

**The George Washington University
Elliott School of International Affairs
School of Media and Public Affairs**

Public Diplomacy Seminar

IAFF/SMPA merged class– Spring 2026

Instructor: **Patricia Kabra, PhD.**
Email: **kabrap@gwu.edu**
Class Day: **Thursday 6:10 p.m. – 8:40 p.m.**
Place: **MPA 310 (in SMPA)**
Office Hours: **Thursday 5:00 – 6:00 or by appointment (SMPA 425)**
Credit hours **3 credits**

Course Description and Goals

This course will examine concepts, practices, institutions, and critical issues in public diplomacy (PD). It assumes the central importance of public engagement in today's diplomacy and that diplomatic practice is changing in fundamental ways that pose challenges for practitioners of PD. More diplomatic engagement occurs in public places – real and virtual. A more diverse and increasingly active set of players is filling the global space for engagement and communications with a savvier and more discerning global audience. Issues are more complex and often global in nature. The communications landscape is faster and more competitive than ever before, and new technologies are accelerating the speed of diplomacy and transforming its forms and core functions. Current events have led to more virtual engagement and communication with foreign publics. Disinformation warfare is being a “norm.” Diplomacy increasingly is “whole of government” in concept and practice.

Drawing on the experiences of diplomats, practitioners and a growing body of literature, we will explore what this means for the changing actors, issues, methods, and environments of diplomacy in the 21st century. This course will be organized as a practicum in public diplomacy where students will engage in public diplomacy strategy, planning and skills. The course will focus on:

Perspectives on public diplomacy and related concepts: public affairs, public relations, strategic communication, soft power, information operations;

The theories, practices and tools of public diplomacy: listening (analysis), planning, advocacy (press), cultural and exchange diplomacy and evaluation;

Public diplomacy's current context: Information competition, networks, competing narratives, multiple audiences, globalization, non-state actors, and the impact of digital/AI tools;

Organizational considerations for public diplomacy: the “whole of government” environment; how other nations organize for public diplomacy; and

The future of public diplomacy: critical issues in study and practice, such as virtual programming, audience analysis, evaluation and measurement.

Learning Outcomes and Objectives

Upon successful completion of this course, Students will be able to:

- understand the global context of public diplomacy;
- demonstrate an understanding of the concepts, institutions, processes, and tools relevant to public diplomacy;
- understand and critically analyze how social media, globalization, and non-state actors are shaping the practice of public diplomacy;
- demonstrate an understanding of the current challenges to public diplomacy and critically evaluate recommended reforms; and
- apply theory to practice

Average minimum out of class work/learning expected per week

This course of 3 credit hours meets 14 times during the 15 week semester and has 120 minutes of instruction and group work, and 60 minutes of available office discussion per week. A total of 335 minutes of independent learning (reading, research, writing, presentation preparation, group work, meeting with instructor, etc.) is expected each week. The total hours per week in class and learning is 7.5 hours (on average).

Requirements and Course Materials

***Differences in Time Zones: All times refer to EST (Eastern Standard Time)*

- Attend all classes on time. If you are unable to make it to class, please contact the instructor in advance by email and provide the reason.
- Complete all assigned readings before class and arrive prepared to discuss them, answer questions, and raise your own questions and points of view.
- Complete the oral and writing requirements as listed under Assessments (page 4)
- While not required, at least one one-on-one meeting with the instructor midway through the semester is encouraged.
- Required readings can be found in the separate “Schedule and Readings” document posted on Blackboard under “Syllabus” link.
- Assignment Rubrics are posted on Blackboard under “Assignments.”
- Extra class materials and slides are posted on the “Outline” link in Blackboard.
- Readings are on “Electronic Reserves” or links in Reading and Lecture schedule.

- There is no required text for this course. A new book has recently been published that you may find helpful: [Bruce Gregory, “American Diplomacy’s Public Dimension.”](#) Some readings will come from Nicholas J. Cull, “Public Diplomacy: Foundations for Global Engagement in the Digital Age.” You can order the book on Amazon. Some sections will be on Electronic Reserve. All required readings will be online, on Blackboard’s electronic reserve, or distributed by the instructor. New readings may be added during the semester.
- Useful public diplomacy websites and blogs include [USC’s Center for Public Diplomacy](#), [GW’s Institute for Public Diplomacy and Global Communication](#), [Robin Brown’s Public Diplomacy, Networks and Influence blog](#), Matt Armstrong’s [Mountain Runner](#) blog, the US Department of State’s [Discover Diplomacy](#), and the website of the [U.S. Advisory Commission on Public Diplomacy](#). The [Association for Diplomatic Studies and Training](#) (ADST) offers terrific resources, including oral histories from U.S. diplomats. For public diplomacy resources consult Bruce Gregory’s Public Diplomacy Reading List on the IPDGC website or <https://www.publicdiplomacy.org/>

Grading and Assessments

Many of the oral and written requirements for this course fall under an effort to become an expert in the public diplomacy practices of an embassy, and to act in the role of that embassy’s senior public diplomacy advisor. Students will be expected to investigate the public diplomacy strategy and tactics of an embassy (US or other country) through any means available to them (e.g., websites, traditional research, interviews, virtual embassy events, etc.) and apply that knowledge to assignments during the course of the semester. **Start thinking of your embassy selection NOW. You must choose your embassy selection and email it to the instructor no later than January 29, midnight EST.**

*****Detailed assignments and grading rubrics will be posted under the assignments link on Blackboard. Follow the rubrics to complete the assignment.** The descriptions below briefly outline the assignments.

