Public Diplomacy and the Media in a Changing World

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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 using 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 April 11th, 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 VI). 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**


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 Global Campaign to Delegitimize Israel and the Israeli-Palestinian Conflict in the UN**


Optional:


