

Communication in Modern Diplomacy
IAFF 6208.81 (CRN 47741) / SMPA 6270.82 – Spring 2015

Day and Time: Monday, 6:10 PM – 8:00 PM
Location: SMPA 308
Instructor: Bruce Gregory
Email: BGregory@gwu.edu
Office hours: Monday, 4:30 PM – 5:30 PM by appointment, SMPA 507B

Course Overview

This course examines the expanding public dimension of diplomacy. It builds on growing global interest in public diplomacy and trends in the 21st century's diplomatic environment. We will explore how diplomats and political leaders communicate in a world of rapid globalization, new diplomatic actors, complex policy issues, digital technologies, increased risk, and uncertain boundaries between foreign and domestic. This special topics seminar is designed to help public diplomacy concentrators deepen their knowledge and meet the interdisciplinary interests of students in global communication, international relations, and media studies.

Topics will address fundamental questions. What is diplomacy and who is a diplomat? What traditional approaches to public diplomacy are still relevant? Are cities, firms, and NGOs diplomatic actors? What is "whole of government" diplomacy? Will social media transform diplomatic practice? How should diplomatic risks be managed? What new skills do diplomats need? Topics will include country case studies (Russia and China) and communication issues in US diplomacy: the State Department's use of social media, international broadcasting, American exceptionalism, Benghazi, and fortress embassies.

This course will help students understand conceptual and practical implications of these questions and cases. Students who complete the course will be able to use their knowledge in a variety of government, private sector, and non-governmental organizations.

Requirements

This is a seminar-based graduate course. Classes will combine brief lectures by the instructor, student presentations, and extensive class discussion. Students are expected to do the readings before class, contribute constructively to discussions each week, make one oral presentation, and submit 20-25 pages of writing by the end of the semester – one long paper or two shorter papers.

Evaluation

Papers: 50%
Class presentation: 20%
Class participation: 30%

Readings

Most readings are on Blackboard or will be distributed in class. There are two required texts:

- Philip Seib, *Real-Time Diplomacy: Politics and Power in the Social Media Era*, (Palgrave Macmillan, 2012), available in paperback for \$25.85 (less if purchased used or on Kindle).
- Brian Hocking, Jan Melissen, Shaun Riordan, & Paul Sharp, *Futures for Diplomacy: Integrative Diplomacy in the 21st Century*, Clingendael, Report No. 1, October 2012 (available online).

Course Schedule

Part 1, Diplomacy's Public Dimension – Concepts and Practice

- Jan 12 T-01 – Introduction – Course Themes and Diplomacy's New Environment
- Jan 19 Martin Luther King, Jr. Day – No Class
- Jan 26 T-02 – Beyond “Old” and “New” Public Diplomacy
- Feb 2 T-03 – Cities, Firms, and Non-state Actors
- Feb 9 T-04 – Soft Power, Nation Branding, Strategic Communication
- Feb 16 Presidents' Day – No Class
- Feb 25 T-05 – Digital Technologies – Networked Diplomats, Activists, & Adversaries

Part 2, Communication Issues in US Diplomacy

- Mar 2 T-06 – Social Media: US Department of State
- Mar 9 Spring Break – No Class
- Mar 16 T-07 – International Broadcasting
- Mar 23 T-08 – Culture, Identity, and American Exceptionalism
- Mar 30 T-09 – Diplomatic Risk: Benghazi and Fortress Embassies

Part 3, Mediated Communication – Case Studies

- Apr 6 T-10 – Russia
- Apr 13 T-11 – China
- Apr 20 T-12 – Drones, Surveillance, Conflict in Cyberspace

Part 4, Looking Ahead – Probabilities and Possibilities

- Apr 27 T-13 – Whole of Government Diplomacy
- Apr 28 T-14 – Integrated Diplomacy: Strengths and Limitations