Embassy presentation – 20 points – ALL Students do this assignment and an in-class presentation with slides

Acting as a senior public diplomacy advisor to an embassy, you will make a 10 to 15-minute high-level briefing (using PowerPoint slides) to the class that covers a brief description of the embassy with an analysis of the context within which it is implementing public diplomacy activities. (Include audience analysis, historical context, and challenges for PD in that country). **Presentations will begin February 5 and continue through the last session of the semester.** Students should submit their presentation to the instructor electronically after presentation.

Class participation/discussion/selected presentations – 20 points

Oral presentations of media strategy, press conference simulation, speeches and final project strategies will be considered 10 points of the participation grade.

Each student will participate in one of these presentations throughout the semester and will be graded on their effort, application of course concepts and creativity. Another 10 points is for: Active, informed, thoughtful and constructive class participation is a significant part of the assessment criteria for this seminar course. Students are expected to come to class fully prepared to engage in a critical analysis of the assigned readings. Strong and effective class participation is characterized by: demonstrated mastery of the assigned material; critical examination of assumptions and implications of assigned readings; ability to identify key issues, synthesize information, (including making connections or exploring contrasts with previously assigned readings); respectful but probing examination of the contributions of your peers and effective facilitation in clarifying different points of view, thereby contributing to the learning of the whole group.

Enrichment Activity – 5 points

Students will be asked to attend one outside Virtual or in-person enrichment activity related to the course during the semester and write a one-page report on that event **due no later than the last class session**. The instructor will send out announcement of possible activities; however, you are welcome to find your own. In addition to providing the usual who/what/when/where/why information on the report, the student should discuss insights gained, how it relates to this class and offer his/her own perspective on the issues/ideas discussed at the event. Students should check with instructor regarding the event eligibility.

Written Media Strategy – 10 points

Playing the role of the embassy senior public diplomacy advisor, you will **draft a memorandum to a newly-appointed Ambassador, outlining a multi-dimensional media strategy for the Ambassador's first three months.** Think: first week, first month, then subsequent months. You should assess what media outreach has been conducted by the embassy to date and offer specific recommendations as to appropriate audiences and the use of traditional and social/digital media in support of the Ambassador's arrival and the mission's policy priorities. In your memo, you should be sure to identify the target audience and network-building for these media outreach efforts, explain the timing and nature of the outreach, as well as the policy purpose. Format guidance for the memo will be posted on Blackboard. **Media strategy memos are due March 5. 3 students will present orally on February 26.**

Speech 15 points

Write an 800 word speech for the Ambassador or other senior diplomatic official of the embassy you have selected, laying out clear policy themes on a chosen topic to a target audience. Provide a 1-2 page cover memo in which you provide the context for the speech: Who is giving the speech, and where? How were the venue and target audience determined? How did that affect the drafting of the speech? What do you hope it will accomplish/what is the objective of the speech? 3 or 4 **students will present draft speeches in class on March 19.** All students will turn in **Final Speeches are due March 26.**

Final Public Diplomacy Strategy – 30 points

In lieu of a final exam, prepare a public diplomacy strategy (narrative or annotated PowerPoint) for “your” embassy in the specific country. The strategy should focus on how to developing a plan to address a foreign policy goal/objective with a specific audience through media/communications, in-person and virtual engagement/outreach, and programming. In scope and format, these strategies are not academic research papers in the usual sense. That said, research and thought are expected, as is proper attribution to any sources used. **Strategies are due electronically to the professor no later than noon April 28. Some students will present a summary of their strategy in class on April 9 and 16 and 23.**

Summary of Course Deadlines:

January 29: Embassy choice e-mail due by 11:59 p.m. EST

February 5: Oral Embassy presentations commence – 2 students

February 26: Media strategy presentation – 3 students

March 5: Press conference simulation – 4 students work as a group

March 5: Media strategy memo due by 11:59 p.m

March 26: Speeches due by 11:59 PM

April 16/23: **Presentation of final strategy by some students.**

April 23: Enrichment report due – or turned in earlier in semester

April 28: Final PD strategy due by 12:00 midnight

Final Grade Calculation

Assessment	Points
Embassy presentation and slides	20
Class participation and selected presentations	20
Written enrichment report	5
Written Media Strategy	10
Written speech	15
Final Public Diplomacy strategy	30

Grading Scale

Excellent	Good	Satisfactory	Fail
A 96%-100%	B+ 87%-89%	C+ 77%-79%	F Under 70%
A- 90%-95%	B 84%-86%	C 74%-76%	
	B- 80%-83%	C- 70%-73%	

[Insert your institution's policies and resources here.]

