| **Form:** **Course Syllabus** | **Form Number** | EXC-01-02-02A |
|---|---|---|
| | **Issue Number and Date** | 12-Nov-24 |
| | **Number and Date of Revision or Modification** | |
| | **Deans Council Approval Decision Number** | |
| | **The Date of the Deans Council Approval Decision** | |
| | **Number of Pages** | |

| 1. | **Course Title** | Public Diplomacy |
|---|---|---|
| 2. | **Course Number** | 3001714 |
| 3. | **Credit Hours (Theory, Practical)** | 3 Hours |
| | **Contact Hours (Theory, Practical)** | 3 Hours |
| 4. | **Prerequisites/ Corequisites** | --- |
| 5. | **Program Title** | Master of Conflict Resolutions |
| 6. | **Program Code** | 01 |
| 7. | **School/ Center** | Prince Al Hussein bin Abdullah II School of International Studies |
| 8. | **Department** | Department of International Relations and Diplomatic and Regional Studies |
| 9. | **Course Level** | Master level |
| 10. | **Year of Study and Semester (s)** | |
| 11. | **Other Department(s) Involved in Teaching the Course** | |
| 12. | **Main Learning Language** | English Language |
| 13. | **Learning Types** | ■Face to face learning  □Blended  □Fully online |
| 14. | **Online Platforms(s)** | □Moodle  ■Microsoft Teams |
| 15. | **Issuing Date** | 12-Nov-24 |
| 16. | **Revision Date** | |

**17. Course Coordinator:**

Name: Rand Irshaidat

Contact hours: Tuesday & Wednesday (15.00-17.00)

Office number:

Phone number:

Email: r.irshaidat@ju.edu.jo

**18. Other Instructors:**

| |
|---|
| Name: Rand Irshaidat |
| Contact hours: Tuesday & Wednesday (15.00-17.00) |
| Office number: |
| Phone number: |
| Email: r.irshaidat@ju.edu.jo |

**19. Course Description:**

The course aims to introduce students to key definitions, concepts, strategies, and conducts of public diplomacy in a contemporary context. The course revolves around scrutinizing how states and non-state actors partake in the formation of public diplomacy programs to communicate with foreign audiences. The course delves deeply into the progressive tools utilized in public diplomacy including soft power, cultural diplomacy, digital diplomacy, and media. Moreover, the course touches on the ethical conducts in public diplomacy. The course is interdisciplinary considering that it encroaches on various fields including marketing, sociology, psychology, and communication.

**20. Program Intended Learning Outcomes:** (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

1. Develop an ability to deconstruct and critically reflect on key international relations concepts and systems.

2. Demonstrate the ability to apply knowledge in international relations theories and paradigms on historical and contemporary events in the realm of international relations on local, regional, and global scales.

3. Demonstrate the ability to form and assess analytical arguments in international relations and write scientific conceptual analysis.

4. Interpret international relations events through varied interdisciplinary theories and approaches including interstate relations, state-society relations, and global social movements.

5. Develop research skills that are contingent on diverse research paradigms and approaches to produce impactful intellectual contributions in the field of international relations.

6. Develop strong communication skills through conducting professional written and oral communiques in coursework and assessments.

**21. Course Intended Learning Outcomes:** (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

1. Understand the concepts of diplomacy, traditional diplomacy, and public diplomacy
2. Understand the relationship between public diplomacy and power
3. Critically assess cultural diplomacy
4. Apply the instruments of public diplomacy
5. Discuss the ethics of public diplomacy

**Learning and Teaching Methods:** Lectures, case studies, and group discussions.

**Assignments:** To write a working paper (Essay) concerning public diplomacy conducts in modern contexts.

**Assessment:** Midterm 30%, term paper, 20%, participation 10%, and final exam 40%.

| Course ILOs | The learning levels to be achieved | | | | | |
|---|---|---|---|---|---|---|
| | **Remembering** | **Understanding** | **Applying** | **Analysing** | **evaluating** | **Creating** |
| 1 | | Understanding | Applying | Analyzing | Evaluating | |
| 2 | | Understanding | Applying | | | |
| 3 | | Understanding | | | Evaluating | |
| 4 | | | Applying | Analyzing | Evaluating | |
| 5 | | Understanding | Applying | Analyzing | | |

