



unitar
United Nations Institute for Training and Research

COURSE SYLLABUS

Cultural Diplomacy in a Multipolar World

e-Learning | 18 February – 10 March 2018



Table of Contents

Course Presentation	3
Course Outline	3
Contents and Learning Objectives	4
Methodology	4
Grading Policy and Course Completion	5
Study Planning	6
Learning Content	7
Course Moderator	10
Technical Support	11

Disclaimer and Acknowledgements

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.

Course Presentation

Cultural diplomacy has long been the Cinderella of foreign ministries. But, as with its close relation, public diplomacy, interest in cultural diplomacy has increased with growing understanding of the significance of soft power in achieving states' objectives in the international realm.

This course examines the role of cultural diplomacy in the 21st Century. After first defining cultural diplomacy, the course discusses the concept of soft power and how this has informed the development of both public diplomacy and cultural diplomacy. There follows an account of the history of cultural diplomacy and of the influence of technological and societal change on its practice. Current practice in the field of cultural diplomacy will be analysed, along with the varied institutional arrangements in key countries. Finally, there will be an examination of cultural diplomacy as conducted in multilateral fora.

Course Outline

Module 1: Cultural Diplomacy Defined (18 - 24 February)

- Lesson 1: What is Cultural Diplomacy?
- Lesson 2: Soft Power
- Lesson 3: Public Diplomacy and Cultural Diplomacy
- Lesson 4: The History of Cultural diplomacy
- Lesson 5: The Impact of Technological and Societal Change

Module 2: 21ST Century Practice and Institutional Arrangements; and Evaluation (25 February – 3 March)

- Lesson 1: Current Practice
- Lesson 2: Institutions
- Lesson 3: Institutions (cont)
- Lesson 4: Evaluation

Module 3: Cultural Diplomacy in the Multilateral Field; and General Conclusions (4 - 10 March)

- Lesson 1: UNESCO

- Lesson 2: Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- Lesson 3: Regional and other organisations
- Lesson 4: General Conclusions

Contents and Learning Objectives

Module	Content	Learning objectives At the end of the module, you will be able to:
Module 1 (1 week) Cultural Diplomacy Defined	<ul style="list-style-type: none"> • Definitions of cultural diplomacy, and how it differs from cultural exchange and cultural relations; • Soft power: what it is and how to measure it; its impact on the practice of diplomacy; • Public diplomacy and cultural diplomacy ; nation branding; • History of cultural diplomacy; • Impact of technological and societal change. 	<ul style="list-style-type: none"> • Define cultural diplomacy and the concept of soft power; • Explain the relationship between public diplomacy and cultural diplomacy; • Describe the historical development of cultural diplomacy and the impact of technological and societal change on its practice.
Module 2 (1 week) 21st Century Practice and Institutional Arrangements; and Evaluation	<ul style="list-style-type: none"> • Current practice in cultural diplomacy (the arts and popular culture, language teaching, education, academic exchange, training, seminars and conferences, exhibitions, sponsored visits, broadcasting, social media, town twinning, sport, cuisine); • Cultural diplomacy institutions in the United Kingdom, the United States, France, Japan, South Korea, China, India, Brazil, Mexico, Nigeria and Burkina Faso; • Challenges and benefits of evaluation. 	<ul style="list-style-type: none"> • Analyse current practice in cultural diplomacy; • Identify the varying institutional arrangements of a representative sample of states practising cultural diplomacy; • Describe the importance, and difficulty, of evaluating cultural diplomacy activity.
Module 3 (1 week) Cultural Diplomacy in the Multilateral Field; and General Conclusions	<ul style="list-style-type: none"> • UNESCO: its history, constitution, structure, aims and activities; achievements and difficulties; • Convention on the Protection and Promotion of the Diversity of Cultural Expressions: history, governing structure, reporting and funding; objections to the Convention; • Regional and other cultural organizations; • Non-Governmental Organisations; • General Conclusions. 	<ul style="list-style-type: none"> • Describe the practice of cultural diplomacy in the multilateral environment; • Appraise UNESCO's involvement in cultural issues worldwide, and discuss UNESCO's achievements and difficulties; • Explain the significance of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

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 student 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, students will learn by: absorbing (reading), doing (activities), interacting (socializing), and reflecting (relating to personal experience).

Materials will be posted online on a weekly basis (see Complete Course Schedule under Study Planning section for more details). Your course is divided into three modules. All three modules contain the same structural elements:

- Contents
- Objectives
- Lesson Material (text, videos, review questions, links to additional resources, interactive practice quiz)
- Assessment
- Discussion Board

Grading Policy and Course Completion

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

- **An 80% passing grade on EACH of the three weekly assessments on Module 1, 2, and 3** (8 out of 10 questions correct); you may take each assessment up to 3 times (questions are randomized from a larger pool of questions and therefore will change upon assessment attempts);
- **Participation in the four Discussion Board forums** (two in the last week); your posts will be evaluated according to both **quantity and quality** (e.g., content relevance and contribution to overall discussion). 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 assessment, 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). You are also encouraged to take the practice quiz. Please note that all practice quizzes are ungraded and can be taken unlimited times.