Public Diplomacy Seminar - 2026

Short Schedule and due dates

Public Diplomacy Overview

*brief bio due before first class – send via email

Week 1: January 15	Introduction, course expectations: What is PD?
Week 2. January 22	How is PD organized? The practices of PD and the toolkit.
Week 3. January 29	Current issues in PD. <i>Embassy choice due via email.</i>

The Practices of Public Diplomacy

4. February 5	Listening: Understanding audience and context <i>Embassy Presentations commence (2 students)</i>
5. February 12	Listening/Audience . Strategic planning <i>(3 Emb. Presentations)</i>
6. February 19	Advocacy: Information Environment, media strategy <i>(3 Emb. Presentations)</i>
7. February 26	Advocacy. Communication tools – new and traditional. Choosing the best strategy <i>Media Strategy + Embassy presentation (3 students)</i>
8. March 5	Advocacy: Speechwriting: types of writing for PD purposes. In-class analysis of 2 or 3 major speeches; discussion of speechwriting techniques; Press conference simulation (5 students) <i>Media strategy due</i>
HOLIDAY	
9. March 19	Advocacy/Speechwriting: in-class presentation - 4 student speeches and critiques* (3 embassy presentations)
10. March 26	Strategy: Planning a PD Strategy: Goals, Objectives, Initiatives, Programs, Tactics. (3 embassy presentations) <i>Written Speeches due.</i>

11. April 2	Engagement: Cultural and Educational Programming: Small group discussions. <i>3 Embassy presentations. 1 final project idea presentation</i>
12. April 9	Engagement: Programming design and implementation. in-class simulation with small groups <i>1 Emb. Presentation</i>
13. April 16	Final Project idea presentations – 5 students Monitoring and Evaluation: Final Project presentations (3 students present)
14. April 23	The Future of PD: Any presentations carried over from a previous date Final date to turn in enrichment report

April 28

Public Diplomacy Strategy due

Lectures and Readings

****Please read 2 or more required readings before each class**

****New readings may be added** throughout the course as needed. Based on speaker availability, a class topic date may be adjusted.

3 Resources for the course during the semester:

1. (ACPD) - US Advisory Commission on Public Diplomacy: 2025 Annual Report.
(look through report and familiarize yourself with the content by week one)
<https://www.state.gov/2025-comprehensive-annual-report-on-public-diplomacy-and-international-broadcasting/>
2. IPDGC has a resource page with further suggestions for papers to read
<https://ipdgc.gwu.edu/resources/>
3. USC Center on Public Diplomacy has numerous blogs, articles and resources:
<https://uscpublicdiplomacy.org/>
4. Public Diplomacy Council of America (blog list and events):
https://members.publicdiplomacy.org/news_archive_headlines.php?org_id=PDC_A&snc=713327#713327

Week 1: January 15, Introduction to Public Diplomacy

Questions for Discussion:

- Soft power, hard power and sharp power.
- What is diplomacy?
- What is Public Diplomacy (PD)?
- Please bring any questions to class relating to this week's topic.

Watch:

Video: <https://www.pbs.org/newshour/show/meet-bicycle-diplomat-ted-osius-americas-modern-ambassador-to-vietnam>

Read/skim – at least two of the resources listed below:

Books/articles

Nicholas Cull, “Public Diplomacy: Foundations for Global Engagement in the Digital Age. 2019, Polity Press. Chapter one. **electronic reserves**

Alan K. Henrikson, “[What is Public Diplomacy? Fostering Cooperation, Countering Disinformation,](#)” *Baku Dialogues: Policy, Perspectives on the Silk Road Region*, Vol. 7, No. 2 (Winter 2023-2024), 98-117.

Joseph Nye, “Public Diplomacy and Soft Power,” in Geoffrey Cowan and Nicholas J. Cull, eds., *Public Diplomacy in a Changing World: The Annals of the American Academy of Political and Social Science*, Vol. 616, March 2008, 94-109. **Reserves**

Joseph Nye, “How Sharp Power Threatens Soft Power” *Foreign Affairs*, Jan. 24, 2018
Joseph Nye, “Soft Power and Diplomacy Revisited”, *The Hague Journal of Diplomacy*, 14 April 2019, pgs. 1 -14. **Reserves**

Soft Power 30 A Global Ranking of Soft Power (read part of the overview)
<https://softpower30.com>

Further Resources for review or reading:

Katherine Brown, Shannon Green and Jian Wang, [“Public Diplomacy and National Security in 2017,”](#) Center for Strategic and International Studies, January 2017.

Nicholas Cull, “Public Diplomacy Before Gullion: The Evolution of a Phrase,” in *Routledge Handbook*, 19-23. (electronic reserves)

Bruce Gregory, “*American Diplomacy’s Public Dimension: Practitioners as Change Agents in Foreign Relations.*” Palgrave MacMillan, 2024. First 20 pages on electronic reserve.

Week 2: January 22: How is PD organized? Practices of PD and the PD toolkit

Homework: Research Embassy websites to look at structures/sections and PD programs

Questions for Discussion:

- Who is a PD actor?
- How is PD organized in the US government – other governments?
- What tools/programs do practitioners use?
- How is PD different from traditional diplomacy?
- What sets PD apart from public affairs, public relations, and propaganda?