**22. The matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program:**

| Program ILOs | ILO (1) | ILO (2) | ILO (3) | ILO (4) | ILO (5) | ILO (6) |
|---|---|---|---|---|---|---|
| | | | | | | |

| Course ILOs | | | | | | |
|---|---|---|---|---|---|---|
| 1 | | ✔ | | | ✔ | ✔ |
| 2 | | | ✔ | | ✔ | ✔ |
| 3 | ✔ | | | ✔ | | ✔ |
| 4 | | | ✔ | | | ✔ |
| 5 | ✔ | ✔ | | | ✔ | |

## 23. Topic Outline and Schedule:

| Topic | Week | Instructor | Achieved ILOs | Learning Type (Face to Face/ Blended/ Fully Online) | Evaluation Methods | Reference |
|---|---|---|---|---|---|---|
| Diplomacy, traditional diplomacy, and public diplomacy | Week 1 | Dr. Rand Irshaidat | Knowledge on the concepts of diplomacy | Face to Face | Case studies and midterm | Snow & Cull (2020) & PowerPoint lecture notes |
| Evolution of public diplomacy | Week 2 | Dr. Rand Irshaidat | Knowledge on historical context of public diplomacy | Face to Face | midterm | Snow & Cull (2020) & PowerPoint lecture notes |
| Public diplomacy and power | Week 3 | Dr. Rand Irshaidat | Knowledge on power dynamics in public diplomacy | Face to Face | Case studies and midterm | Snow & Cull (2020) & PowerPoint lecture notes |

| Cultural Diplomacy | Week 4 | Dr. Rand Irshaidat | Knowledge on cultural diplomacy | Face to Face | Case studies and final exam | Snow & Cull (2020) & PowerPoint lecture notes |
|---|---|---|---|---|---|---|
| Target groups and instruments | Week 5 | Dr. Rand Irshaidat | Knowledge on audiences and tools of public diplomacy | Face to Face | Case studies and final exam | Snow & Cull (2020) & PowerPoint lecture notes |
| Public diplomacy in the digital era | Week 6 | Dr. Rand Irshaidat | Knowledge on digital public diplomacy | Face to Face | Case studies and final exam | Snow & Cull (2020) & PowerPoint lecture notes |
| Exchange Programs | Week 7 | Dr. Rand Irshaidat | Knowledge on exchange programs | Face to Face | Case studies and final exam | Snow & Cull (2020) & PowerPoint lecture notes |
| Advocacy | Week 8 | Dr. Rand Irshaidat | Knowledge on advocacy | Face to Face | Case studies and final exam | Snow & Cull (2020) & PowerPoint lecture notes |
| Country Branding | Week 9 | Dr. Rand Irshaidat | Knowledge on branding strategies | Face to Face | Case studies and final exam | Snow & Cull (2020) & PowerPoint lecture notes |
| Credibility and public diplomacy | Week 10 | Dr. Rand Irshaidat | Knowledge on credibility of public diplomacy | Face to Face | Case studies and final exam | Snow & Cull (2020) & PowerPoint lecture notes |
| Ethics and Public Diplomacy | Week 11 | Dr. Rand Irshaidat | Knowledge on ethics in public diplomacy | Face to Face | Case studies and final exam | Snow & Cull (2020) & PowerPoint lecture notes |
| Public diplomacy and relevant terms | Week 12 | Dr. Rand Irshaidat | Knowledge on relevant terms to public diplomacy | Face to Face | Case studies and final exam | Snow & Cull (2020) & PowerPoint lecture notes |
| Review of the Module | Week 13 | Dr. Rand Irshaidat | All the topic | Face to Face | Presentation, Working paper | All the references |
| Paper Presentation | Week 14 | Dr. Rand Irshaidat | All the topic | Face to Face | Presentation, Working paper | All the references |

