GLOBAL DIPLOMATIC FORUM

COURSE SYLLABUS

Public Diplomacy and Nation Brand

In the Changing Global Landscape

Global Diplomatic Forum E-learning Course



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Disclaimer and Acknowledgements

Please familiarise yourself carefully with the Disclaimer and Acknowledgements documents made available on this course's platform prior to commencing the course for more information about the terms and conditions of use of the Global Diplomatic Forum on-line learning environment and acknowledgement of those organisations and associated experts for their authorisation to use text, audio and visual transcripts, webcasts and photographic imagery.

Course Presentation

Developed and delivered by some of the world's leading experts who will share their expertise and experiences with participants in an engaging platform, the course follows the latest trends for diplomatic education and aims to train the next generation of diplomatic leaders to succeed in a 21st Century diplomatic environment.

The Online Course trains diplomats beyond the conceptual understanding of public diplomacy to develop and implement strategies with tangible impact on the delivery of their objectives.

The online course in Public Diplomacy and Nation Brand will introduce and enhance participants' understanding of the main aspects of the theme, thus providing them with competitive edge and necessary foundations to effectively navigate the changing diplomatic environment.

The format of the online course in Public Diplomacy and Nation Brand consists of a comprehensive set of online modules available to diplomats and trainee diplomats. The topics within the course will correspond directly to the pillars of Public Diplomacy and Nation Brand concept, therefore providing recipients with the most recent theoretical and practical knowledge in the area.

The Online Course in Public Diplomacy and Nation Brand is a practical course that covers topics focusing on different aspects of diplomatic communications and national image perceived through the prism of diplomacy and are aimed at enhancing practitioners skills in a globalised and interdependent issues as well as to strengthen the skills relevant to operating within digital sphere.

The overall goal of the training course is twofold: it's short-term perspective is aimed at supplying current and prospective diplomats with all practical training and knowledge necessary for their successful operations in a digital sphere, while expanding our knowledge hub focused on modern diplomacy and capable of providing cutting-edge education to future generations of diplomats and civil servants.

Course Outline and Contents

Module 1:
Public Diplomacy Foundation
(Week 1: 9th of November)

1. Introduction to Public Diplomacy
2. The Range of Classic Public Diplomacy
   - 2.1 Listening
   - 2.2 Advocacy
   - 2.3 Cultural Diplomacy
   - 2.4 Exchange Diplomacy
   - 2.5 International Broadcasting
3. Conceptualizing Inter-Relationships
   - 3.1 The direction of Information flow
   - 3.2 The Source of credibility
   - 3.3 Timescale
   - 3.4 Implications
4. Is Public Diplomacy Propaganda?

5. Key Points

Module 2:
Public Diplomacy in Practice: Road Map to Global Engagement
(Week 2: 16th of November)

1. Creating the Roadmap
1.1 Listening To & Identifying Audience(s)
1.2 Determining the Goals
1.3 Building a Campaign, and a Feedback Loop
1.4 Key Points:

2. Public Diplomacy as a Toolkit
2.1 Culture
2.2 Information
2.3 Education
2.4 Key Points:

3. Keep Listening, Keep Engaging
3.1 Relationships Matter
3.2 But Relationships are Fluid
3.3 Listening to your Feedback Loop, Re-Building Campaigns
3.4 Key points: odule 3:

Module 3
Digital Public Diplomacy: The Bright and the Dark Side

(Week 3: 23rd of November)

1. The Bright Side of Digital Public Diplomacy
1.1 Digital tools of Public Diplomacy purposes
1.2 Relationships of influence

2. From theory to practice
2.1 A key component of digital influence is the 'network of networks
2.2 Digital Style

3. The Digital Public Diplomacy 'Dark side'
3.1 the Covid19 pandemic: The 5G Conspiracy Theory
3.2 Coping with digital disinformation in multilateral contexts: The case of the UN Migration Compact

4. Techniques for Countering Digital propaganda: From Debunking to Disrupting

Module 4:
Nation Brand: Strategy, Substance and Symbolic Actions
(Week 4 : 30th of November)

1. Nation as Brand" : the birth of a meme

1.1 From the Country of Origin Effect to the Nation Brand Hexagon
1.2 The descent into chaos: how the meme got hijacked
1.3 Measurement: The Anholt Nation Brands Index

