

# Course Syllabus

## Public Diplomacy in a Multipolar World

e-Learning | 14 October 2019 – 10 November 2019



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## Disclaimer and Acknowledgements

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Please carefully read the Disclaimer and Acknowledgements documents located on this course's home page before beginning the course for more information about the terms and conditions of use of UNITAR's virtual learning environment and acknowledgement of those organizations for their authorization to use audio transcripts, webcasts and photographic imagery.

The United Nations Institute for Training and Research would like to thank H.E. Mr. Alan Hunt for the creation and provision of the training material for this course.

## Course Presentation

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The term public diplomacy, coined in 1965 by Edmund Gullion (then Dean of the Fletcher School of Law and Diplomacy), describes the increasing activity of state (and, some would argue, non-state) actors to create a receptive environment for their policies among overseas publics. The phenomenon gained particular importance during the Cold War, and again after the terrorist attacks of 9/11. Modern technologies are transforming the way in which public diplomacy is conducted. But the essence of public diplomacy itself, speaking across international borders to foreign publics, has a long tradition stretching back to ancient Greece.

Nowadays, it is particularly at the United Nations that representatives of governments and other bodies such as international and non-governmental organizations seek to draw the public's attention to global issues, different threats and challenges, and to thousands of campaigns and examples of multilateral cooperation. In this context, the capacity to conduct effective public diplomacy is a necessity for every modern diplomat.

The United Nations Institute for Training and Research (UNITAR) has therefore developed the e-Learning course Public Diplomacy in a Multilateral World to increase awareness and understanding of the theory and practice of modern public diplomacy as conducted by UN member states and other international actors.

## Course Outline

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### Module 1

Introduction to Public Diplomacy in the 21st Century

- Lesson 1: Definition of Public Diplomacy
- Lesson 2: Soft Power
- Lesson 3: Related Activities: Nation Branding, Propaganda, Cultural Relations, Public Relations, Lobbying
- Lesson 4: Historical Development of Public Diplomacy
- Lesson 5: The Changing Global Environment
- Lesson 6: The Legal Framework for Public Diplomacy

**Estimated Learning time: 6 hours**

### Module 2

Tools and Techniques of Public Diplomacy

- Lesson 1: Overview
- Lesson 2: Speech-making
- Lesson 3: Dealing with the Media
- Lesson 4: Use of Digital Technologies
- Lesson 5: Designing a Media Plan
- Lesson 6: On Being Interviewed

**Estimated Learning time: 6 hours**

### Module 3

Public Diplomacy Campaigns and Evaluation

- Lesson 1: Public Diplomacy Campaigns (preparation)
- Lesson 2: Public Diplomacy Campaigns (designing the campaign)
- Lesson 3: Evaluation

**Estimated Learning time: 6 hours**

### Module 4

Exchange of best practice

- Lesson 1: Review of Modules 1-3
- Lesson 2: Key Lessons for Public Diplomacy Practitioners
- Lesson 3: Human Resources and Training Needs

