

**Public Diplomacy and the Media in a Changing World;**  
**Tel Aviv University International School**

**Spring Semester 2019 (February 25<sup>th</sup>- May 23<sup>rd</sup>)**

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**Course Description:**

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.

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.

**Course Requirements:**

1. Class attendance and active participation – 15% of the final grade
2. In-class exam – will commence on Tuesday April 9<sup>th</sup>, 25% 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 – 60% of the final grade.

**Rules and Regulations:**

- Active participation is required.
- Up to three days of justified absence from classes will be accepted
- The use of mobile phones during class is prohibited

**Literary Sources:**

**Theme I: Media and Diplomacy – Introduction**

Gilboa, E. (2001). Diplomacy in the Media Age: Three Models of Uses and Effects. Bar Ilan University, *Diplomacy and Statecraft*. Vol. 12(2), pp1-28

Kelley, J.,R. (2010). The New Diplomatic: Evolution of a Revolution. *Diplomacy and Statecraft*. Vol. 21, pp 286-305.

Optional:

Gilboa, E. (2005). Media-Broker Diplomacy: When journalists become mediators. *Critical Studies in Media Communication*, 22, 99-120.

Liebes, T., & Katz, E. (1997). Staging Peace: Televised ceremonies of reconciliation. *The Communication Review*, 2, 235-257.

Price, V. (2008). The Public and Public Opinion in Political Theories. In Donsback, W. & Traugott, M. W. (Eds.), *The Sage Handbook of Public Opinion Research* (pp. 11-24). Sag

## **Theme II: Media and Globalization – Public Diplomacy**

Sheafer, T., Gabay, I. (2009). Mediated Public Diplomacy: A Strategic Contest over international Agenda Building and Frame Building. *Political Communication*. Vol. 26, pp 447-467.

Yarchi, M. (2016). Terror Organizations' Uses of Public Diplomacy: Limited versus Total Conflicts, *Studies in Conflict & Terrorism*, DOI: 10.1080/1057610X.2016.1184064

Optional:

Arsenault, A. (2009) Public Diplomacy 2.0, In P. Seib (Ed.), *Toward a New Public Diplomacy* (pp. 135-153). New York: Palgrave.

Cull, N. (2008). Public Diplomacy: Taxonomies and histories. *The Annals of the American Academy of Political and Social Science*, 616(1), 31-54.

Cull, N. (2011). WikiLeaks, Public Diplomacy 2.0 and the State of Digital Public Diplomacy. *Place Branding and Public Diplomacy*, 7, pp 1 – 8.

Gilboa, E. (2008). Searching for a Theory of Public Diplomacy. *The Annals of the American Academy of Political and Social Science*, 616(1), 55-77.

Sheafer, T., & Shenhav, S. R. (2009). Mediated Public Diplomacy in a New Era of Warfare. *The Communication Review*, 12(3), pp 272-283.

Singh, J.P. (2013). Information Technologies, Meta-power and Transformations in Global Politics. *International Studies Review*, 15, pp 5-29

## **Theme III: State Branding**

Avraham, E. (2009). Marketing and Managing Nation Branding during Prolonged Crisis: The case of Israel. *Place Branding and Public Diplomacy*, 5, pp 202 – 212.

Peterson, J. E. (2006). Qatar and the World: Branding for a Micro-State. *Middle East Journal*. Vol. 60 (4), pp 732-748.

Rose, J. (2010): The Branding of States: The Uneasy Marriage of Marketing to Politics, *Journal of Political Marketing*, 9:4, 254-275

Optional:

Hassman, R. (2008). *The Israel Brand: Nation Marketing under Constant Conflict*. The Harold Hartog School of Government and Policy. Tel Aviv University.

Marat, E. (2009). Nation Branding in Central Asia: A new campaign to present ideas about the state and the nation. *Europe-Asia Studies*, 61(7), 1123-1136.

Rasmussen, R. K., & Merkelsen, H. (2012). The New PR of States: How nation branding practices affect the security function of public diplomacy; *Public Relations Review*, Vol. 38, pp 810– 818

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

Finnemore, M., & Sikkink, K. (1998). International Norm Dynamics and Political Change. *International Organization*, 52(4), 887-917.

Manners, I. (2002). Normative Power Europe: A Contradiction in Terms? *JCMS*. Volume 40(2). pp. 235–58

Optional

Friman, R. H. (2015). *The Politics of Leverage in International Relations: Name, Shame, and Sanction*. Palgrave Studies in International Relations Series; Macmillan Distribution Ltd.