2. Nation as Responsible Actor
2.1 The MARSS Model and the Good Country Equation

2.2 Conflict, Competition, Collaboration: the three ages of humanity
2.3 The Dual Mandate

3. Towards the Good Country
3.1 Measurement: The Good Country Index
3.2 The Good Generation
3.3 The Movement of Nations

The Course Outcome

- Understanding the framework of Public Diplomacy and Nation Brand
- Acquiring an In-depth knowledge of relating Public Diplomacy and Nation Brand to the overall foreign policy of a country
- Comprehending the main levers and foundations of Public Diplomacy
- Mastering the process of developing and implementing a public diplomacy road map
- Grasping the concept of Nation Brand through: Strategy, substance, and symbolic actions
- Developing transferable knowledge and skills necessary to advance in every field
- Enhancing career advancement opportunities in diplomacy with up to date skills and knowledge related to Public Diplomacy and Nation Brand

Learning Objectives

Module	**Learning objectives** At the end of each module, the participants will be able to:
Module 1 (1 week) **Public Diplomacy Foundation**	• Understanding the framework of Public Diplomacy • Distinguishing the practice of public deiplomacy from propaganda • Developing partnerships and working through a network in building effective public diplomacy • Identifying the impact of technological and societal changes on the practice of Public Diplomacy
Module 2 (1 week) **Public Diplomacy in Practice: Road Map to Global Engagement**	• Understanding the importance of building a roadmap/strategy before determining the tool; • Applying the various public diplomacy tools and how effective they can be when used together in a campaign; • Grasping the importance of a long-view for public diplomacy and a commitment to keep learning, and listening, as relationships are fluid • Monitoring and adjusting engagements with public diplomacy audience
Module 3 (1 week) **Digital Public Diplomacy: The Bright and the Dark Side**	• Conprehending the opportunities and chanllenegs digital technologies bring to public diplomacy • Harnessing digital tools for Public Diplomacy purposes • Coping with digital disinformation in multilateral contexts • Making use of techniques for Countering Digital propaganda

Module 4 (1 week) **Nation Brand: Strategy, Substance and Symbolic Actions**	• Understanding the importance of country image, how it's measured and managed, and what governments and other actors can do in order to improve the image of their country, city or region • Learning, through practical case studies and data, how the marketing communications techniques habitually used by governments in order to do this seldom work, and will understand how "strategy, substance and symbolic actions" are a more effective approach • Avoiding confusion in using terminology in the fields of public diplomacy, soft power, nation/place/country brand(ing), destination marketing, etc. • Applying the concept of Good Country in managing national image

Methodology

The course will be delivered via the e-Learning platform FutureLearn (Instructions on using this platform will be emailed to you with course invitation to the platform). This didactic tool will allow the students to view the course contents and thus achieve the course's learning objectives through a self-paced learning routine supported by various multimedia content (hosted and linked videos and podcasts), optional and required readings, discussion boards, assessments, and a wealth of other materials. Designed to fit the busy schedules of full-time professionals specifically to diplomatic personnel, participants will acquire knowledge through multi-faceted methodology comprising traditional reading materials, external sources of information in form of videos and podcasts, interactive discussion board allowing for communication with other participants and experts alike and webinars with guest lecturers.

The course content and materials will be made available online on a weekly basis (see Course Outline and Contents section for more details). Your course is divided into four modules.

All four modules contain the same structural elements:

- Contents
- Learning Objectives
- Lesson Material (text, video, documents, and lexicon terms)
- Assessment
- Discussion Board

Grading Policy and Course Completion

Students are eligible for a course certificate upon successful course completion. Successful completion requires:

- **At least 70% passing grade on EACH of the four module-based assessments** (7 out of 10 questions answered correctly); you may take each assessment **three times** (questions will be randomly drawn from a predefined question bank and therefore the content of assessment will change with each attempt);

- participation in the weekly Discussion Board forums; your posts will be monitored and evaluated by the course manager both **quantitively and qualitatively** (e.g. content relevance and contribution to overall discussion).

Before moving to the next module, you should:

(a) carefully go through all of the core module texts,

(b) take the module-based assessments, and

(c) participate in the weekly Discussion Board forums.

(d) you will be also encouraged to read/view/listen to the optional external links to further develop your knowledge on the given module's topic (e.g. links to articles, webinars, podcasts or websites and additional documents).

Global Diplomatic Forum's e-learning Committee is responsible for the final decision regarding certificates in consultation with the module leaders (experts). Global Diplomatic Forum reserves the right to award certificates of completion only to those participants who will be deemed "eligible" through the aforementioned pre-requisites. Global Diplomatic Forum urges all participants to take a clear note of the above requirements. Should you require further clarification, please do not hesitate to contact the Global Diplomatic Forum Team.

Study Planning

Below table provides guidance on which parts of the course are deemed mandatory.

Activity	Mandatory
Interactive Course	Yes
External Links and Readings	No, though highly recommended
Module Assessments	Yes
Discussion Forums	Yes

The distinctive feature of this learning course is that it is an entirely **online based** learning experience. As such it can not only be accessed from any part of the world but also at any point of time (within allocated availability period specified above in the Course Outline and Contents section) thus creating a true self-paced learning environment. Upon start of the course, training materials will be gradually made available to you through Global Diplomatic Forum's partner portal - FutureLearn. The course contents will also provide links to external web resources such as references, documents and multimedia.

The Global Diplomatic Forum's team will be at your disposal to provide guidance and help you participate and **contribute actively** to the discussion forums, which are an important learning opportunity of this course. You will also be able to communicate with the course manager who will moderate the discussion board as well as answer module related questions (through both the posts on the Discussion Board and e-mail).

The online training provides numerous **advantages** over traditional learning methods. Particularly it allows for:

- the adjustment of the schedule and pace of your learning according to your specific requirements
- complete freedom in choice of the study location - as long as you are able to access internet connected computer
- expanding your network through engaging in discussion with fellow participants and module leaders
- having a live interactive lectures with the world's leading experts

Nonetheless, live face-to-face interaction differentiates our e-learning course from the traditional e-learning courses and thus we establish personalised relationship with the participants. However, online courses require more self-discipline and pro-active preparation in order to successfully meet the course's requirements and learning objectives.

Another important characteristic of the online course that needs to be duly noted is that it is asynchronous. What that effectively means is that the interaction between course participants and module leaders will take place intermittently and may incur a time delay – thus it is imperative to establish a course study routine that suits best individual work schedule, family commitments, internet connection speed, etc.

Please also note that you will not be able to access next modules if your previous module-based assessment has not been completed.

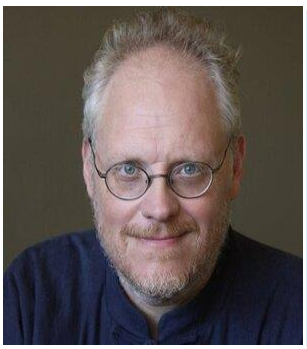
Learning Content

The complete set of modules and respective course materials **will NOT be made available instantaneously on the FutureLearn portal. Modules and materials will be released on a weekly basis and will become available to participants upon successful completion of previous module and passing the assessment.** Learning materials are organised as follows:

Interactive Course

The interactive course constitutes the core mandatory learning activity. The various module lessons contain main course text as well as links to external websites (e.g. with relevant articles, publications etc.) documentation, videos and podcasts, questions and case studies. All modules have two live lectures with the module leader and a guest lecturer. The course and individual module contents have been designed to be accessible and approachable by wide demographic of participants, regardless of their level of knowledge on the topic providing opportunity to both acquire the basics and further elaborate on existing expertise.

Module Leaders Experts



Prof Nicholas Cull

Module 1:
Public Diplomacy Foundation

Professor Nicholas J. Cull. A pioneer scholar and educator in the field of public diplomacy, Nick Cull is a historian of the role of mass communication in foreign policy. Professor of Communication , Global Communication Policy Fellow, Center for Communication Leadership and Policy at the University of Southern California .

Nicholas J. Cull is originally from the U.K. His BA (International History and Politics) and PhD (History) were both from the University of Leeds. He also studied at Princeton as a Harkness Fellow of the Commonwealth Fund of New York. He taught at Birmingham University and at University of Leicester where, as one of the U.K.'s youngest full professors, he launched the Center on American Studies in 1997.

Moving to USC in 2005, he was the founding director of the master's program in public diplomacy and part of the team recognized by the Department of State with the Benjamin Franklin award. From 2004 to 2019, Cull served as president of the International Association for Media and History. He has provided advice and training in public diplomacy to a number of foreign ministries and cultural agencies around the world including those of the U.S., U.K., Canada, Mexico, Switzerland and the Netherlands. His many books include Public Diplomacy: Foundations for Global Engagement in the Digital Age (Polity, 2019).