All assessments, once made available, will remain accessible until the end of the course and you can be taken anytime during the duration of the course, however assessments should be taken before moving to the next module.

UNITAR's e-Learning Committee will make the final decision regarding certificates in consultation with the moderator. UNITAR reserves the right to award certificates of completion 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.

Study Planning

The following study grid indicates which course activities are mandatory.

Activity	Mandatory
Interactive Course	Yes
External Links and Readings	No, recommended
Practice Quizzes	No, recommended
Cybrary ¹	No
Module Assessments	Yes
Discussion Forums	Yes
Course Evaluation	Yes

The approximate estimated overall learning time for this e-learning course is 20 hours.

That means, you should plan to dedicate at least 6 hours per week on this course. 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 the discussion forums, which are an important requirement for completing this course. You will also have access to a course moderator (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 e-mail 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.

¹ The Cybrary contains important course information; please see the next section on the course's Learning Content.

The lack of face-to-face interaction will require more discipline and pro-active 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 following **Complete Course Schedule** indicates when materials will be posted online and taken offline. Note that following the third week, material will remain available 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	Saturday / Sunday
19 February 2018	First Day Module 1 online	1st Assessment online	-	-	Module 2 online	-
26 February 2018		DB Module 2 Assessment Module 2	-	-	Module 3 online	-
5 March 2018		DB Module 3 Assessment Module 3	-	Evaluation online	Discussion Boards close	-
12 March 2018			-	-	Assessments close Assessment Answers Online	Course closed

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 a reminder if your module-based assessments have not been completed.*

Learning Content²

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:

² See Disclaimer for more information regarding the terms and conditions of use of the course material.

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. Cybrary

The Cybrary (Cyber Library) is the Resources section of this course. It contains both optional and mandatory materials to enhance your understanding of a given lesson's subject matter. It contains many additional resources, including:

- Printable PDF version of each module (with the Documents to Download cited in each module);
- Optional Readings;
- Assessment Answers (posted at the end of the course);
- Transcripts of Videos;
- Endnotes with links to many interesting Websites and Articles.

2. Key to Icons

Quote or Example



This icon is used to draw your attention to quotes related to the course material, or language commonly used by those working in the protocol community. Such expressions are inserted in the module text to provide you with third-party examples to more dynamically illustrate course material, and/or to share of what one might typically say in a given context.



Warning: mistakes to avoid, particular point of interest, etc.

This icon is used to draw your attention to warnings, hazards or errors that are made by delegates and presiding officers. This icon is also used to signify exceptions to the general rule. While conferences share many commonalities, they also vary, so that there are exceptions to our generalizations.



Video clip or webcast

A link to a video applicable to the module.

**Question / Interactive Exercise**

This icon is used to draw your attention to a question or interactive exercise that the trainers have inserted for you to check your understanding as you read through the text. Questions do NOT form part of the end of the module assessment, but we encourage you to take a few minutes and respond to each of the questions. You may also wish to discuss your answers or compare them with the course's other participants or trainers on the discussion board forum.



Document to download / Website link This icon is used to draw your attention to documents available to download, as well as internet links to websites related to the course material.

Course Moderator



Dr. Elizabeth Colton

E-mail: colton.diplomacy@gmail.com; lizcolton@yahoo.com

Office Location: Washington, DC & Asheville, NC, USA, & worldwide

Office hours: I read and respond to my email and to the Discussion Board daily.

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 attaché/ 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, advised universities on journalism education and lectured on diplomacy, politics and the media on six continents. She was a Fulbright Scholar, a Knight International Journalism Fellow, and a MacArthur Fellow in Globalization Studies at 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 London School of Economics & Political Science, where her doctoral thesis focused on Maldives and 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 boards of DACOR (Diplomats & Foreign Affairs Professionals Organization) in Washington, DC, and the U.S. Public Diplomacy Council, also the U.S. board of Paris-based Reporters Sans Frontières/Reporters Without Borders. She has taught on International Shipboard Education's Enrichment Voyages and is public diplomacy adviser for DiplomacyWorks.org. Dr.Colton has been moderator for UNITAR e-learning courses since 2016, and she is currently a Visiting Research Scholar at University of North Carolina-Asheville. Elizabeth Colton is now completing for publication several books on diplomacy, global politics, and the news media.

Technical Support

For any technical issue or coordination matter, you may contact the Multilateral Diplomacy Programme e-Learning Team (MDP e-Learning Team) by sending a message through the UNITAR Virtual Learning Environment.

You may also contact us by email. Email support is available 24/7, and Emails will be answered within 24 hours.

MDP e-Learning Team

E-mail: mdp-elearning@unitar.org

Phone: +41 22 917 8716

Office location: Geneva, Switzerland

Phone support hours: 8am to 5pm UTC/GMT