Read first two items : plus article on a foreign country strategy from country list below

1. Review: ACPD - US Advisory Commission on Public Diplomacy Annual Report 2025 <https://www.state.gov/2025-comprehensive-annual-report-on-public-diplomacy-and-international-broadcasting/>
2. Bruce Gregory, “*The Paradox of US Public Diplomacy: Its Rise and Demise*” <https://publicdiplomacy.org/docs/IPDGC-Special-Report-2014.pdf>

US Dept. of State: Public Diplomacy Abroad

<https://fam.state.gov/FAM/10FAH01/10FAH010020.html>

Cull – chapter one (in week one reading)

Nicholas Cull, “Public Diplomacy: Taxonomies and Histories,” *The Annals*, 31-53.

Barry Sanders, *Organizing Public Diplomacy: A Layered Approach*

https://uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/useruploads/u39301/Organizing%20Public%20Diplomacy_Web_Ready_5.16.18.pdf

Melissen: *The New Public Diplomacy* – Read section one.

https://culturaldiplomacy.org/academy/pdf/research/books/soft_power/The_New_Public_Diplomacy.pdf

Country List

United States PD

Seth Center, *The Evolution of American Public Diplomacy: Four Historical Insights*, <https://2009-2017.state.gov/pdcommission/meetings/218815.htm> U.S Department of State website, December 2, 2013.

U.S. Department of State org chart. <https://www.state.gov/department-of-state-organization-chart/>

China PD

China’s Public Diplomacy

https://docs.aiddata.org/ad4/pdfs/Ties_That_Bind-Full_Report.pdf

Video:

Communicating Influence: China’s Messaging in Latin America and the Caribbean

<https://www.youtube.com/watch?v=sB38Ba4f3o0>

Ingrid d’Hooghe, PD in the People’s Republic of China pg. 88 - 103

https://culturaldiplomacy.org/academy/pdf/research/books/soft_power/The_New_Public_Diplomacy.pdf

EU Public Diplomacy

https://www.eeas.europa.eu/eeas/public-diplomacy_en

Anna Michalski, “The EU as a Soft Power: the Force of Persuasion” pg. 124 – etc.
https://culturaldiplomacy.org/academy/pdf/research/books/soft_power/The_New_Public_Diplomacy.pdf

Russia

Greg Simons, “Russian public diplomacy in the 21st century: Structure, means and message,” Public Relations Review, April 2014, Volume 40, pp.440-449.
https://www.academia.edu/91341923/Russian_public_diplomacy_in_the_21st_century_Structure_means_and_message

Turkey

Elizabeth McKay, “Recapturing the Narrative in Turkey,” William P. Kiehl, ed., *The Last Three Feet: Case Studies in Public Diplomacy* (Public Diplomacy Council, 2012), 40-53.

Other

Michael J. Bustamante and Julia E. Sweig, “Buena Vista Solidarity and the Axis of Aid; Cuba and Venezuelan Public Diplomacy” *The Annals*, 223-256.

From Nancy Snow and Philip Taylor, eds, *Routledge Handbook of Public Diplomacy* (Routledge, 2009):

- Ali Fisher, “Four Seasons in One Day: The Crowded House of Public Diplomacy,” 251-261;
- Oliver Zollner, “German Public Diplomacy: The Dialogue of Cultures,” 262-269;
- Tadashi Ogawa, “Origin and Development of Japan’s Public Diplomacy,” 270-281.

More Resources

https://en.wikipedia.org/wiki/Diplomatic_rank
https://en.wikipedia.org/wiki/Diplomatic_mission

Nicholas Cull, “How We Got Here,” in Philip Seib, ed., *Toward a New Public Diplomacy* (Palgrave Macmillan, 2009), 23-47.

Bruce Gregory, “American Public Diplomacy: Enduring Characteristics, Elusive Transformation,” *The Hague Journal of Diplomacy*, 6 (2011) 351-372.

Tsan-Kuo Chang and Fen Lin, “From propaganda to public diplomacy; Assessing China’s international practice and its image, 1950-2009,” Public Relations Review, April 2014, Volume 40, pp. 450-458.

Nicholas Kralev, “Public Diplomacy” in *America’s Other Army: The U. S. Foreign Service and 21st Century Diplomacy*, ” (Nicholas Kralev, 2012), 101 -114.

Week 3 – January 29, Current Issues in PD

*****Embassy choice due via email

Questions for Discussion

- A virtual world?
- PD in a crisis/pandemic?
- Ethics and values in PD?
- What undermines PD efforts?
- The information environment (AI and misinformation)

Required Reading – Read two of these on different aspects of current PD challenges

Domestic dimensions

ACPD Report “ Exploring U.S. Public Diplomacy’s Domestic dimensions” 2022

https://www.state.gov/wp-content/uploads/2021/12/2021-ACPD-Special-Report_WEB-508_FINAL.pdf

Nicholas Cull, [“Engaging foreign publics in the age of Trump and Putin: Three implications of 2016 for public diplomacy,”](#) Place Branding and Public Diplomacy, November 2016, Volume 12, Issue 4, pp. 243-246.