**24. Evaluation Methods:**

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

| Evaluation Activity | Mark | Topic(s) | ILO/s Linked to the Evaluation activity | Period (Week) | Platform |
|---|---|---|---|---|---|
| Midterm | 30 | Definitions, Evolution Power Hierarchy | ILO (3) ILO (5) ILO (2) | 5 | At the faculty building |
| Term Paper | 20 | the paper should be relevant to one of the topics in the Assignment Schedule | ILO (2) ILO (4) | 10 | At the faculty building |
| Final Exam | 40 | All Topics | ILO (5) ILO (4) ILO (2) ILO (1) | 15 | At the faculty building |
| Participation | 10 | All Topics | | All semester | At the faculty building |

## 25. Course Requirements:

(e.g.: students should have a computer, internet connection, webcam, account on a specific software/platform…etc.):

- Data show
- laptop

## 26.  Course Policies:

A- Attendance policies:

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

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

## 27.  References:

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

Snow & Cull (2020), Routledge Handbook for Public Diplomacy, 2nd ed, Routledge: New York

Burns, Alex and Ben Eltham. n.d. Twitter Free Iran: An Evaluation of Twitter's Role in Public
Diplomacy and Information Operations in Iran's 2009 Election Crisis.
https://www.academia.edu/369683/Twitter_Free_Iran_An_Evaluation_of_Twitters_Role_In_Public_
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Diplomacy_and_Information_Operations_In_Irans_2009_Election_Crisis
Cowan, Geoffrey and Amelia Arsenault. 2008. Moving from Monologue to Dialogue to
Collaboration: The Three Layers of Public Diplomacy. ANNALS, *AAPSS*, 616, March 2008. DOI:
10.1177/0002716207311863. http://journals.sagepub.com/doi/abs/10.1177/0002716207311863
Cull, Nicholas C. 2009. *Public Diplomacy: Lessons from the Past*. Los Angeles, CA: Figueroa Press.
https://uscpublicdiplomacy.org/story/cpd-perspectives-public-diplomacy-lessons-past
Dutta-Bergman, Mohan. 2006. U.S. Public Diplomacy in the Middle East: A Critical Cultural
Approach. *Journal of Communication Inquiry* 30: 2 pp. 102-124.
http://journals.sagepub.com/doi/abs/10.1177/0196859905285286
El-Nawawy, Mohammed. 2006. US Public Diplomacy In The Arab World: The News Credibility Of

Radio Sawa And Television Alhurra In Five Countries. *Global Media and Communication* 2:2, pp. 183–203. http://gmc.sagepub.com)/10.1177/1742766506066228

Gregory, Bruce. 2011. American Public Diplomacy: Enduring Characteristics, Elusive Transformation. *The Hague Journal of Diplomacy.* 6 pp. 351-372. http://booksandjournals.brillonline.com/content/journals/10.1163/187119111x583941

Huijgh, Ellen and Jordan Warlick. 2016. *The Public Diplomacy Of Emerging Powers, Part 1: The Case Of Turkey.* Los Angeles, CA: Figueroa Press. https://uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/useruploads/u35361/The%20PD%20of%20Emerging%20Powers.pdf

Kendrik, Alice and Jami A. Fullerton. 2004. Advertising as Public Diplomacy: Attitude Change among International Audiences. *Journal of Advertising Research*. September, 2004. Pp. 297-311. https://doi.org/10.1017/S0021849904040255

Khatib, Lina, William Dutton, Michael Thelwall. 2012. Public Diplomacy 2.0: A Case Study of the US Digital Outreach Team. *Middle East Journal.* 66:3. Pp. 453-472. http://dx.doi.org/10.3751/66.3.14

