Research Project in International Cooperation: Theory and Practice of Public Diplomacy

Graduate School of International Studies
Seoul National University
Course Number: 8752.827
Spring 2016
Dr. Kadir Ayhan

Class hours: Thursday 2:00-5:00 pm
Office hours: By appointment (Rm 302, Building 140-2)
Email: k.ayhan@snu.ac.kr, kadirayhan@gmail.com

Outline of the Course

The main target of this class is graduate students who are interested in public diplomacy. The course aims at providing students with a theoretical and practical understanding of the recent discourse on public diplomacy. As a consequence of increased importance of public opinion, a new tool of diplomacy, namely public diplomacy, in which publics are addressed is developed. Both the theory and practice of public diplomacy have seen an evolution since the first coining of the term in 1960s. The course is concerned with understanding of the evolution of the theory and practice of public diplomacy; relational, networked and collaborative approaches to public diplomacy; non-state actors’ role in public diplomacy; media relations, educational and cultural programs in public diplomacy. The course will present students the latest theoretical
frameworks to analyze public diplomacy of different state and non-state actors.

**Participation**

You are expected to attend class, to arrive on time, and to come to class prepared to engage in class discussion by doing the assigned readings, noting the key arguments, and identifying and thinking about discussion questions and raising questions of your own. *Please note that weekly response papers and class participation cover 50% of your grade for this class.*

**Grading**

- Weekly response papers (25%)
- Presentation (10%)
- Discussion Participation (25%)
- Final paper proposal (10%)
- Final paper (30%)
- Attendance is a basic requirement that all students enrolled to this course are expected to meet.

**Weekly Response Papers**

In order to prepare for class discussion, you are required to submit half a page weekly response paper. Weekly response papers should include the most important arguments from the reading assignments and your own comments to them. This requirement needs to be turned in no later than 10 pm, every Wednesday, via emailing (k.ayhan@snu.ac.kr).

**Presentation**

All students are required to make verbal presentations, at least once, on a particular essay question. You can present your own analytical points on the basis of the required and recommended readings. The number of presentations depends on how many students will be
enrolled, so that the instructor will adjust it after the first week.

**Research Proposal and Final Paper**

Students are required to write a final paper on a topic related to public diplomacy. The paper should be analytical and responding to particular research questions. You need to choose a topic and send your topic and research questions to the instructor by 30 March Wednesday. The students will present their research proposals in Week 14 and Week 15. Please send your research proposals by 8 June. The due date for the final paper is 20 June.
Part 1: Theory of Public Diplomacy

Week 1 (3 March Thursday): General Introduction of the Course


Week 2 (10 March Thursday): What is Public Diplomacy?

Required Readings:


Recommended Readings:


**Week 3 (17 March Thursday): New Public Diplomacy**

**Required Readings:**


**Recommended Readings:**


**Week 4: (24 March Thursday) Public Diplomacy and Public Relations**

**Required Readings:**


**Recommended Readings:**


Week 5 (31 March Thursday): Relational Public Diplomacy

Required Readings:


Recommended Readings:


Week 6 (7 April Thursday): Networked Public Diplomacy

Required Readings:


Recommended Readings:


Week 7 (14 April Thursday): Collaborative Public Diplomacy

Required Readings:


Recommended Readings:


**Part 2: Practice of Public Diplomacy**

**Week 8 (21 April Thursday): Non-state Actors in Public Diplomacy**

**Required Readings:**


**Recommended Readings:**


Zhang, Juyan, and Brecken Chinn Swartz. 2009. "Toward a model of NGO media diplomacy in

Week 9 (28 April Thursday): Non-state Actors in Public Diplomacy 2: Citizens

Required Readings:

Recommended Readings:

5 May Thursday: No class – Public Holiday
**Week 10 (12 May Thursday): Public Diplomacy beyond National Interests**

**Required Readings:**


**Recommended Readings:**


**Week 11 (19 May Thursday): Media Relations in Public Diplomacy**

**Required Readings:**


**Recommended Readings**


Nurmi, Maria. 2012. "Social media in public diplomacy: survey on the social media communication of the Finnish missions abroad." Master's, Department of Communication, University of Jyväskylä.


**Week 12 (26 May Thursday): Educational and Cultural Programs in Public Diplomacy**

**Required Readings:**


**Recommended Readings:**


**Week 13 (2 June Thursday): Korea’s Public Diplomacy**

**Required Readings:**


**Required Assignment:**
Carefully observe the websites of Korea Foundation, World Friends Korea, KOICA, Korean Culture and Information Service and VANK.

**Recommended Readings:**

**Week 14 (9 June Thursday): Final paper proposals**

**Week 15 (16 June Thursday): Final paper proposals**