Dr Jennifer Cassidy

Module 2:
Public Diplomacy in Digital Age

Dr. Jennifer A Cassidy is a Departmental Lecturer in Global Governance and Diplomacy at the University of Oxford. She was awarded her DPhil from the University of Oxford which centred on the evolving topic of Digital Diplomacy. Her work looked exclusively at how diplomats and Ministries of Foreign Affairs use social media platforms during times of political crises.

In 2017, Jennifer produced the first edited volume on Gender and Diplomacy: Theory and Practice (Routledge). The volume provides a detailed discussion of the role of women in diplomacy and crafts for its readers a global narrative of understanding relating to their current and historical role within it.

Jennifer has served as a diplomatic attaché to Ireland's Department of Foreign Affairs and Trade Headquarters (United Nations in New York and Head Quarters in Dublin) and the European External Action Service to the Kingdom of Cambodia.
Jennifer regularly contributes to public debate, providing political commentary and analysis to international media outlets on issues surrounding Brexit, digital diplomacy, and the role of gender in the political and diplomatic sphere.



Prof. Corneliu Bjola

Module 3:
Public Diplomacy in Digital Age

Corneliu Bjola is Associate Professor in Diplomatic Studies at the University of Oxford and Head of the Oxford Digital Diplomacy Research Group. He also serves as a Faculty Fellow at the Center on Public Diplomacy at the University of Southern California and as a Professorial Lecturer at the Diplomatic Academy of Vienna. His research focuses on the impact of digital technology on the conduct of diplomacy with a focus on strategic communication, digital influence, data analytics and methods for countering digital propaganda.

He has authored or edited six books, including the twin volumes on Countering Online Propaganda and Violent Extremism: The Dark Side of Digital Diplomacy (2018) and Digital Diplomacy: Theory and Practice (2015). His work has been published in the European Journal of International Relations, Review of International Studies, Ethics and International Affairs, International Negotiation, Cambridge Review of International Affairs, Global Policy, Journal of Global Ethics and the Hague Journal of Diplomacy. @cbjola www.cbjola.com



Professor Simon Anholt

Module 4:
Nation Brand: Strategy, Substance and Symbolic Actions

Over the last twenty years, Simon Anholt has helped more than fifty countries to engage more productively and imaginatively with the international community, and to project their 'soft power' more effectively. He is recognised as the world's

leading authority on national image and as the creator of the terms 'nation brand', 'place brand' and 'competitive identity', amongst many others.
He works as an independent advisor to national, city and regional governments around the world on topics ranging from national image to tourism and investment promotion, from hosting major events to public diplomacy and cultural relations.
Simon has published several books about countries, their images and their role in the world. He also produces two major global surveys tracking public perceptions of countries and cities, the Anholt-Ipsos Nation Brands Index and City Brands Index, in partnership with the research group Ipsos-Mori. He is Founding Editor Emeritus of the academic journal, Place Branding and Public Diplomacy.



Dr Katherine Brown

Module 2:
Public Diplomacy in Practice: Road Map tp Global Engagement

Dr. Katherine Brown is the President & CEO of Global Ties U.S., the largest and oldest citizen diplomacy network in the United States. She is also an Adjunct Assistant Professor at Georgetown University's Security Studies Program. Before joining Global Ties in 2018, Katherine was a Public Policy Manager at Facebook, Inc., where she was also in residence as a Council on Foreign Relations' (CFR) International Affairs Fellow.

Her U.S. government experience includes serving as the Executive Director of the U.S. Advisory Commission on Public Diplomacy; Professional Staff Member at the House Foreign Affairs Committee; Communications Advisor at the U.S.

Embassy in Kabul, Afghanistan; and Assistant to the National Security Advisor at the White House. She received her Ph.D. in communications from Columbia University in 2013. Her book, "Your Country, Our War: The Press and Diplomacy in Afghanistan" was released by Oxford University Press in March 2019. She is a member of the Alliance for International Exchange Board and University of Southern California's Center on Public Diplomacy Advisory Board, in addition to being a 2018-209 French American Foundation Young Leader. She lives with her husband and daughter in Washington, D.C.
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Technical Support

For any technical issue or coordination matter, you may contact the Global Diplomatic Forum Team by sending a message through the FutureLearn platform.

You may also contact us by email. Email support is available 24/7. Given the global scope of the course emails will be answered within 24 hours.

Global Diplomatic Forum Team
Mr Marcin Dadura
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Support hours: 8am to 5pm (CET)