Keck, M. E., & Sikkink, K. (1998). *Activists Beyond Borders: Advocacy networks in international politics* / Ithaca, N.Y. : Cornell University Press.

Spini, D. (2011). Civil Society and the Democratization of Global Public Space. In Armstrong, D., Bello, V., Gilson, J., Spini, D. (Eds.) *Civil Society and International Governance: The role of non-state actors in global and regional regulatory frameworks*. Routledge/GARNET series: Europe in the World

#### **Theme V: Delegitimization and State Stigmatization**

Adler-Nissen, R. (2014). Stigma Management in International Relations: Transgressive Identities, Norms and Order in International Society. *International Organization*. Vol 68(1).

Bar-Tal, D., & Hammack, (2012). Conflict, Delegitimization, and Violence. In R. Tropp (Ed.), *The Oxford Handbook of Intergroup Conflict* (pp.29-52). New York: Oxford University Press.

Klotz, A. (1995a). *Norms in International Relations: The Struggle against Apartheid*. Cornell University Press: Ithaca and London. Chapter 1.

Oren, N., & Bar-Tal, D. (2007). The Detrimental Dynamics of Delegitimization in Intractable Conflicts: The Israeli–Palestinian case. *International Journal of Intercultural Relations*, Vol. 31(1), 111-126.

### Optional

Adler-Nissen, R. (2008). Stigmatised States: The Social Construction of Euro-Outsidersness. *Conference Papers -- International Studies Association*, pp 1-36.

Biersteker, T. (2015). UN Targeted Sanctions as Signals: Naming and Shaming or Naming and Stigmatizing? In Friman, R. H. (Ed.), *The Politics of Leverage in International Relations: Name, Shame, and Sanction*. Palgrave Studies in International Relations Series; Macmillan Distribution Ltd.

Link, B. G., & Phelan, J. C. (2001). Conceptualizing Stigma. *Annual Review of Sociology*, Vol. 27, 363-385.

Zarakol, A. (2011). *After Defeat: How the East earned to Live with the West*. Introduction.

Hatuel-Radoshitzky, M. (2017). BDS & AAM: More of the Same? Chapter. *The Delegitimization Phenomenon: Challenges and Responses*. The Institute for National Security Studies.

## **Theme VI: The Global Campaign to Delegitimize Israel**

Carter Hallward, M., Shaver, P. (2012). “WAR by other Means” or Nonviolent Resistance? Examining the Discourses Surrounding Berkeley’s Divestment Bill; *PEACE & CHANGE*, Vol. 37(3), pp 389-412

Hatuel-Radoshitzky, M. (2017). BDS & AAM: More of the Same? In, Yogev E., and Lindenstrauss, G (Eds.): *The Delegitimization Phenomenon: Challenges and Responses*. The Institute for National Security Studies

### Optional:

Marcus, K., Nelson, C., & Landes, R. (2016). Jewish Anti-Zionists: Three Views. In, Nelson, C. (Ed.): *Dreams Deferred: A Concise Guide to the Israeli-Palestinian Conflict and the Movement to Boycott Israel*. Indiana University Press; p199-204

Nelson, C. (2016). BDS (Boycott, Divestment and Sanctions): A Brief History. In, Nelson, C. (Ed.): *Dreams Deferred: A Concise Guide to the Israeli-Palestinian Conflict and the Movement to Boycott Israel*. Indiana University Press; p56-64

Salih, S. S. (2014). Islam, BDS and the West. In, Nelson, C. & Brahm, G., N. (Eds.): *The Case Against Academic Boycotts of Israel*. MLA Members for Scholars' Rights. P141-155

Sheskin I, M. & Felson, E. (2016). Is the Boycott Divestment and Sanctions Movement Tainted by Anti-Semitism? *Geographical Review*, Vol. 106(2), pp 270-275

Israeli, Z., and Hatuel-Radoshitzky, M. (2017). BDS and Yedit Ahronot; "Fighting the Boycott". Chapter. *The Delegitimization Phenomenon: Challenges and Responses*. The Institute for National Security Studies.

### **Theme VII: 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

Hatuel-Radoshitzky, M. (2017). The UN Security Council, Israel and "The situation in the Middle East, including the Palestinian Question". *Strategic Assessment*, The Institute for National Security Studies. Volume 20(1)

#### Optional:

Shelef, N. G. & Zeira, Y. (2016). Recognition Matters!: UN State Status and Attitudes toward Territorial Compromise. *Journal of Conflict Resolution*. Vol. 61(3), pp 537-563