**Estimated Learning time: 6 hours**

## Contents and Learning Objectives

	Content	Learning objectives AT THE END OF THE MODULE, YOU WILL BE ABLE TO:
<b>Module 1</b>  Introduction to Public Diplomacy in the 21st Century	<ul style="list-style-type: none"> <li>▪ Origin of the term “public diplomacy”</li> <li>▪ Comparison between traditional diplomacy and public diplomacy</li> <li>▪ The three dimensions of public diplomacy</li> <li>▪ Joseph Nye’s concept of soft power</li> <li>▪ Related Activities: Nation Branding, Propaganda, Cultural Relations, Public Relations, Lobbying</li> <li>▪ Public Diplomacy before, during, and after The Cold War</li> <li>▪ The public diplomacy of international organisations.</li> <li>▪ The ICT revolution and public diplomacy</li> <li>▪ Blurring of the distinction between domestic and overseas issues.</li> <li>▪ Significance of non-state actors</li> <li>▪ Response of governments to the changing environment.</li> <li>▪ The Vienna Convention on Diplomatic Relations and public diplomacy</li> <li>▪ Public diplomacy and public international law more generally</li> </ul>	<ul style="list-style-type: none"> <li>▪ Define and discuss the basic concepts of public diplomacy, how its practice is evolving and how it differs from traditional diplomacy</li> <li>▪ Explain the distinction between public diplomacy and related activities, such as nation branding, propaganda, cultural relations, public relations and lobbying</li> <li>▪ Demonstrate an understanding of the changing environment in which public diplomacy is practised</li> </ul>
<b>Module 2</b>  Tools and Techniques of Public Diplomacy	<ul style="list-style-type: none"> <li>▪ Traditional tools of public diplomacy</li> <li>▪ Public diplomacy and the ICT revolution</li> <li>▪ Speech-making</li> <li>▪ Tools for media relations</li> <li>▪ Use of digital technologies, social networks, and websites</li> <li>▪ Designing a media plan</li> <li>▪ Challenges when being interviewed</li> </ul>	<ul style="list-style-type: none"> <li>▪ Provide an overview of the means of conducting public diplomacy</li> <li>▪ Demonstrate knowledge of the skills and techniques required by public diplomacy practitioners</li> </ul>
<b>Module 3</b>  Public Diplomacy Campaigns and Evaluation	<ul style="list-style-type: none"> <li>▪ Strategic aims of a campaign</li> <li>▪ Design and timeframe of a campaign</li> <li>▪ Target audience and type of communication</li> <li>▪ Resource planning</li> <li>▪ Choice of media outlets</li> <li>▪ Evaluation techniques</li> </ul>	<ul style="list-style-type: none"> <li>▪ Demonstrate knowledge of the essential steps involved in constructing a public diplomacy campaign</li> <li>▪ Discuss the difficulties and benefits of evaluating public diplomacy activity</li> </ul>

## Module 4

Exchange of best practice

- Recap Modules 1-3
- Key lessons for public diplomacy practitioners
- Recommendations for human resources and training needs
- Provision of various case studies on public diplomacy
- Analysis of the feasibility of various solutions to different public diplomacy challenges
- Demonstrate understanding of key lessons for public diplomacy practitioners
- Identify relevant human resources and training needs
- Exchange best practice with fellow course participants
- Describe the United Nations role in mainstreaming soft power in a multilateral world

## Methodology

The course will be delivered via the e-Learning platform Moodle (please see the course *User's Guide* for instructions on using this platform). This pedagogical tool will help the participant meet the course's learning objectives through a self-paced study routine supported by multimedia, optional and required readings, discussion forums, assessment quizzes, and a wealth of other information. Adapted specifically to full-time professionals, participants will learn by: absorbing (reading), doing (activities), interacting (socializing), and reflecting (relating to personal experience).

**Materials will be posted online on a weekly basis.** Your course is divided into four modules. Module 1, Module 2, and Module 3 contain the same structural elements: Contents page

- Learning Objectives page
- Lesson Material (text, videos, and documents)
- Discussion Board
- Assessment

The Module 4 (duration 1 week) will primarily contain a review of previous material and a comprehensive discussion board, in which participants are asked to share practical knowledge from their own professional experience with the other participants. This Module does not contain an assessment quiz.



## Grading Policy and Course Completion

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Students are eligible for a course certificate upon successful course completion. Successful completion requires:

- **an 80% passing grade on EACH of the three module-based assessments** (8 out of 10 questions correct); you may take each assessment up to three times (questions are randomized from a larger pool of questions and therefore will change upon assessment attempts);
- participation in the 4 weekly Discussion Board forums; your posts will be evaluated according to both **quantity and quality** (e.g., content relevance and contribution to overall discussion).<sup>1</sup> Of particular importance is the Discussion Board in the last week, where you will be asked to **share practical knowledge/peculiarities** from your own professional experience or otherwise by providing an invented case study (5-15 lines; as realistic as possible; no inclusion of names of actual states/persons) to the other participants.