Nicholas Cull, “Tightrope to Tomorrow: Reputational Security, Collective Vision and the Future of Public Diplomacy” 2019, *The Hague Journal of Diplomacy*.

https://nsiteam.com/social/wp-content/uploads/2019/06/Cull-Conclusion_HJD_014_01-02.pdf

Joseph Nye, “Trump and the End of American Soft-Power,” *Financial Times of London*, <https://www.ft.com/content/63df699a-efdb-4613-b070-80a763ec024e>

Joseph Nye, “What is a Moral Foreign Policy.”

Read or watch the YouTube:

<https://tnsr.org/2019/11/what-is-a-moral-foreign-policy/>
<https://www.youtube.com/watch?v=rrz2NOIAV6E>

Bruce Wharton, “Public Diplomacy in a Post-Truth Society” in *Can Public diplomacy survive the internet?*”

<https://www.state.gov/wp-content/uploads/2019/05/2017-ACPD-Internet.pdf>

Pew Survey: Global Views

<https://www.pewresearch.org/global/2025/08/19/international-opinion-on-global-threats/>

<https://www.pewresearch.org/global/2025/06/11/us-image-declines-in-many-nations-amid-low-confidence-in-trump/>

<https://www.pewresearch.org/global/2025/07/08/people-in-many-countries-consider-the-u-s-an-important-ally-others-see-it-as-a-top-threat/>

Women/Gender

Anne-Kathrin Kreft, Niklasson and Towns: Do gender patterns in diplomacy disappear over time. European conference on politics and gender, Bristol University press, 4/2022
<https://bristoluniversitypressdigital.com/view/journals/ejpg/5/3/article-p279.xml>

Alexis Lara, “Pale, Male and Yale” Diplomacy: Analyzing Impact of Gender in Diplomacy on Promoting Global Gender Equality.” Aug. 22, 2024

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4957223

Information/AI/technology

Ilan Manor, “The AI Moves In: Chat GPT’s Impact on Digital Diplomacy” March 2023

<https://uscpublicdiplomacy.org/blog/ai-moves-chatgpt%E2%80%99s-impact-digital-diplomacy>

Socially Distanced Diplomacy: future of soft power Pg. 6- 34.

https://uscpublicdiplomacy.org/sites/default/files/Sanctuary%2BCounsel%2Bx%2BCPD_Socially%2BDistanced%2BDiplomacy%2BReport_May%2B2021.pdf

Can Public diplomacy survive the Internet? Bots, Echo Chambers and Disinformation” US Advisory Commission. <https://www.state.gov/documents/organization/271028.pdf>

Non-Fungible Tokens

<https://uscpublicdiplomacy.org/blog/public-diplomacy-and-next-digital-disruption-non-fungible-tokens-nfts>

Trust in Social Media

<https://uscpublicdiplomacy.org/blog/trust-social-media-crumbles-are-these-platforms-still-adequate-public-diplomacy>

Other topics

Zaharna, “Culture Posts: Relationalism – implications for public diplomacy” 2023

<https://uscpublicdiplomacy.org/blog/culture-posts-relationalism-%E2%80%993-implications-public-diplomacy>

The Logics of Public Diplomacy, The Hague Journal of Diplomacy April 13, 2023
https://brill.com/view/journals/hjd/19/1/article-p49_3.xml?language=en&srsid=AfmBOopHJnNVTaLVi8-oj6qr3Hua-69WksQawPOZqMea5CTTO1hWlfv9

Public Diplomacy Practice **Embassy presentations commence**

Week 4: February 5: Listening: Understanding audience and context

Questions for Discussion:

- Understanding mindsets
- Context and narratives?
- How and why do PD practitioners listen? What are their sources of information? What are they listening for?
- How should PD practitioners understand public opinion?
- Why is audience analysis crucial?
- Why are audience networks important in PD?

Required Reading: Watch video; Read “Mindsets by Fischer” and another article

Video: Networking and Public Diplomacy

https://sites.nationalacademies.org/PGA/Jefferson/PGA_369431

Glen Fisher, “The Fine Art of Diagnosing Mindsets – A Checklist,” Chapter 4 in *Mindsets: The Role of Culture and Perception in International Relations*, (Intercultural Press, Inc., 1988), 71-90.

Networks

“Using the logic of networks”

<https://uscpublicdiplomacy.org/blog/using-logic-networks-public-diplomacy>

“Key Influencers in Public Diplomacy 2.0: Social Network Analysis”

<https://uscpublicdiplomacy.org/blog/using-logic-networks-public-diplomacy>

Ali Fisher, *Mapping the Great Beyond: Identifying Meaningful Networks in Public Diplomacy*, USC Center on Public Diplomacy, CPD Perspectives on Public Diplomacy, Paper 2, 2010, 12-30.

