

1	Course title	Media and Diplomacy
2	Course number	3001715
3	Credit hours (theory, practical)	3 hours theory, practice
	Contact hours (theory, practical)	3 hours theory, practice
4	Prerequisites/corequisites	NA
5	Program title	Diplomatic Studies
6	Program code	
7	Awarding institution	University of Jordan
8	School	Prince Al Hussein bin Abdullah II School of International Studies
9	Department	Department of International Relations, Diplomacy and Regional Studies
10	Level of course	Master's
11	Year of study and semester (s)	2020, fall
12	Final Qualification	
13	Other department (s) involved in teaching the course	
14	Language of Instruction	English
15	Date of production/revision	October 11, 2020

#### 16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.

Office: Faculty Building, 3rd floor, room 4

Office Hours: 2:00 – 4:00 Sunday, Monday and Tuesday

Phone: 06-535-5000, ext. 24841

E-mail: da.abuelghanam@yahoo.com

#### 17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed.

#### 18. Course Description:

As stated in the approved study plan.

This course provides an in depth analyses to the growing relation between different tools of media

and diplomacy. Moreover, it provides an understanding to the significant role that media as a player is playing in advancing and influencing the practice of diplomacy in international relations. Furthermore, it examines the dual status of media as a player as well as tools and diplomacy.

## 19. Course aims and outcomes:

A- Aims:

B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to

All of the students will have an excellent working understanding of the relationship between media and diplomacy. They will learn about different types of diplomacy and how they interact with different types of media. Then there will be examples about how the relationship between the media and diplomacy interact in the real world. There will also be practice of writing skills, analytical and practical applications of the materials provided.

## 20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Orientation	1	Dr. Debbie			
Introduction	2	“			Martin etal.
The Basics	3	“			Ciolek//Dale
Models & Networks	4	“			Gilboa//Sevin & Ingenhoff
Mediated PD <b>Outline Due</b>	5	“			Golan etal..// Arif etal.
Media Broker Diplomacy	6	“			Wang & Gilboa
Nation Branding	7	“			Harris// Melki & Jabado

<b>Midterm Exam</b>	8	“			
Arab Media & Diplomacy	9	“			Kraidy// Samuel- Azran
Frame Messages	10	“			Lengel & Newsome// Wu
Media or Message	11	“			Metzgar// Shinar
Turkey & Iran	12	“			Cevik// Duncombe
Terrorism & Adversaries	13	“			Zaharna &Uysal// Yarchi etal.
Wrap Up	14	“			
<b>Presentations</b>	15	“			
<b>FinalExam</b>	16	“			

## 21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:  
 Use of lecturing and class discussion  
 Writing – for research paper – outline, first draft, second draft, presentation

## 22. Evaluation Methods and Course Requirements:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:  
 Through class discussion – able to determine who prepared, where problems in materials  
 Assessment of research skills – through writing process as discussed above

## 23. Course Policies:

A- Attendance policies:  
 Class attendance is mandatory. Attendance will be taken each session. Legitimate reasons for any absence will be accepted and must be accompanied with documentation  
 B- Absences from exams and handing in assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

Plagiarism WILL NOT BE TOLERATED! If it is determined one has plagiarized, loss of all points for TOTAL paper

E- Grading policy:

Midterm Exam	30 points
Final Exam	40 points
Term Paper	20 points
Class Participation	10 points
	100 points

Term Paper	Outline	5 points
	1st Draft	5 points
	2nd Draft	5 points
	Presentation	5 points
		20 points

F- Available university services that support achievement in the course:

#### 24. Required equipment: ( Facilities, Tools, Labs, Training....)

#### 25. References:

Required book (s), assigned reading and audio-visuals:

Arif, R., Golan, G.J. and Moritz, B., 2014. Mediated Public Diplomacy: US and Taliban Relations with Pakistani Media. *Media, War & Conflict*, 7(2), pp.201-217.

Çevik, B.S., 2014. Turkish Soap Opera Diplomacy: A Western Projection by A Muslim Source. *Exchange: The Journal of Public Diplomacy*, 5(1), p.6.