**Before moving to the next module**, you should: **(a)** read all the core module texts, **(b)** take the module-based assessments, and **(c)** participate in the weekly Discussion Board forums. You are encouraged to consult the optional external links to enhance your knowledge of the given lesson's topic (e.g., links to websites and additional documents).

*All assessments, once made available, will remain accessible until the end of the course (see page 9 for a detailed schedule) and may complete them anytime during the duration of the course. However, we strongly recommend that you complete each assessment before moving to the next module.*

UNITAR's e-Learning Committee will make the final decision regarding certificates, in consultation with the Course Director. UNITAR reserves the right to award certificates only to those considered as "eligible" participants. We urge you to take a clear note of the above requirements. If you need any clarification, please do not hesitate to contact the Multilateral Diplomacy Programme Team.

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<sup>1</sup> See Disclaimer sections (h), (i) and (j) for more information regarding the terms and conditions of use of forums.

## Study Planning

The following study grid indicates which course activities are mandatory:

Activity	Mandatory
Interactive Course	Yes
External Links and Readings	No, recommended
Cybrary <sup>2</sup>	No
Module Assessments	Yes
Discussion Forum	Yes
Course Evaluation	Yes

What is distinct about this learning experience is that it is an **online** learning experience. Online training, by its very nature, entails delivery of educational content over the Internet. As you will proceed in this course, training materials will be made available to you through UNITAR's e-Learning portal. This course will also provide links to other web resources such as references and documents. Additionally, it will require you to use simple collaborative tools such as email exchanges among the group/participants who have registered for this course as well as participate in a discussion forum.

The UNITAR team is available to provide guidance and user information to help you participate and **contribute actively** to this discussion forum, which is an important requirement for completing this course. You will also have access to a Course Director (or instructor) who will animate the discussion board as well as answer substantive and course related questions (either using the Discussion Board or through a traditional email method). There will thus be no face-to-face interaction. All interaction will take place through the Internet using UNITAR's e-Learning portal!

The **advantages** of online training are many. You are able to:

- schedule and pace your learning according to your specific needs;
- make use of additional resources using the internet;
- work from office or home as long as you have a computer with an internet connection;
- connect with your fellow participants and instructors through the learning portal.

The lack of face-to-face interaction will require more discipline and proactive planning on your end in order to successfully meet the course's learning objectives. In this regard, it is thus different and distinct from a traditional face-to-face training course.

The **Complete Course Schedule** (see next page) indicates when materials will be posted online and taken offline. Note that following the eighth week, material will remain available

<sup>2</sup> The Cybrary contains important course information; please see the next section on the course's Learning Content.



online for the wrap-up session in which participants can take the Course Evaluation, as well as finish all assessments until the specified date.

Week	Monday	Tuesday	Wednesday	Thursday	Friday
14 October 2019	First day of course Module 1 online Discussion Board (DB) 1 online	Assessment 1 online			Module 2 online
21 October 2019	DB 2 online	Assessment 2 online			Module 3 online
28 October 2019	DB 3 online	Assessment 3 online			Module 4 online
4 November 2019	DB 4 online  Course Evaluation online				
11 November 2019		All Discussion Boards Closed All assessments closed <b>COURSE CLOSED</b> All course materials offline			

Although this online course is **asynchronous** – meaning that the interaction between you and the trainers or fellow participants will take place intermittently with a time delay – it will be important to establish a course study routine that best adapts to your work schedule, family commitments, Internet connection speed, etc. This will allow you to complete your assignments and tasks in time (on a week-by-week basis) and thus maintain a similar pace as other course participants. *Please note that the MDP e-Learning Team will send you a reminder if your module-based assessments have not been completed.* The course moderator will be available to assist and moderate discussion boards, available 7 days a week in this asynchronous course both online in the Discussion Boards and through offline Messaging link.