Narratives

“Strategic narratives in Public Diplomacy scholarship”, *Place Branding in Public Diplomacy*, Palgrave Macmillan, online, December 2025

<https://link.springer.com/article/10.1057/s41254-025-00423-3#:~:text=In%20the%20last%20decade%2C%20public,competence%20of%20public%20diplomacy%20practitioners.>

Public Opinion

https://guides.library.harvard.edu/public_opinion

Benjamin Goldsmith, Horiuchi and Matush. “Does Public Diplomacy Sway Foreign Public Opinion” Cambridge U. Press online June 7,2021.

<https://www.cambridge.org/core/journals/american-political-science-review/article/does-public-diplomacy-sway-foreign-public-opinion-identifying-the-effect-of-highlevel-visits/7523009C0A86135F6164DD8D439AAEB0>

Pew Research Center, [“U.S. Image Suffers as Public Around World Question Trump’s Leadership,”](#) June 26, 2017.

More Resources:

Between Slogans and Solutions A Frame-Based Assessment Methodology for Public Diplomacy Michael Egner

https://www.rand.org/content/dam/rand/pubs/rgs_dissertations/2010/RAND_RGSD255.pdf

ACPD Special Report: “Putting Policy and Audience First: A Public Diplomacy Paradigm.” 2021 (read Part I)

<https://www.state.gov/putting-policy-audience-first-a-public-diplomacy-paradigm-shift-2021/>

Walter Lippman, *Public Opinion* (Greenbook Publications, LLC, 2010), chapters 1 and 2, 9-28.

Ali S. Wyne, “Public Opinion and Power,” in *Routledge Handbook*, 39-49.

Walter Douglas, “The Last Three Feet: Understanding What Pakistanis are Saying,” in William P. Kiehl, ed., *The Last Three Feet: Case Studies in Public Diplomacy* (Public Diplomacy Council, 2012), 108-116.

Week 5, February 12: Strategic Planning

Questions for Discussion:

- Strategic planning for foreign policy
- Goals, Objectives, audiences and tactics

Readings

Why do strategy?

Reuniting strategy and diplomacy for 21st century statecraft

<https://www.tandfonline.com/doi/full/10.1080/13569775.2021.1961387>

<https://gwtoday.gwu.edu/retired-vietnam-ambassador-ted-osius-diplomacy-about-building-trust-and-taking-risks>

Foreign Policy Goals and Objectives

National Intelligence Council, *Global Trends2040* (published 2021) – (read summary and a portion) of

https://www.dni.gov/files/ODNI/documents/assessments/GlobalTrends_2040.pdf

<https://bidenwhitehouse.archives.gov/wp-content/uploads/2022/10/Biden-Harris-Administrations-National-Security-Strategy-10.2022.pdf>

<https://www.whitehouse.gov/wp-content/uploads/2025/12/2025-National-Security-Strategy.pdf>

Strategic Plans - UK

<https://www.gov.uk/government/publications/national-security-strategy-2025-security-for-the-british-people-in-a-dangerous-world/national-security-strategy-2025>

<https://post.parliament.uk/uk-foreign-policy-in-a-changing-world/>

Strategic Plans - US

<https://2021-2025.state.gov/joint-strategic-plan/> this is 2022 - 26

<https://www.state.gov/wp-content/uploads/2018/12/Joint-Strategic-Plan-FY-2018-2022.pdf>

<https://2021-2025.state.gov/integrated-country-strategies/>

<https://www.afsa.org/you-have-strategy-now-what-how-turn-any-us-mission-strategy-results>

Week 6: February 19: Advocacy/Information Environment and strategy

Questions for Discussion:

- National Foreign Policy Strategy and Media as a tactic/tool
- International Media Environment
- Foreign Malign Influence via Media
- Relations with the media
- Media strategies - Social Media vs Media strategy

Required Reading- read 2

S. Altay, S. Valenzuela, and P. N. Howard (eds.), [“Trends in the Information Environment: 2025 Expert Survey Results.”](https://www.afsa.org/you-have-strategy-now-what-how-turn-any-us-mission-strategy-results) October 2025, International Panel on the Information Environment.

Department of State handbook, A Responsible Press Office in the Digital Age, https://static.america.gov/uploads/sites/8/2016/06/A-Responsible-Press-Office-in-the-Digital-Age_Handbook-Series_English_508.pdf, chapters 1, 4, 9 and 10.

Suzanne Maloney, ["Yes, Iranians Wear Jeans: Pitfalls of Public Diplomacy with Iran"](#) (Brookings, 2013).

Kathy Lally, ["U.S. ambassador in Moscow uses social media to bypass official line"](#) in *The Washington Post*, January 11, 2014.

Anne Applebaum and Edward Lucas, ["The danger of Russian disinformation"](#) in *The Washington Post*, May 8, 2016, p. A15.

Brian Knowlton, ["US Vividly Rebuts Islamic State Propaganda on Arab Social Media,"](#) NDTV, October 3, 2014 and Rita Katz, ["The State Department's Twitter War with ISIS is Embarrassing,"](#) *Time*, September 16, 2014.

