



مركز الاعتماد  
وإضمان الجودة  
ACCREDITATION & QUALITY ASSURANCE CENTER



**The University of Jordan**

**Accreditation & Quality Assurance Center**

**Course Syllabus**

**Public Diplomacy**

1	Course title	Public Diplomacy
2	Course number	3001714
3	Credit hours (theory, practical)	3 hours theory/practical
	Contact hours (theory, practical)	3 hours theory/practical
4	Prerequisites/corequisites	
5	Program title	Diplomatic Studies
6	Program code	
7	Awarding institution	University of Jordan
8	Faculty	Prince Al Hussein bin Abdullah II School of International Studies
9	Department	Department of International Relations, Diplomacy & Regional Studies
10	Level of course	Master's level
11	Year of study and semester (s)	Fall 2017
12	Final Qualification	Master's Degree
13	Other department (s) involved in teaching the course	
14	Language of Instruction	English
15	Date of production/revision	October 23, 2017

**16. Course Coordinator:**

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

Room 3-4, Sunday, Wednesday and Thursday 3-5 P.M., : 06-535-5000, ext. 24841, [da.abuelghanam@yahoo.com](mailto:da.abuelghanam@yahoo.com)

**17. Other instructors:**

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

None

**18. Course Description:**

*As stated in the approved study plan.*

This course provides an understanding of the theoretical foundations and different dynamics of public diplomacy; knowledge of the strategies and techniques that governments seek to promote their national interest and the national security through understanding citizens and institutions and their counterparts abroad use to inform, influence and engage with publics abroad in support of policy objectives.



**20. Topic Outline and Schedule:**

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Orientation	1 (Sept. 17)	Dr. Debbie			
Orientation	2 (Sept. 24)	"			
Introduction	3 (Oct. 1)	"			Cull
PD/Soft Power	4 (Oct. 8)	"			Nye 2008/ Melissen/Nye 2004
Comm. & SP	5 (Oct. 15)	"			Yun/Toth Cowan/Arsena Van Dyke
Comm. & SP II <b>Outline Due</b>	6 (Oct. 22)	"			Kendrick Riordan
Comm. & SP III	7 (Oct. 29)	"			Zaharna Burns/Eltham
<b>Midterm Exam</b>	8 (Nov. 5)	"			
American PD	9 (Nov. 12)	"			Gregory Van Ham
American PDII <b>First Draft Due</b>	10 (Nov. 19)	"			Smyth Khatib etal.
PD in ME	11 (Nov. 26)	"			El-Nawawy etal
PD in ME II	12 (Dec. 3)	"			Nisbet etal Walker
PD in ME III	13 (Dec. 10)	"			Huijgh/Warlick
Wrap Up	14 (Dec. 17)	"			
<b>Presentations</b>	15 (Dec. 24)	"			
<b>Final Exam</b>	16 (Jan. 7)	"			

**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:

The total number of points that can be earned for the semester is **100 points**. The points are distributed as follows:

Midterm Exam	30 points
Final Exam	40 points
Term Paper	20 points
Class Participation	<u>10 points</u>
	100 points

Term Paper	Outline	5 points
	1 <sup>st</sup> Draft	5 points
	2 <sup>nd</sup> Draft	5 points
	Presentation	<u>5 points</u>
		20 points

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

**24. Required equipment:****25. References:**

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

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\\_Twitter's\\_Role\\_In\\_Public](https://www.academia.edu/369683/Twitter_Free_Iran_An_Evaluation_of_Twitter's_Role_In_Public)

[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](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>

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](https://www.clingendael.org/sites/default/files/2016-02/20041100_cli_paper_dip_issue95.pdf)

Smyth, Rosaleen. 2001. Mapping US Public Diplomacy in the 21<sup>st</sup> Century. *Australian Journal of International Affairs*. 55:3, pp. 421–444.

<http://www.tandfonline.com/doi/abs/10.1080/10357710120095252>

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](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:

## 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: 10-24-2017--

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

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

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

Dean: -Dr. Abdullah Nagrash -Signature: -----

Copy to:

Head of Department  
Assistant Dean for Quality Assurance  
Course File