## Learning Content<sup>3</sup>

The complete set of course materials **will NOT be available all at once on the UNITAR portal. Materials will be posted on a weekly basis.** Learning materials are organized as follows:

### 1. Interactive Course

The interactive course is the core mandatory learning activity. The various module lessons contain links to external documents and websites, videos, questions and suggested responses, and basic text. The lessons are relevant to a wide demographic of participants, both those with basic knowledge on the topic as well as those with more advanced knowledge who wish to focus on the more specialized points of the course.

### 2. Resources

The Resources section contains both optional and mandatory materials to enhance your understanding of a given lesson's subject matter. For example:

- **The Cybrary** (Cyber Library) contains many additional resources, including:
  - i. Printable PDF version of each module (with the Documents to Download cited in each module)
  - ii. Optional Readings

### 3. Key to Icons



**Document to download**  
**Link to external site**



**Video clip**



**Questions**

<sup>3</sup> See Disclaimer for more information regarding the terms and conditions of use of the course material.

## Course Moderator

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### Dr. Elizabeth Colton

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Elizabeth Overton Colton, Ph.D., whose career bridges diplomacy, global journalism and education, currently speaks, writes, teaches, and advises worldwide on diplomacy, global affairs and the media. She currently leads her own international consulting firm, EO Colton & Associates Global Collaboration. A retired U.S. Foreign Service Officer, former United Nations development-planner and Peace Corps Volunteer, former press-secretary, Dr. Colton is also an author, international journalist, social anthropologist, and educator.

As an award-winning Public Diplomacy officer, her Foreign Service career comprised a wide range of diplomatic assignments--in Egypt, Pakistan, Algeria, Sudan, Iraq, Saudi Arabia, Bahrain, and Washington, DC, including public affairs chief/ spokesperson/ press attache/ information, cultural affairs, and collaborative work on global issues with U.S. missions worldwide and multilateral diplomacy with other governments and international organizations. Prior to joining the Foreign Service, Professor Colton, head of Shenandoah University's program in mass communication, politics and journalism, established that university's International Journalism Center and advised universities on journalism education and lectured on diplomacy, politics and the media on six continents. She was also a Fulbright Scholar, a Knight International Journalism Fellow, and a MacArthur Fellow in Globalization Studies at the University of Chicago. Emmy Award-winning journalist for ABC News, Liz Colton also worked worldwide for other news organizations, including NBC News, Newsweek, NPR, Reuters, AsiaWeek, and as executive editor of 10 Virginia newspapers. Colton holds degrees from Randolph College, Vanderbilt University, and the London School of Economics & Political Science, where her doctoral thesis focused on Maldives and the Indian Ocean. She also studied at Scotland's University of Glasgow and University of London's School of Oriental & African Studies. Colton serves on the board of the U.S. Public Diplomacy Council, also the U.S. board of the Paris-based Reporters Sans Frontieres. She has taught recently on International Shipboard Education's Enrichment Voyages and is public diplomacy adviser for DiplomacyWorks.org. Elizabeth Colton is now completing for publication several books on diplomacy, global politics, media. She is currently on the board of the DACOR organization for diplomats/foreign affairs professionals in Washington, DC and a Research Scholar in Residence at the University of North Carolina Asheville.

Elizabeth Colton has served as Moderator for UNITAR online courses, including both Public Diplomacy and Cultural Diplomacy, since 2016.

## Technical Support

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For any technical issue or coordination matter, you may contact the Multilateral Diplomacy Programme Unit e-Learning Team (MDP e-Learning Team) by posting a message on the [General](#) or [Technical](#) questions boards on the UNITAR Virtual Learning Environment.

You may also contact us by email at [mdp-elearning@unitar.org](mailto:mdp-elearning@unitar.org). Email support is available 24/7. Emails will be answered within 24 hours.

### **MDPU e-Learning Team**

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