Case study use case: Niklas Bremberg, "The European Union Climate Diplomacy: evolving practices in a changing geopolitical context" *The Hague Journal of Diplomacy*. April 2024. https://brill.com/view/journals/hjd/19/3/article-p506_3.xml

Week 7: February 26 Advocacy – Communication tools – new and traditional. Choosing the best strategy for media engagement

Media strategies presented by 3 students

Questions for Discussion:

- How can a government spokesperson prepare for an encounter with the press?
- Preparing the Ambassador for a media engagement
- How do you fix a mistake?
- Can digital substitute for the “last 3 feet”?
- What counts as success in interacting with the press?

Required Reading:

Cesar Jimenez-Martinez. "Foreign Correspondents and Public Diplomacy"
<https://uscpublicdiplomacy.org/blog/foreign-correspondents-and-public-diplomacy-understudied-relationship>

Department of State handbook, A Responsible Press Office in the Digital Age, https://static.america.gov/uploads/sites/8/2016/06/A-Responsible-Press-Office-in-the-Digital-Age_Handbook-Series_English_508.pdf, chapters 1, 4, 9 and 10.

<https://uscpublicdiplomacy.org/blog/%E2%80%9Cwolf-warrior-diplomacy%E2%80%9D-%E2%80%9Cclone-wolf-diplomacy-new-logic-digital-pd>

Week 8: March 5 Advocacy/Speechwriting: in-class analysis of two major speeches; discussion of speechwriting techniques;
In-class Press conference simulation (4- student project)
Media Strategy memo due.

Press simulation “actors” for this simulation will be expected to arrive prepared to simulate a press conference. The other half of the class will be expected to offer constructive criticism afterwards

Questions for Discussion:

- When is a speech an effective PD tool? When is it the right tool?
- What are the limitations of a speech as a PD tool?
- In your opinion, how effective were the presidential speeches assigned for this week? Be prepared to explain your reasoning.
- What tactics/tips can make a speech more effective?
- How can delivery affect the impact of a speech?
- Tactics for amplifying a speech after delivery

Come prepared to analyze and discuss the 2 of the speeches

Required Reading:

Read the text of President Obama’s June 4, 2009 speech at Cairo University posted on Blackboard and watch at least part of the video of his delivery of same online.

Read the text of former President Reagan’s June 12, 1987 speech at the Brandenburg Gate at <http://www.historyplace.com/speeches/reagan-tear-down.htm> or on Blackboard and watch at least part of the video of his delivery of same online.

JFK Inaugural Address (on Outline link in Blackboard)

Secretary Pompeo in Cairo

<https://www.americanrhetoric.com/speeches/mikepompeoforceforgoodcairo.htm>

President Trump at the UN 2025

https://www.youtube.com/watch?v=JW_57MCd-G8

Holiday

Week 9 –March 19 Advocacy/Speechwriting:
In class draft speech presentations and discussion

Examples of other writing for diplomatic purposes:

<https://history.state.gov/historicaldocuments> (for reference and discussion)

Seanon S. Wong, "Emotions and the communication of intentions in face-to-face diplomacy" *International Journal of International Relations*. May 15, 2015.

Essentials of **modern diplomacy**. 15. Traditional diplomacy is practiced as the art and craft of **communicating** and interchanging among states acting
<link.springer.com/content/pdf/bfm%3A978-3-540-71101-8%2F2%2F1.pdf>

Joshua E. Keating, "Why do Diplomats Still Send Cables?" *Foreign Policy*, Nov. 30, 2010.
<https://foreignpolicy.com/2010/11/30/why-do-diplomats-still-send-cables/>

R. P. Barston, *Modern Diplomacy*, Chapters 1, 3 and 16 Routledge, 2014 Fourth edition.

Christer Jonsson and Martin Hall, Communication: An essential aspect of diplomacy. *International Studies Perspectives*. 4 (2) May 2003, pp. 195-210.

Week 10: March 26 Planning a PD strategy

Speeches due

Questions for Discussion:

- What are the components of a PD strategy and why is each necessary?
- How do you start designing a PD strategy?
- What contingencies must you anticipate to make a strategy successful?
- What is the difference between a PD strategy and an initiative, program or activity strategy?

Required Reading:

https://www.researchgate.net/publication/357476836_Strategic_Communications_and_Public_Diplomacy

Daniel Sreebny, "Public Diplomacy: The Field Perspective," in William P. Kiehl, ed., *America's Dialogue with the World* (Public Diplomacy Council, 2006), 91-102.

NATO; *A Framework for the Strategic Planning and Evaluation of Public Diplomacy*. Pg. 1 -11 <https://documents.pub/document/a-framework-for-the-strategic-planning-evaluation-szab-head-of-evaluation.html>

<https://afsa.org/strategic-approach-public-diplomacy>

Week 11 April 2 Engagement: Cultural and Educational Programming

Embassy presentations

ECA slides on BlackBoard Outline link

Questions for Discussion:

- What are the underlying assumptions of cultural and exchange diplomacy as practices of PD?
- What are some of the tools of cultural and exchange diplomacy?
- What do cultural and exchange diplomacy require to succeed?
- How do cultural and exchange activities advance foreign policy objectives?

