has also completed a two-year post-doctoral fellowship at the University of Haifa.

TAU International Academic Guidelines
Students may only attend classes which they are officially registered for. No auditing of courses is permitted. Students are responsible for reading and adhering to all policies and procedures in the TAU International Academic Handbook posted here at all times. Below is a summary of some of these relevant policies and procedures.

Learning Accommodations
In accordance to University guidelines, TAU International may be able to accommodate students with learning disabilities or accommodation requests if these requests are also honored at the student’s home university or home school. To be considered, students must submit official documentation from their home school or university (if not in English, a notarized official copy translated into English is required) to TAU International in advance of arrival describing in detail any specific needs and how these are accommodated at the home school or university. Students must also bring a copy of this documentation with them on-site and give it to their faculty on the first day of class while introducing themselves so that the faculty know who they are and what sorts of needs or accommodations they may have. **Without official documentation from the home school submitted on or before the first day of courses, TAU will not be able to honor accommodation support.**
With supporting documentation and by following the correct procedure as outlined above, TAU International and its faculty will do the best it can to make any suitable accommodations possible. However, we cannot guarantee that all accommodations received at the home school can be similarly met at TAU. For example, TAU is usually not able to offer note-taking services in English, private testing rooms, or advance viewing of classroom presentations, exams, or assignments.

It may be an option to provide a student with additional tutoring or support outside the classroom as needed. Students should be aware that this additional support cannot be guaranteed and is based on teacher availability in the subject as well as the specific student level. If available, the cost of additional tutoring or support will be the sole responsibility of the student.

**In-Class Exams**

TAU does not permit, under any circumstances, taking any in-class (including mid or final) exams early or later than the scheduled exam day. When selecting courses, it is thus very important to note if there is an in-class midterm or final exam as this date/exam cannot be changed. It is also the student’s responsibility to clarify exam dates with the professors at the beginning of a course, with the understanding that not all exam dates can be decided up front as it can sometimes depend on the pace of the course and class learning. It is the student responsibility to plan to be present for all courses including the final day of class for this reason. Early departures from the program are not approved, nor are early or exception in-class exams.

**TAU International Absence Policy**

Attendance is mandatory in all of the courses including Hebrew Ulpan. Faculty can and will take attendance regularly. Missing classes will be reflected in the final grade of the course. Up to three justified and properly documented absences from classes may be accepted (for example: emergency matter or illness, both of which will require a doctor’s note). Such cases of absence should be reported to the faculty immediately and again, a doctor’s note is required. Teachers are entitled to treat any lateness or absence without documentation as unexcused. Some of our courses such as Service Learning or the Internship Seminar require more practical in-class work; thus, attendance policies may be stricter in some courses and students then must adhere to the stricter attendance policy as outlined by the faculty/syllabus.

Students are required to arrive on time for classes. Teachers are entitled to treat any single case of lateness and/or repeated lateness as an unjustified absence.

Please note that according to official TAU Academic Policy, if a student’s behavior or attendance during is disagreeable his/her course participation may be cancelled at the discretion of TAU with no due refund.

**Grade Appeals**

Students are responsible for checking grades once posted or distributed by faculty. The limited grade appeals window and the detailed procedure for appealing a grade – whether a graded
assignment, exam or final grade – is outlined clearly in the policies and procedures in the TAU International Academic Handbook [posted here](#).