



Form: Course Syllabus	Form Number	EXC-01-02-02A
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	Number and Date of Revision or Modification	2023/10/15
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	Number of Pages	11

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	01
7.	School/ Center	Prince Hussein bin Abdullah II School of International Studies
8.	Department	Department of International Relations and Diplomacy 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.	Learning Language	English Language
13.	Learning Types	<input type="checkbox"/> Face to face learning <input checked="" type="checkbox"/> Blended <input type="checkbox"/> Fully online
14.	Online Platforms(s)	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams
15.	Issuing Date	18-Nov-24
16.	Revision Date	

17. Course Coordinator:

Name: Dr. Debbie Abu Alghanam
Contact hours: Hours: 2:00 – 4:00 Sunday, Monday and Tuesday
Office number: Faculty Building, 3rd floor, room 4
Phone number: 06-535-5000, ext. 24841
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18. Other Instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

19. 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 and 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.

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)

The program learning outcomes are as follows:

- 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.

PILO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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

1. Demonstrate an understanding of the fundamental concepts of media and diplomacy, including public diplomacy, soft power, and digital diplomacy.
2. Analyze the historical development of media's role in international relations and its influence on diplomatic practices.
3. Evaluate the impact of traditional and new media on diplomatic communication, public perception, and international negotiations.



4. Examine case studies of successful and unsuccessful diplomatic initiatives influenced by media coverage.

5. Develop critical skills in using media tools for diplomatic purposes, including crafting diplomatic messages, conducting media briefings, and managing media crises.

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1.	✓		✓		✓	✓	
2.	✓		✓	✓	✓		
3.		✓	✓				
4.					✓	✓	
5.	✓		✓	✓			

22. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PILO's:

PILO's * CLO's	1	2	3	4	5	6	Descriptors**		
							A	B	C
1	✓		✓		✓		✓		
2		✓		✓				✓	
3	✓		✓		✓				
4		✓		✓		✓	✓	✓	
5	✓		✓		✓			✓	

*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

Week	The University of Jordan Topic	ILO/s Linked to the Topic	 Learning Types (Face to Face and Online)	Instructor	Evaluation Methods الجامعة الاردنية	Learning Resources
		ILO/s	(Face to Face and Online)		Evaluation	Learning Resources
1	Introduction to the Media and Diplomacy	ILO(1)	Blended	Dr. Debbie Abu Alghanam	Class Participation & Engagement	Cull, Nicholas J. Public Diplomacy: Foundations for Global Engagement in the Digital Age. Polity Press, 2019.
2	Theoretical Frameworks	ILO(1) ILO(2)	Blended	Dr. Debbie Abu Alghanam	Class Participation & Engagement	Documentaries and recorded lectures on digital diplomacy, crisis communication, and media influence in international relations.
3	Evolution of Diplomacy in the Media Age	ILO(3)	Blended	Dr. Debbie Abu Alghanam	Class Participation & Engagement	Melissen, Jan (ed.). The New Public Diplomacy: Soft Power in International Relations. Palgrave Macmillan, 2005.
4	Public Diplomacy	ILO(2) ILO(3)	Blended	Dr. Debbie Abu Alghanam	Class Participation & Engagement	Documentaries and recorded lectures on digital diplomacy, crisis communication, and media influence in international relations.



5	Media as a Foreign Policy Tool	ILO(3)	Blended	Dr. Debbie Abu Alghanam	Class Participation & Engagement	Cull, Nicholas J. Public Diplomacy: Foundations for Global Engagement in the Digital Age. Polity Press, 2019.
6	Strategic Communication and Influence	ILO(1) ILO(2) ILO(3)	Blended	Dr. Debbie Abu Alghanam	Class Participation & Engagement	Melissen, Jan (ed.). The New Public Diplomacy: Soft Power in International Relations. Palgrave Macmillan, 2005.
7	The Role of Journalists and Foreign Correspondents	ILO(1) ILO(3)	Blended	Dr. Debbie Abu Alghanam		Documentaries and recorded lectures on digital diplomacy, crisis communication, and media influence in international relations.
8	Digital Diplomacy and Social Media	ILO(2) ILO(4)	Blended	Dr. Debbie Abu Alghanam	Class Participation & Engagement	Cull, Nicholas J. Public Diplomacy: Foundations for Global Engagement in the Digital Age. Polity Press, 2019.