Look at Educational and Cultural Affairs Bureau <https://www.state.gov/eca-programs/>
Look at Programs on your embassy website

Required Reading:

The past and future of cultural diplomacy, Natalia Grincheva, March 6, 2023
<https://www.tandfonline.com/doi/full/10.1080/10286632.2023.2183949>

U.S. Advisory Commission on Public Diplomacy, Public diplomacy at Risk: Protecting Open Access for American Centers, May 2015.
<https://uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/useruploads/u31086/ACPD%20American%20Spaces%20White%20Paper%20-%20Final.pdf>

Nadia Grincheva, the past and future of cultural diplomacy, The Hague Journal of Diplomacy March, 2023
<https://www.tandfonline.com/doi/full/10.1080/10286632.2023.2183949>

Xiaoling Zhang, “The Effectiveness of the Chinese Cultural Centers and Confucius Institutes,” China Policy Institute: Analysis, December 12, 2016.

Culture, Exchange and Equality: How Tokyo 2020 is crafting its legacy (CPD blog) July 26, 2021
<https://uscpublicdiplomacy.org/blog/culture-exchange-and-equality-how-tokyo-2020-crafting-its-legacy>

The Power of US cultural diplomacy <https://www.stimson.org/2025/the-power-of-us-cultural-diplomacy/>

Jean Manes, “The Brazil Youth Ambassador Model,” in William P. Kiehl, ed., *The Last Three Feet: Case Studies in Public Diplomacy* (Public Diplomacy Council, 2012), 73-92.

<https://uscpublicdiplomacy.org/blog/role-cultural-diplomacy-strengthening-soft-power-globalized-world> (look at the other associated blogs)

Resources:

Ishaan Tharoor, "How ancient ruins are perfect propaganda in the Middle East", in *The Washington Post*, May 6, 2016.

Gareth Smyth, "[Iran's failed cultural diplomacy in Syria](#)", in *The Guardian*, January 19, 2016.

Cristina Ruiz, "[Curators as Kissinger's: Can Museums Repair Diplomatic Relations?](#)" *New Republic*, October 17, 2014.

Week 12 April 9 Engagement - Program design

Programming design: in-class programming simulation exercise in small groups
Using final project ideas of 2 or 3 students.

Slides on Outline Link in Blackboard for programming
Document on Blackboard Outline link for Virtual programming

Reading

Cortez and Jamison, "Incorporating Research Design in Public Diplomacy: The role of listening" International Journal of communication (14 - 2020)
<https://ijoc.org/index.php/ijoc/article/view/12779/2985>

Virtual Program examples: check your embassy website for examples of virtual programming

other

<https://podcasts.apple.com/us/podcast/modern-american-diplomacy/id1491191290>

(7/9/2020 – Tom Shannon)

<https://www.cnn.com/2020/07/27/asia/harry-harris-mustache-south-korea-scli-intl/index.html>

Week 13: April 16 Monitoring and Evaluation

Final Project presentations (3)

Questions for Discussion:

- What are the challenges to measuring success in PD?
- Do we even need to measure PD? If so, what should governments be measuring?

Required Readings:

<https://www.uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/Pathways%20for%20the%20Future%20of%20Evaluation%208.12.20.pdf>

ACPD report: "Optimizing Engagement" 2018 chapter - Research pg. 20-29.

<https://www.state.gov/optimizing-engagement-research-evaluation-and-learning-in-public-diplomacy/>

Building and impact Evaluation Toolbox based on an Arts and soft Power Ecosystem (2020)

https://uscpublicdiplomacy.org/sites/default/files/useruploads/u47441/Building%20an%20Impact%20Evaluation%20Toolbox_2.10.21.pdf

Robert Banks, *A Resource Guide to Public Diplomacy Evaluation* (Figueroa Press, 2011), Parts 1-3, 11-38. https://publicdiplomacy.org/docs/2011_Paper_9.pdf

Pierre C. Pahlavi, "Evaluating Public Diplomacy Programmes," *The Hague Journal of Diplomacy*, 2 (2007) 255-281.

Solving the Public Diplomacy Puzzle – Developing a 360-degree listening and evaluation approach to assess country images. Nov 2020.

https://uscpublicdiplomacy.org/sites/default/files/useruploads/u47441/Solving%20the%20Public%20Diplomacy%20Puzzle_11.30.20.pdf

Looking Forward

Week 14: April 23 The Future of PD

Enrichment activity due

Questions for Discussion:

- Why do you think the subject of public diplomacy has received so much attention in so many sectors over the last decade?
- What trends/persistent themes do you see?
- Do you find some studies more compelling than others, and if so, why?
- How should public diplomacy and diplomacy plan for and adapt for change?

Required Reading:

<https://uscpublicdiplomacy.org/blog/public-diplomacy-and-wicked-problems>

R.S. Zaharna, Feb 3 2023 CPD Blog

Socially Distanced Diplomacy (from week one) Pg. 46 – 51

Matthew Wallin, ["The New Public Diplomacy Imperative: America's Vital Need to Communicate Strategically,"](#) American Security Project, August 2012.

Philip Seib, *Toward a New Public Diplomacy*, (Palgrave MacMillan, 2009), 239-246.

["Reforming American Public Diplomacy,"](#) The Aspen Institute, 2015.

April 28 Public Diplomacy Project due