

Global Communications & Public Diplomacy

Fall 2025

Dr. Jami Fullerton
GS 5313
Wed. 4:30-7:10/WWC 301

Office WWC 204A
405/744-6609
jami.fullerton@okstate.edu

Office Hours: Tuesday & Wednesday 1:30-4:30 or by appointment

Course Description:

Public diplomacy is a multi-disciplinary field that sits at the intersection of mass communication and foreign policy. It includes attempts of one country to engage publics in another country to enhance mutual understanding and advance policy interests. In recent decades, communication and media have taken on a particularly important role in the contact between and among nations. Global news organizations, emerging communication technologies, and the reconfiguration of social networks and ties have had a particular potent impact on how we communicate internationally, so that governments are building capacity in areas such as public diplomacy. This course will explore the role of media and communication in public diplomacy. Students will study public diplomacy using an inter-disciplinary approach grounded in politics, culture, global media, business, and international public relations.

Course Outcomes:

- Increase understanding of anti-Americanism and its impact on national security, international relations, foreign policy and the economics of the United States.
- Learn about the history and current practice of public diplomacy in the US and around the world.
- Become familiar with the principles of cross-cultural communication.
- Apply the principles of strategic communication to the practice of public diplomacy.
- Enhance written, oral and visual communication skills.
- Improve strategic thinking and problem-solving abilities.

Readings: Because the goal of the course is to explore a variety of issues related public diplomacy, reading from the field will be an important aspect of the course. You will be expected to come to class each week having read the assigned material and be ready to participate in discussion.

Required Texts:

Cull, Nicholas J., (2019), *Public Diplomacy: Foundations for Global Engagement* (Polity Press: Cambridge: UK).

Fullerton, Jami and Alice Kendrick (2017), *Shaping International Public Opinion: The Model of Country Concept* (Peter Lang: UK).

Lederer, William J. & Eugene Burdick (1958) *The Ugly American* (New York: Norton & Company).

Suggested Texts:

Snow, Nancy and Philip M. Taylor, Eds. (2009) *Routledge Handbook of Public Diplomacy*.

Nye, Joseph (2004). *Soft Power*. (Public Affairs: New York).

Fullerton, J., & Kendrick, A. (2006). *Advertising's War on Terrorism: The Story of the U.S. State Department's Shared Values Initiative*. Spokane: Marquette Books. (Fullerton will provide)

Articles/Blogs: The following list will be used as well as additional reading assignments throughout the semester.

Students should follow the Center for Public Diplomacy blog throughout the semester. It is a good source for various sub-topics in public diplomacy from the past and present.

https://uscpublicdiplomacy.org/newswire/cpdblog_main

Fitzpatrick, K., Kendrick, A., & Fullerton, J. (2011). Factors contributing to anti-Americanism among people abroad: A Retrospective view from the frontlines of U.S. public diplomacy. *International Journal of Strategic Communication*, 5(3), 154-170.

Fullerton, J.A. (2005). Why do they hate us? International Attitudes Toward America, American Brands and Advertising. *Place Branding*, 1(2), 129-140.

Fullerton, J. & Kendrick, A. (2013). Strategic uses of mediated public diplomacy: International reaction to US tourism advertising. *American Behavioral Scientist*, 57(9), 1332-1349. doi: 10.1177/0002764213487737

Fitzpatrick, K., Fullerton, J. & Kendrick, A. (2013). Public relations and public diplomacy: Conceptual and practical connections. *Public Relations Journal, Special Issue on Political Public Relations*. 7(4).

http://europa2020.spiruharet.ro/fisiere/Diplomatie%20publica/Marketing%20international/Marketing%20pentru%20Diplomatie%20publica/PD_92.pdf

Kendrick A., & Fullerton, J. (2004). Advertising as public diplomacy: Attitude change among international audiences. *Journal of Advertising Research*, 44(3), 297-311.

Nye, Joseph S. (May/June 2004). The decline of America's Soft Power. *Foreign Affairs Journal*.

Fan, Ying (May 2008). Soft power: Power of attraction or confusion? *Place Branding and Public Diplomacy*; London Vol. 4, Iss. 2, (May 2008): 147-158.

Course Conduct: The basic source of information for this course will be the books, articles, and lecture notes. Students are expected to keep current with the reading so that they can participate in class discussions. Because this is a graduate seminar the reading load may be greater than students experience in other classes. Staying current with the readings are key to earning a good grade in this course.

Absence Policy: You are expected to attend every class. There is no such thing as an "excused absence" except in the cases of illness, death in the family, or a pre-authorized university activity. You will have an opportunity to earn points toward your final grade in EVERY class, so missing class means hurting your final grade. However, if you are sick (COVID or otherwise), please do not come to class.

Special Accommodations: Please note OSU's Policy on Special Accommodations attached to this syllabus. Should any student wishing to declare disability, please contact the instructor as soon as possible to make the needed arrangements.

Misconduct: I strictly adhere to the OSU policy on Student Misconduct (see syllabus attachment). This means issues such as cheating, plagiarism or academic dishonesty will be handled very seriously. Below is the policy on using AI for completing your assignments:

Students may access and use generative AI tools, such as ChatGPT, Bing AI, or Bard, to assist them in their learning of the course content. Appropriate uses may include generating ideas for writing assignments, checking facts of a phenomenon, and assessing a paper for grammatical errors that are written by the student. Such uses of the tool assist students in learning the content and will therefore be permitted. However, *students are prohibited from using generative AI tools to completely produce, reproduce, and/or manufacture paper and/or other assignments without using any personal effort devoted to the learning process.* Before using generative AI tools, students should check to ensure they do not conflict with copyright laws or other's proprietary information.