Melissen, Jan. *Wielding Soft Power: The New Public Diplomacy*. The Hague: Netherlands Institute of International Relations *Clingendael*. Clingendael Diplomacy Papers No. 2. https://www.peacepalacelibrary.nl/ebooks/files/Clingendael_20050500_cdsp_paper_diplomacy_2_melissen.pdf

Nisbet, Erik C., Matthew C. Nisbet, Dietram A. Scheufele, and James E. Shanahan. 2004. Public Diplomacy, Television News, and Muslim Opinion. Press/Politics 9:2, pp. 11-37. http://journals.sagepub.com/doi/abs/10.1177/1081180X04263459?journalCode=hija

Nye, Joseph S. Jr. 2004. The Decline of America's Soft Power. *Foreign Affairs*. https://www.foreignaffairs.com/articles/2004-05-01/decline-americas-soft-power

Nye, Joseph S. Jr. 2008. Public Diplomacy and Soft Power. ANNALS, *AAPSS*, 616, March 2008. Pp. 94-110. DOI: 10.1177/0002716207311699. http://journals.sagepub.com/doi/abs/10.1177/0002716207311699?journalCode=anna

**5**The University of Jordan Course Syllabus Accreditation and Quality Assurance Center

Riordan, Shaun. 2004. *Dialogue-based Public Diplomacy: A New Foreign Policy Paradigm*? The Hague: Netherlands Institute of International Relations *Clingendael*. Clingendael Diplomacy Papers No. 95. https://www.clingendael.org/sites/default/files/2016-02/20041100_cli_paper_dip_issue95.pdf

Smyth, Rosaleen. 2001. Mapping US Public Diplomacy in the 21st Century. *Australian Journal of*

*International Affairs.* 55:3, pp. 421–444.
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Van Dyke, Mark A. and Dejan Vercic. *Public Relations, Public Diplomacy, and Strategic*

*Communication: An International Model of Conceptual Convergence*.
https://www.researchgate.net/publication/265070377_Public_Relations_Public_Diplomacy_and_Strategic_Communication_An_International_Model_of_Conceptual_Convergence

Van Ham, Peter. 2003. War, Lies, and Videotape: Public Diplomacy and the USA's War on

Terrorism. *Security Dialogue* 34:4, 427-441.
http://journals.sagepub.com/doi/abs/10.1177/0967010603344004

Walker, Vivian S. 2016. *The Reem Island Ghost: Framing State Narratives on Terror*. Los Angeles,

CA: USC Center on Public Diplomacy.
https://uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/useruploads/u25044/Walker%20final.pdf

Yun, Seong-Hun and Elizabeth L. Toth. 2009. Future Sociological Public Diplomacy and the Role of

Public Relations: Evolution of Public Diplomacy. *American Behavioral Scientist* 53(4) 493–503. http://journals.sagepub.com/doi/abs/10.1177/0002764209347626

Zaharna, R.S. 2008. Mapping out a Spectrum of Public Diplomacy Initiatives: Information and

Relational Communications Framework.
https://www.routledgehandbooks.com/doi/10.4324/9780203891520.ch10

B- Recommended books, materials, and media:

Relevant Academic Websites

## 28. Additional information:

| Name of the Instructor or the Course Coordinator: | Signature: | Date: |
|---|---|---|
| ………………………………………………… | …………...……………… | …….…………… |
| Name of the Head of Quality Assurance Committee/ Department | Signature: | Date: |
| ……………………………………………. | …………...……………… | …….…………… |
| Name of the Head of Department | Signature: | Date: |
| ……………………………………………. | …………...……………… | …….…………… |
| Name of the Head of Quality Assurance Committee/ School or Center | Signature: | Date: |
| …………………………………………….. | …………...……………… | …….…………… |
| Name of the Dean or the Director | Signature: | Date: |
| …………………………………………….. | …………...………….…… | ……..…………… |