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

Spring Semester 2020 (February 24th - May 14th) 

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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 – 10% of the final grade 
2. In-class exam – will commence during April 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 – 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


Optional:


**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


Optional:


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**TAU International Course Guidelines**

**Rules and Respectful Behavior**

- No cell phones or laptops permitted in class unless approved by instructor for use
- Tardiness to class is not permitted
- As our courses bring together students from many different styles of learning and from a wide variety of home institutions, we ask that students remain respectful to and patient with fellow classmates at all time as some students may be more familiar with certain course material or procedures than others.

**Learning Accommodations**

In accordance to University guidelines, students with learning disabilities or accommodation requests must submit official documentation from their home country / university (translated into English by notary if not already in English) to TAU International ([tauiacademic@tauex.tau.ac.il](mailto:tauiacademic@tauex.tau.ac.il)) in advance of arrival describing in detail any specific needs they have. 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 they may have. TAU International and its faculty cannot guarantee that all accommodations received at the home school can be similarly met at TAU but certainly does the best it can to make any suitable accommodations possible that are needed.

**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 below if there is an in-class midterm or final exam as this date/exam cannot be changed. 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. Missing classes will be reflected in the final grade of the course. Up to three justified absences from classes will be accepted (for example: emergency matter or illness, both of which will require an official doctor’s note sent to the faculty **on the day of the absence**). Such cases of absence should be reported to your lecturer immediately and again, a doctor’s note is required. 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 TAU Academic Policy, if a student’s behavior or attendance during the semester is disagreeable his/her course participation may be cancelled at the discretion of TAU.

**Students are responsible for reading and adhering to the policies and procedures in the TAU International Academic Handbook posted here at all times.**