Ciolek, Melanie. 2010. "Understanding Social Media's Contribution to Public Diplomacy", University of Southern California, Annenberg School.

Dale, Helle C. December 8, 2009. Public Diplomacy 2.0: Where the U.S. Government Meets "New Media". The Heritage Foundation, No. 2346.

Duncombe, C., 2017. Twitter and Transformative Diplomacy: Social Media and Iran–US Relations. *International Affairs*, 93(3), pp.545-562.

Gilboa, Eytan. 2001. *Diplomacy in the Media Age: Three Models of Uses and*

Effects, *Diplomacy and Statecraft*, 12:2, 1-28, DOI: 10.1080/09592290108406201

Gilboa, E., 2005. Media-Broker Diplomacy: When Journalists Become Mediators. *Critical Studies in Media Communication*, 22(2), pp.99-120.

Golan, G.J., Manor, I. and Arceneaux, P., 2019. Mediated Public Diplomacy Redefined: Foreign Stakeholder Engagement Via Paid, Earned, Shared, and Owned Media. *American Behavioral Scientist*, 63(12), pp.1665-1683.

Harris, B., 2013. Diplomacy 2.0: The Future of Social Media in Nation Branding. *Exchange: The Journal of Public Diplomacy*, 4(1), p.3.

Kraidy, M.M., 2008. Arab Media and US Policy: A Public Diplomacy Reset.

Lengel, L. and Newsome, V.A., 2012. Framing Messages of Democracy through Social Media: Public Diplomacy 2.0, Gender, and The Middle East and North Africa. *Global Media Journal*, 11(21), p.1.

Martin, C., Jagla, L. and Firestone, C.M., 2013. *Integrating Diplomacy and Social Media*. Washington, DC: The Aspen Institute.

Melki, J. and Jabado, M., 2016. Mediated Public Diplomacy of the Islamic State in Iraq and Syria: The Synergistic Use Of Terrorism, Social Media and Branding. *Media and Communication*, 4(2), pp.92-103.

Metzgar, E.T., 2012. Is It the Medium or the Message? Social Media, American Public Diplomacy and Iran. *Global Media Journal*.

Samuel-Azran, T., 2013. Al-Jazeera, Qatar, and new tactics in state-sponsored media diplomacy. *American behavioral scientist*, 57(9), pp.1293-1311.

Sevin, Efe and Diana Ingenhoff. 2018. Public Diplomacy on Social Media: Analyzing Networks and Content. *International Journal of Communication*, 12, p.23.

Shinar, D., 2000. Media Diplomacy and Peace Talk' The Middle East and Northern Ireland. *Gazette (Leiden, Netherlands)*, 62(2), pp.83-97.

Wang, L., 2011. Journalists, Media Diplomacy and Media-Broker Diplomacy In Relations Between Mainland China and Taiwan From 1987-2009.

Wu, Y.S., 2016. China's Media and Public Diplomacy Approach in Africa: Illustrations from South Africa. *Chinese Journal of Communication*, 9(1), pp.81-97.

Yarchi, M., Wolfsfeld, G., Sheaffer, T. and Shenhav, S.R., 2013. Promoting Stories about Terrorism to the International News Media: A Study of Public Diplomacy. *Media, War & Conflict*, 6(3), pp.263-278.

Zaharna, R.S. and Uysal, N., 2016. Going For the Jugular in Public Diplomacy: How Adversarial Publics Using Social Media are Challenging State Legitimacy. *Public Relations Review*, 42(1), pp.109-119.

Recommended books, materials, and media:

**26. Additional information:**

Each student is expected to have read the assigned reading prior to attending class. **THIS IS A SEMINAR STYLE COURSE.** Each student must be prepared to participate in class discussion concerning the readings

Name of Course Coordinator: Dr. Debbie Abuelghanam-Signature: -----Date:10-11-2020

Head of curriculum committee/Department: Dr. Walid Abu Dalbouh- Signature: -----

Head of Department: Dr. Walid Abu Dalbouh- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: Prof. Mazen Alougili-Signature: -----