Students are expected to provide attribution for any text created using generative AI tools as appropriate.

Student Assessments:

Class Participation (50 points): Vigorous debate and informed discussion of the controversial concepts surrounding public diplomacy and global communication are an important aspect of this course. Students are encouraged to go beyond the readings to additional online sources expand their knowledge of public diplomacy and related concepts. To assess understanding of the concepts and judge comprehension of the readings, students will be called upon five or six times during the semester. Points will be awarded based on students' ability to coherently engage with the professor and other students when asked to do so. General participation in the class discussion will also be rewarded. Every student is expected to verbally contribute an original thought, analysis or to ask a question regarding the current topic each lecture period.

Global Speakers' Series Reflection papers (100 points/25 points each): Important speakers on international topics will be on campus throughout the semester, some will come to class to speak and others will be part of the School of Global Studies Global Speakers series. The Global Briefing series speakers will be available to view online, so if you are not available to attend the live presentation. Following each speaker, a one- or two-page reflection paper about the topic is due.

Country Concept Exercise (50 points): This exercise will take place on the first night of class. The professor will lead a qualitative research study among the class to assess attitudes, preferences and feelings about your country's concept.

Book Report (100 points). In lieu of a midterm exam, a book report will be due.

The Ugly American. William T. Lederer and Eugene Burdick (New York: W.W. Norton & Co., Inc.), 1999. This popular 1958 novel was later made into a movie. The book illustrates how the behaviors of individual Americans – particularly those serving abroad in official capacities – contribute to anti-Americanism.

Written Report Instructions:

- No more than three pages double spaced and typed
- Single spaced bibliographical entry should give author, title, publisher, date.
- Opening paragraph should state what you consider most important about the book, overview the main theme and highlight the author.
- The report should also contain information and background about the author and their qualifications for writing the book.

- The remainder of the paper should be your evaluation of the book.
 - was it well-written, well-researched? enjoyable to read?
 - what did you learn from it?
 - how does it apply (or not) to MAGA-era Anti-Americanism?
 - do you agree with the points that are made by the author?
 - do the issues in the book apply to today?

Write in a formal, well-organized style.

- You may want to use library sources to find information about the author or get reviews of the book. This is a very good idea - the reference librarian can help you locate these sources.

You may be called upon to talk about the book with the rest of the class, so be prepared to discuss.

Final Paper/Presentation (200 points): To apply the concepts and theories discussed during the semester, students will produce a final paper. Students will produce a written report (no more than 15 pages) and make an oral presentation at the end of the semester (no more than 20 minutes). Suitable topics will be distributed during the second week of the semester.

Final Exam (100 points): A final exam will be given during finals week. The exam will include multi-choice and short answer questions about the main concepts that we covered during the semester. Keeping up with the assigned readings will be necessary to do well on the final exam.

Grading: The point system will be used in grading. There will be 600 points available this term. The points will be totaled at the end of the term and divided by the total points possible. This percentage will correspond with a letter grade as follows:

90%-100% - A
 80%-89% - B
 70%-79% - C
 60% - 69% - D
 Below 60% - F

Total Possible Points

Class Participation	50
Country Concept Exercise	50
Global Speaker Reflections	100
Book Report	100
Final Paper/Presentation	200
Final Exam	100

Total	600
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Assignment Schedule

DATE *	TOPIC	READ
1. Aug 20	Introduction to course Model of Country Concept Country Concept Exercise	MCC book Introduction, Chapters 1-3 Guy Golan on YouTube
2. Aug 27	Student Presentations Discuss paper topics	Country Concept Ass. Due
3. Sep 3	Guest Speaker Foreign Service Officer– Cynthia Nichols	
4. Sep 10	Anti-Americanism Pew Global Attitude Surveys	Paper Topic Due
5. Sep 17	Soft Power Clinton Wuanka – Guest Speaker Ghana’s Cultural, Trade, and Investment Representative	Nye, <i>Soft Power</i> , Ch 1 Ying, <i>Soft Power</i> article Nichols Reflxtn Paper Due
6. Sep 24	History of U.S. Propaganda & Public Diplomacy	Cull Ch. 1 <i>AWOT Chapter 2</i>

THURS. SEPT 25 GLOBAL BRIEFING SERIES – DR. BEN PETERS 5:30 WWC 108

7. Oct 1	Listening/Research Advocacy/Culture	Cull Chapters 2 Cull Chapter 3-4 Peters Rflxtn Paper Due
8. Oct 8	Guest Speaker Retired FSO Russ Hanks	
9. Oct 15	Education & Exchange Partnerships video Guest Speaker – Bob Lieser-TGA	Cull Chapter 5 Hanks Rflxtn Paper Due
10. Oct 22	Guest Speaker CIA Officer Meredith Woodruff	First Draft of Paper Due (optional/no grade/feedback)
11. Oct 29	<i>The Ugly American</i> Fulbright	Book Report Due Snow article
12. Nov. 5	Mediated Public Diplomacy: Shared Values Initiative International Broadcasting	AWOT Fullerton & Kendrick Fullerton & Kendrick <i>JAR</i> Cull Chapter 6
13. Nov 12	Nation Branding	Cull Ch. 7 Fullerton & Kendrick studies

THURSDAY, NOV 13 Global Briefing Series – JANET EISSENSTAT 5:30 WWC 108

14. Nov 19	Project Presentations	Eissenstat Rflxtn PaperDue
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Nov 26	NO CLASS - Thanksgiving Break	
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15. Dec 3	Project Presentations	Final Papers Due
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16. Dec 10	Final Exam	
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*All dates are tentative and subject to change