9	Crisis Communication in Diplomacy	ILO(1) ILO(2) ILO(4)	Blended	Dr. Debbie Abu Alghanam	Case Study Analysis	Gilboa, Eytan. Media and Diplomacy. Routledge, 2002.
10	Disinformation and Propaganda	ILO(1) ILO(3)	Blended	Dr. Debbie Abu Alghanam	Class Participation & Engagement	Melissen, Jan (ed.). The New Public Diplomacy: Soft Power in International Relations. Palgrave Macmillan, 2005.
11	Case Study: U.S. and Middle East Diplomacy	ILO(2) ILO(3)	Blended	Dr. Debbie Abu Alghanam	Case Study Analysis	Selected scholarly articles and case studies provided on Moodle.
12	Case Study: Russia's Media Diplomacy	ILO(4)	Blended	Dr. Debbie Abu Alghanam	Case Study Analysis	Gilboa, Eytan. Media and Diplomacy. Routledge, 2002.
13	International Organizations and Media	ILO(5)	Blended	Dr. Debbie Abu Alghanam	Class Participation & Engagement	Selected scholarly articles and case studies provided on Moodle.
14	Ethical and Legal Dimensions	ILO(1) ILO(4) ILO(5).	Blended	Dr. Debbie Abu Alghanam	Class Participation & Engagement	Gilboa, Eytan. Media and Diplomacy. Routledge, 2002.
15	Final Presentations & Course Wrap-Up	ILO(1) ILO(2) ILO(3) ILO(4) ILO(5)	Blended	Dr. Debbie Abu Alghanam	Final Research Paper, presentiaions Class Participation & Engagement	Cull, Nicholas J. Public Diplomacy: Foundations for Global Engagement in the Digital



						Age. Polity Press, 2019.
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****Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).**

23. Topic Outline and Schedule:

24. Evaluation Methods:

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

Evaluation Activity	*Mark	Topics		Period week	Platform
			ILO/s Linked to the Evaluation activity		
Midterm	30	Introduction to the Media and Diopl Theoretical Frameworks macy Evolution of Diplomacy in the Media Age Public Diplomacy Media as a Foreign Policy Tool Strategic Communication and Influence The Role of Journalists and Foreign Correspondents	ILO(1) ILO(2)	8	On-Campus
Final Exam	40	Case Study: Russia's Media Diplomacy	ILO(1)ILO(2)ILO(3)ILO(4)ILO(5)	15	On-Campus



		International Organizations and Media Ethical and Legal Dimensions Final Presentations & Course Wrap-Up Theoretical Frameworks macy			
**Class work	10	Digital Diplomacy and Social Media Crisis Communication in Diplomacy	ILO(4)	10	On-Campus
Research working papers	10	Disinformation and Propaganda	ILO(4) ILO(5)	5	On-Campus
Presentation/exhibition	10	Case Study: U.S. and Middle East Diplomacy	ILO(5)	10	On-Campus
Total 100%					

25. Course Requirements:

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

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:

- Cull, Nicholas J. Public Diplomacy: Foundations for Global Engagement in the Digital Age. Polity Press, 2019.
- Gilboa, Eytan. Media and Diplomacy. Routledge, 2002.
- Melissen, Jan (ed.). The New Public Diplomacy: Soft Power in International Relations. Palgrave Macmillan, 2005.
- Selected scholarly articles and case studies provided on Moodle.
- Documentaries and recorded lectures on digital diplomacy, crisis communication, and media influence in international relations.

B- Recommended books, materials, and media:

- Pamment, James. New Public Diplomacy in the 21st Century: A Comparative Study of Policy and Practice. Routledge, 2012.
- Zaharna, R. S. Battles to Bridges: U.S. Strategic Communication and Public Diplomacy after 9/11. Palgrave Macmillan, 2010.
- Snow, Nancy, and Nicholas J. Cull (eds.). The Routledge Handbook of Public Diplomacy. Routledge, 2020.
- Selected articles from Foreign Affairs, International Journal of Communication, and Global Media and Communication.
- Podcasts and interviews with diplomats, journalists, and media strategists (e.g., BBC The Documentary series).



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: