

Washington, D.C. Public Diplomacy Program – Spring 2020

*Syllabus - IRP 708-M001 (41315)*

**Issues in Public Diplomacy: The coming decade: an era of ongoing public distrust and conflict?**

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*This is a course about the **public dimension** of major contemporary issues. We will analyze the role of communication, media and culture in public policy. The course will also examine institutional and professional communication issues, and help participants better understand the underlying cultural and demographic elements of public opinion.*

**Introduction:** Since the advent of the digital era dramatic changes in public communication have made everyday life and public affairs both more beneficial and more complex. The stream of information has turned into a flood. People around the globe are both more knowledgeable and more compartmentalized. New technologies seem to have a half-life of less than a decade. The 24/7 flow is now 60/60/24/7/365. Inevitably, these changes have affected decision making across the board.

Beyond the impact of changing communications, it is important to understand rapid globalization. Historic demographic and cultural changes have brought many more people into the public arena than ever before. Once pre-eminent, governments must share decision making with highly motivated non-state actors.

We are also witnessing a significant reaction around the globe against diverse regimes, often rebellion against corruption and inept government. The gap has grown between the expectations of newly connected and active publics and the institutions of governance. Worldwide economic growth has not been shared. Leaders in all too many countries have stoked the fires of re-aroused nationalisms and cracked down on opposition. Despite severe losses on the battlefield transnational terrorism is re-grouping.

The U.S. has contributed to the disruption of traditional alliances and leadership expectations through President Trump's public statements and rhetoric. "America First" is perceived around the globe as an incoherent set of transactions that can change with a tweet. Established norms and expectations are endangered in multiple fields - trade, arms control, environmental action, immigration, national security alliance leadership, etc.

H For sure, publics here and abroad are stressed by the disruptions, the uncertainties and the growing divides within and among nation-states. The media report ongoing outbursts around the world. Survey research shows an increase in public distrust of institutions and doubts about the future.

.....Will 2020 mark the beginning of a renewal of public consensus in divided nations, the start of reform efforts, and a search for civility and stability? Or will we see continued animosities within and between societies and ongoing governmental suppression of dissent? We will meet with outstanding experts who can help us understand the challenges and the special public dimension.

### New Challenges

Among the many long-term issues the U.S. and others will likely confront in the coming year:

- Positive Perceptions of U.S. leadership have declined in the past three years with the policy proclamations of the Trump Administration. “America First” has multiple ramifications. How if at all will the drop in world support affect the willingness of others to cooperate with the U.S.?
- American Society is more intensely divided over policy and politics than it has been since the conflict over Vietnam and the stalled civil rights movement in the late 60s and early 70s. Will this disunity translate into international confusion and distrust? Does the negative trend affect perceptions of American society, indicated, for example, in the number of those who visit or study in the U.S.?
- The growth of digital media has brought ever more information more rapidly to far larger publics around the globe. This has had many benefits. However, the social media have also brought confusion and distrust. More partisan voices are displacing traditional influences on opinion.
- Internationally, Russia and to lesser extent several other nations have exploited the changing global communications environment. Russian “Active Measures” pose special problems for national security and our interests in several nations. Cyber-hacking is the most obvious facet of orchestrated efforts to shape – or confuse -- public opinion. How can we and others minimize the impact of such techniques?
- China’s rise as a global power has been matched by its ambitious soft power projection. How do China’s leaders see their role in world affairs? Are these ambitions shared by the public?

- Varied regimes have used the new communication technologies along with old-fashioned repression to control nascent groups calling for human rights and democratic governance. Are there ways to foster democracy despite the new techniques of control? Will the U.S. Administration continue its leading support of civil society abroad and our traditional values?
- Public opposition to immigration and other cultures has risen strikingly in Europe and the U.S., and also in other 'receiving' nations. Yet various pressures in the developing world will lead to continued migration efforts. Governments in the developed nations will face powerful cross-pressures to reject refugees and other migrants. What about the possibilities for DACA and broader immigration policy here?
- As the warning signals of global warming rise, the debate over responsibility and necessary actions intensifies. What arguments might have an impact favorable for greater global cooperation? With antagonism from the U.S. Government, can states, cities, civil society and the corporate sector do more to uphold international goals?
- Beyond the headlines, another set of conflicts, against rising public health scourges, including potential pandemics, challenges governmental leadership, technical skill and the ability of governments, IGOs and NGOs to reach out to affected communities. How can publics be engaged in the struggle against pandemics?
- Another scourge, human trafficking, is probably the least recognized of broad challenges that confront the world community. What can be done to gain public support for needed far greater governmental cooperation against human trafficking.

Sadly, these days publics as well as elites can't agree on a commonly held body of facts about issues. The churn of information confuses publics, makes compromise and governance ever more difficult, and alienates groups who differ in backgrounds and values. Civility is losing out to disunity, the core of national strength, here and in many societies abroad. At its best public diplomacy can help this nation and others better understand how to reduce conflict and maximize cooperation.

The task is complex; Public Diplomats need to:

- build consensus against violence and special nuclear and cyber threats;
- strengthen public support around the world for human rights, democratic governance and civil society;

- foster global commitment to social justice,
- stimulate values and focus on transnational environmental and health issues, and
- fundamentally, promote greater empathy among diverse cultures.

### **Course Goals:**

Participants should be better able to:

- Improve your understanding of major global communications trends and their implications for international affairs and decision-making
- Deepen your understanding of the public dimension of world affairs.
- Gain skills in analysis of public opinion and strategic communication.
- Strengthen your understanding of national security/foreign policy decision making and nation-state behavior.
- Broaden your awareness and knowledge of the evolving role and influence of non-state actors, including major NGOs in national and international affairs.

### **Format, Approach:**

The course will mix brief introductory remarks with discussion, class exercises and student presentations. Officials and NGO experts with special expertise will participate from time to time.

### **Readings:**

We follow a two-tiered approach: a few key readings will be assigned in advance for each class session, accompanied by a longer list of optional recommended readings. Most assignments will be from easily retrieved online sources.

### **Assignments:**

Written assignments are intended to help participants develop essential skills for careers in various fields of public diplomacy, ranging from analysis to advocacy to relationship building. These skills will help you consolidate your knowledge of communication. The two core written requirements are:



## **Attendance**

*Participation in seminar discussions is very important; we rely on everyone's involvement.* If you need to miss a class, please let me know as soon as you can. All submissions are due on the dates indicated; please let me know if you cannot meet the deadline.

## **Evaluation**

At the end of the semester we will re-consider the semester and seek suggestions for future refinements of the seminar and the program. Your feedback and recommendations are welcomed throughout the semester. I have office hours beginning at 4:30 p.m. before each class, and at other times whenever necessary.

## **Academic Integrity Policy**

Very simply, please quote or attribute any writings or ideas of other sources that are not your own.

The Syracuse University Academic Integrity Policy, "...holds students accountable for the integrity of the work they submit. Students should be familiar with the Policy and know that it is their responsibility to learn about instructor and general academic expectations with regard to proper citation of sources in written work. The policy also governs the integrity of work submitted in exams and assignments as well as the veracity of signatures on attendance sheets and other verifications of participation in class activities. Serious sanctions can result from academic dishonesty of any sort. For more information and the complete policy, see <http://academicintegrity.syr.edu>."

## **Disability Related Accommodations**

We will try to help all students who wish to participate in the seminar to do so. If you have any special needs or concerns please let me know in advance so that I can talk with SU staff at the Greenberg House and other university officials.

According to Syracuse University: "Students who are in need of disability-related accommodations must register with the Office of Disability Services (ODS), 304 University Avenue, Room 309, 315-443-4498. Students with authorized disability-related accommodations should provide a current Accommodation Authorization Letter from ODS to the instructor and review those accommodations with the instructor. Accommodations, such as exam administration, are not provided retroactively; therefore, planning for accommodations as early as possible is necessary. The Office of

Disability Services facilitates disability related support services and accommodations for students studying abroad. While support services and accommodations are intended to provide equal access, the accessibility of facilities in other countries [and in Washington, D .C.] may be limited and support services may be provided in a manner that differs from the delivery of services on the Syracuse University campus. Students are advised to discuss the availability of accommodations at various international study abroad sites [and in Washington,D.C.] with SU Abroad and ODS staff.”

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### **Issues in Public Diplomacy - Calendar**

*Spring – 2020 Schedule and Calendar*

(NOTE THAT ALL CLASSES WILL MEET AT CSIS – 1616 RHODE ISLAND AVE NW,  
FROM 6 – 8:30 P.M.)

Week 1 - January 14      5 p.m. Orientation and introduction to the program:

Readings: Program overview, syllabus, Internship instructions, ReCon precepts,

Followed by  
6.p.m., place TBA

*PD Alumni Reunion and Reception to Honor Spring '20 PD Class – All participants in  
the Issues in PD Seminar are welcomed.*

January 16 First “Issues in Public Diplomacy” Seminar: **Public Diplomacy  
Defined; Inventory of America’s Challenges -- the Public Dimension**

Topics: Meanings and roles of “public diplomacy”. A primer on national security decision-making in the U.S. Major Issues to analyze from the public dimension. Who Does Public Diplomacy?

Readings:

Please also look over the following:

- Katherine Brown and Roxanne Cabral, “Diplomacy for a Diffuse World,” The Atlantic Institute,  
[http://www.atlanticcouncil.org/images/publications/Diplomacy\\_for\\_a\\_Diffuse\\_World.pdf](http://www.atlanticcouncil.org/images/publications/Diplomacy_for_a_Diffuse_World.pdf)
- Bruce Gregory, “The Paradox of U.S. Public Diplomacy: Its Rise and Demise,”  
<https://ipdgc.gwu.edu/sites/ipdgc.gwu.edu/files/downloads/IPDGC-SpecialReport1-BGregory.pdf>

Additional Reading:

- “Public Diplomacy in the 21st Century,” by Joseph Nye, The Globalist, May 10, 2004 <https://www.theglobalist.com/public-diplomacy-in-the-21st-century/>
- “The End of the Hillary Clinton Era in Public Diplomacy,” by Nicholas Cull, available at <https://link.springer.com/article/10.1057%2Fpb.2013.4>
- Nick Cull’s publication on the structure/history of public diplomacy is also a useful primer for those who’ve not been exposed to the ideas of PD --  
<https://www.uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/useruploads/u35361/2009%20Paper%202.pdf>
- For an interesting potpourri of perceptions of the American public of the U.S. at the precipice of the ‘20s, see the Pew Research Center analysis, “19 Striking Findings from 2019,” <https://www.pewresearch.org/fact-tank/2019/12/13/19-striking-findings-from-2019/>

Week 2 –January 21	Professional Development: Meet to discuss internships, ReCon projects; workshop networking for jobs
January 23	<b>The Trump Administration National Security Strategy and Communication with the World</b>

Topics: The 2017 NSSR compared with past iterations; the Inter-Agency national security process, institutions; Trump Administration communication with publics here and abroad

Speaker: Dr. Seth Center, CSIS

Key Questions: Three years into his Administration, is there a clear world view that underlies the Trump National Security Strategy Review? How does it differ from past NSSRs? What is the Trump playbook? To what extent and in what ways does the Trump global agenda reflect public concerns? What does the turmoil and turnover within the President's national security team say about the consistency of its message?

Readings: National Security Memorandum – U.S. National Security <https://www.whitehouse.gov/presidential-actions/national-security-presidential-memorandum-4/>

The NSSR, “ A New National Security Strategy for a New Era,” <https://www.whitehouse.gov/articles/new-national-security-strategy-new-era/> and <https://www.whitehouse.gov/wp-content/uploads/2017/12/NSS-Final-12-18-2017-0905-2.pdf> <https://www.whitehouse.gov/wp-content/uploads/2017/12/NSS-Final-12-18-2017-0905.pdf>

A critique by Professor Melvyn Leffler, Stettinius Professor of Diplomatic history, University of Virginia, *Trump's Delusional National Security Strategy - How the Administration Ignores What Made America Great* <https://www.foreignaffairs.com/articles/2017-12-21/trumps-delusional-national-security-strategy?cid=int-lea&pgtype=hpg>

For the sake of comparison and contrast: the Obama 2015 NSSR, <https://obamawhitehouse.archives.gov/blog/2015/02/06/president-obamas-national-security-strategy-2015-strong-and-sustainable-american-lea> and a CRS Analysis of the 2015 effort: <https://fas.org/sqp/crs/natsec/R44023.pdf>

**Week 3 – January 30 - Issue: How the World Views the U.S.: Major Issues and Differences**

Topics: International polls, media reporting on perceptions of U.S. policies, priority issues; views of experienced international correspondents based in the U.S.

Speakers: TBA – A panel of international correspondents based in DC.

Key Questions: What are the trendlines in public approval/disapproval abroad of US policies on key issues? Does criticism of the Trump Administration wash over into criticism of American society? Are there indications that public disapproval might become long lasting. How do international media cover U.S. policies and domestic issues?

Readings:

“World Opinion of the Trump Administration and the U.S.” by Eugene Kiely,  
<https://www.factcheck.org/2017/09/world-opinion-trump-u-s/>

“How the World Views the U.S. and its president in 9 Charts,” Pew Research  
<https://www.pewresearch.org/fact-tank/2018/10/09/how-the-world-views-the-u-s-and-its-president-in-9-charts/>

“World Opinion of the U.S.”  
<https://www.bing.com/images/search?q=world+opinion+of+the+u.s.&gpvt=World+Opinion+of+the+U.S.&FORM=IGRE> an interesting compilation of different images of the U.S., most presented in map formats, in general and in comparison with views of other nations,

“World Opinion of the U.S. Hits New Low Under Trump – Especially in Canada”  
<https://globalnews.ca/news/3973172/donald-trump-us-world-approval-canada/>

Number of International Students in the United States Hits All-Time High IIE Annual Report, Open Doors, November 19, 2019  
<https://www.iie.org/en/Why-IIE/Announcements/2019/11/Number-of-International-Students-in-the-United-States-Hits-All-Time-High>

Week 4 - February 4 – Professional Development: update internships, ReCon projects;  
**Other Nations Public Diplomacy**

Topics: The variety of approaches to nation-branding, trade and investment promotion, communication efforts of other nation-states to promote their national interests.

Speakers: TBA – Representatives from International Embassies in D.C.

Key Questions: How do other governments support their bilateral relations with the U.S. and other nations through PD? What range of activities do they incorporate in the mix? What limitations do they face? How do they approach as large and complex a society and communications environment as exists in the U.S.

February 6 - Issue : **The Role of Public Diplomacy in 21<sup>st</sup> Century Statecraft: How does public diplomacy fare in the State Department?**

Topics: Evolution of public diplomacy from USIA to State; accelerating communication via social media and broader public involvement – implications for diplomacy

Speakers: TBA – A panel of State Department Foreign and Civil Service Officers

Key Questions: How has the Public Diplomacy perspective factored into policy formulation at State today? And how have recent controversies over the role of State affected U.S. Public Diplomacy? With current resources and staffing abroad, can State PD programs reach out to far broader, more active youth audiences as well as traditional leaders? What issues are priority for Department PD?

Background Readings:

See Nick Cull's article on the evolution of PD, particularly digital diplomacy, "The Long Road to Digitalized Diplomacy: A Short History of the Internet in U.S. Public Diplomacy" <https://revistadigital.sre.gob.mx/images/stories/numeros/n113/culli.pdf>

Also --

- State.gov website, <https://www.state.gov/>
- Office of the Under Secretary for Public Diplomacy and Public Affairs, "Strengthening U.S. Engagement with the World," Spring, 2010 [http://uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/legacy/pdfs/PD\\_US\\_World\\_Engagement.pdf](http://uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/legacy/pdfs/PD_US_World_Engagement.pdf) offers perhaps the most clear and straightforward explanation of PD priorities in the Obama/Clinton years. While some long-time PD pros complained this was a 'committee product' (i.e. – too simplistic, too bland) it had the virtue of simple statement of themes and priorities [a strength of DoD strategic communication.]
- The State Department's QDDR Department of State, 2010, QDDR <http://www.state.gov/s/dmr/qddr/> [My editorial judgement: It was unfortunate

that the Trump Administration halted the QDDR exercise. It served a useful purpose at State, tho it had not achieved its potential in just three years. On the other hand, DoD has long conducted its QDR – Quadrennial Defense Review – with important benefits for military doctrine and policy priorities. DoD has the personnel and history of planning that State lacks.]

#### Additional Readings

- U.S. Senate Foreign Relations Committee, Hearing on the Future of Public Diplomacy, March 10, 2010. <http://foreign.senate.gov/hearings/hearing/?id=fb621de6-b0aa-b497-4a14-329d635c7557>. Current Under Secretary of State for Public Diplomacy and Public Affairs Judith McHale and former Under Secretaries Evelyn Lieberman, Karen Hughes, and James Glassman present their views to the Committee.
- Jan Melissen, “The New Public Diplomacy: Between Theory and Practice,” in *The New Public Diplomacy – Soft Power in International Relations*, ed. by Jan Melissen, New York: Palmgrave Macmillan, 2007.
- Kathy R. Fitzpatrick, [U.S. Public Diplomacy's Neglected Domestic Mandate](http://uscpublicdiplomacy.org/publications/perspectives/CPDPerspectivesNeglectedMandate.pdf), CPD Perspectives, USC Center on Public Diplomacy, Paper 3, (Figueroa Press, October 2010).  
<http://uscpublicdiplomacy.org/publications/perspectives/CPDPerspectivesNeglectedMandate.pdf>
- Department of Defense, 2014, QDR <https://dod.defense.gov/News/Special-Reports/QDR/>
- Department of State, Statecraft for the 21<sup>st</sup> Century home page:  
<http://state.gov/statecraft/htm>

Week 5 – February 13

Issue: **Responding to The Challenge of Russian Disinformation**

Topics:

Definition of Active Measures; Russian disinformation and propaganda activities here and abroad.

Speakers:

Representatives from RFE/RL, Global Engagement Center  
Expert on Russia

Key Questions: How do current Russian propaganda, disinformation and other covert and overt efforts to manipulate public opinion work? How successfully have these activities been recently and in the Soviet era? What steps are the USG and other governments taking? Are there non-governmental efforts to expose Russian activities?

Current Readings TBA

Background Readings:

- RFE/RL English language website -- <https://www.rferl.org/>
- Current Time website -- <https://www.currenttime.tv/>
- Still Broadcasting Freedom By Jay Nordlinger -- <https://www.nationalreview.com/magazine/2018/04/16/still-broadcasting-freedom/>
- Journalism Dies In Darkness By Martha Bayles -- <https://www.the-american-interest.com/2018/12/11/journalism-dies-in-darkness/>
- Another new, and interesting article here by Ross Johnson: <https://www.tandfonline.com/doi/full/10.1080/08850607.2018.1488498>

For an excellent tutorial in Russian propaganda and disinformation,

- See the summary, and time allowing the body of “The Menace of Unreality: How the Kremlin Weaponizes Information, Culture and Money” by Peter Pomerantsev and Michael Weiss, writing in The Interpreter, of RFE/RL, [http://www.interpretermag.com/wp-content/uploads/2014/11/The\\_Menace\\_of\\_Unreality\\_Final.pdf](http://www.interpretermag.com/wp-content/uploads/2014/11/The_Menace_of_Unreality_Final.pdf)
- And check out the Ukrainian, Euromaidan coverage of Russia, <http://euromaidanpress.com/>
- “The Menace of Unreality: How the Kremlin Weaponizes Information, Culture and Money,” a special report of the Institute of Modern Russia and the Interpreter analyzes Russia’s use of soft power ingredients in pursuit of strategic goals. The summary presents and overview, details follow along with recommendations for international responses.

See also a brief description of the inter-agency Global Engagement Center, located in the U.S. State Department, Basic Fact Sheet on the Global Engagement Center - <https://www.state.gov/r/gec/>

For broader and deeper perspectives on Russian influence operations see:

- “The Russian World in Moscow’s Strategy,” Commentary by Igor Zvelov, guest fellow of CSIS <https://www.csis.org/analysis/russian-world-moscows-strategy>
- “Putin’s Information Warfare in Ukraine,” ISW – Institute for the Study of War, 2015, especially the summary, available at <http://understandingwar.org/sites/default/files/Russian%20Report%201%20Putin's%20Information%20Warfare%20in%20Ukraine-%20Soviet%20Origins%20of%20Russias%20Hybrid%20Warfare.pdf>
- Also, “Ukraine’s New Weapon Against Russian Propaganda,” A Wall Street Journal Video from this past spring <http://www.wsj.com/video/ukraine-new-weapon-against-russian-propaganda/621A22A7-AB83-4513-A30E-C97E9AFB02D8.html>
- “Russian Propaganda About Crimea and Ukraine: How Does it work?”
- <https://www.theguardian.com/world/2014/mar/17/crimea-crisis-russia-propaganda-media>
- NYTimes Editorial, “Playing with Fire in Ukraine,” <http://www.nytimes.com/2016/08/20/opinion/playing-with-fire-in-ukraine.html>
- “For Putin Disinformation is Power,” <http://www.nytimes.com/2016/08/06/opinion/for-putin-disinformation-is-power.html>
- “U.S. Wrestles with How to Fight Back Against Cyber Attacks,” <http://www.nytimes.com/2016/07/31/us/politics/us-wrestles-with-how-to-fight-back-against-cyberattacks.html>
- “Mapping Russian & Iranian Cyber Networks,” <https://www.uscpublicdiplomacy.org/blog/mapping-russian-iranian-cyber-networks#comment-147706>

For additional understanding of historical Russian and Ukrainian thinking and counter-pressures historically, see:

- “Ukraine, Russia and the U.S. Policy Response,” by Amb. (Ret) Steven Pifer, <https://www.brookings.edu/testimonies/ukraine-russia-and-the-u-s-policy-response/> ; Also,
- Current History, October, 2016 “What Drives Moscow’s Military Adventurism,” available at

[https://secure25.securewebsession.com/currenthistory.com/pdf\\_user\\_files/115\\_783\\_251.pdf](https://secure25.securewebsession.com/currenthistory.com/pdf_user_files/115_783_251.pdf) (You need to subscribe or go through your School Library for this and several other worthwhile articles in the October edition of CH.)

- “Back From the Brink: Toward Restraint and Dialogue Between Russia and the West,” report of the Deep Cuts Commission of Brookings Institution, <https://www.brookings.edu/wp-content/uploads/2016/07/Deep-Cuts-Commission-Third-Report-June-2016-1.pdf>
- Anti-Russian, Pro-Ukrainian information service Stop Fake News seeks to expose fake stories floated by Russia or associated social media, and has a long list of social media to review, available at <http://www.stopfake.org/en/news/>
- Michael O’Hanlon, “U.S.- Russia Relations Beyond Obama,”
- <https://www.brookings.edu/blog/order-from-chaos/2016/04/20/u-s-russian-relations-beyond-obama/>
- Ukraine, Russia and U.S. Policy Response, <https://www.brookings.edu/testimonies/ukraine-russia-and-the-u-s-policy-response/>
- See also reports and commentaries from the Dinu Patriciu Eurasia Center of the Atlantic Council, <http://www.atlanticcouncil.org/programs/dinu-patriciu-eurasia-center>

For insights into Putin’s leadership style and combination of nationalism and conservatism, see Franklin Foer’s article in the March, 2017 Atlantic Magazine, “it’s Putin’s World,” <https://www.theatlantic.com/magazine/archive/2017/03/its-putins-world/513848/>

Week 6– February 18 Professional Development: Careers in Public Diplomacy - Panel Discussion with PD Alums

February 20 - Issue: **Global Immigration and Populist Reactions**

Topics: “Push-pull” factors in migration; scope and trend-lines; attitudes of key “receiving” nations; the immigration policy reform debate and changes proposed by the Trump Administration

Speakers: Mark Hugo Lopez, Director of Hispanic Research Pew Research Center (invited);

Others TBA

Key Questions: Will the populist/nationalist reaction against refugees and economic immigrants create greater instability in Europe? How is the intense debate over immigration policy here likely to evolve in the election year? Are there viable areas of consensus in the U.S. over how to deal with the status of the 11 million undocumented people here?

Current Readings:

- [Current sources on the debate in Europe TBA]

Background Readings:

- Institute for the Study of International Migration (ISIM), "Priorities for U.S. Immigration Reform," 2015, available at <https://isim.georgetown.edu/sites/isim/files/files/upload/ImmigrationReformPrioritiesv1%20Oct%2020th.pdf>
- Council on Foreign Relations, "The U.S. Immigration Debate," February 26, 2015 available at <http://www.cfr.org/immigration/us-immigration-debate/p11149>
- Pew Research/Hispanic Center, website on Immigration attitudes, <http://www.pewresearch.org/topics/immigration-attitudes/>

Week 7 February 27 Issue: **Engaging Iran: The Public Dynamic Within Each Country**

Topics: Support and Opposition to the agreement; internal politics within each nation; Spring Iranian elections; cultural, exchange contacts; the role of the diaspora

Speakers: TBA

Readings: IIE Report on Academic Exchanges with Iran <http://www.iie.org/Research-and-Publications/Publications-and-Reports/IIE-Bookstore/Reinventing-Academic-Ties-Iran-White-Paper>

Other sources TBA

Week 8    March 3            Professional Development: Networking Opportunity – WIIS, WIFP, YFPF, BA Alliance, Women for Women International  
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                  March 5:            Issue: **Exchanges and Civil Society – Case Study: Empowering Women and Girls**

Topics: National interests, foreign policy and academic and civic exchanges role with regard to gender concerns, intersectionality, empowerment

Speakers:    TBA – Panel of USG, NGO leaders

Key Questions:

- How do educational, civic and cultural exchanges contribute to U.S. interests in empowering women and girls? Are exchanges best employed in support of immediate policy objectives or longer-term goals?
- What are the key approaches to empowerment and obstacles?
- What are the keys to successful planning and assessment of exchanges?
- How can government and NGOs establish fruitful collaboration, mindful of overlapping interests and yet differences?
- Does the USG have a responsibility to fund programs or national interests that help Americans better understand our own gender empowerment concerns from the vantage of other nations and cultures?

Current Readings: TBA

Background Readings:

- Allan Goodman, IIE blog, “The Role of Education in a Time of Crises,” available at <http://www.iie.org/en/Blog/2015/July/The-Role-Of-International-Education-In-A-Time-Of-Crises-July-31>, 2015.
- Shaun Riordan, “Dialogue-based Public Diplomacy: a New Foreign Policy Paradigm?” esp. pp. 184-195) in Jan Melissen, ed. *The New Public Diplomacy – Soft Power in International Relations*. New York: Palmgrave Macmillan, 2007.
- Cynthia P. Schneider, “Culture Communicates: US Diplomacy That Works,” in Jan Melissen, ed. *The New Public Diplomacy – Soft Power in International Relations*. New York: Palmgrave, Macmillan, 2007

- Anne Nelson, "Measuring the impact of "citizen media – academic and donor perspectives," from May 4, 2010 Global Voices:  
<http://summit2010.globalvoicesonline.org/2010/05/measuring-the-impact-of-citizen-media-academic-and-donor-perspectives/>
- "The Sound of Music and Public Diplomacy," Layalina Review: Vo VI, May 7-20, 2010, [http://www.layalina.tv/Publications/Review/PR\\_VI.10/article5.html](http://www.layalina.tv/Publications/Review/PR_VI.10/article5.html)
- "Cynthia Schneider on cultural diplomacy, including the surprising spread of "Idol" TV" <http://mountainrunner.us/2009/11/schneider.html>
- Cultural Exchange and the Cold War: How the West Won," Parts I and II, by ret. FSO Yale Richmond, in December 3 and 10, 2009 "Whirled View" Blog of ret. FSO, Patricia Kushlis,  
<http://whirledview.typepad.com/whirledview/2009/12/cultural-exchange-and-the-cold-war-how-the-west-won.html>, and  
<http://whirledview.typepad.com/whirledview/cultural.html> ;
- John Brademas Center for the Study of Congress, *Moving Forward: A Renewed Role for American Arts and Artists in the Global Age*, A Report to the President and Congress of the United States of America, December 2009.
- Neal M. Rosendorf, " A Cultural Public Diplomacy Strategy," in Philip Seib, ed. *Toward a New Public Diplomacy*. New York: Palmgrave Macmillan, 2009
- Kathy R. Fitzpatrick, *U.S. Public Diplomacy's Neglected Domestic Mandate*, CPD Perspectives, USC Center on Public Diplomacy, Paper 3, (Figueroa Press, October 2010.)

Week 9 – March 10 Professional Development: Skills Workshop - Conduct of Issue Oriented Advocacy Campaigns

March 12 Issue: **The Future of U.S. Broadcasting: Reforms and Challenges ...**

Topics: The evolution from short- wave to FM to digital, all-platform multi-media communication; controversy over Russian and violent extremism propaganda and the effectiveness of VOA.

Key Questions: How can we assay the effectiveness of USG-funded broadcasting sector? What goals should the nation have for USG-funded international broadcasting? What are the impacts and implications of changing audiences and technologies for US broadcasting?

Speakers: TBA

Readings: TBA

*March 16-20* *Spring Break*

Week 10 – March 26 Issue: **PANDEMIC FURY: A Workshop in Crisis Decision Making and Communication**

Topics: The impact of a global pandemic on global and domestic stability; the need for triage; global and domestic needs for urgent medical care; international and domestic security concerns; the necessity for effective communication that mobilizes the public in the U.S. and gains critically needed international cooperation; public fears in a major health crisis – the growing danger of instability

Speakers: We will be assisted in the conduct of the workshop by experts from HHS and CDC

Readings: Background and Instructions for the workshop will be provided; a description of the organizational interests of various USG involved agencies will also be made available for seminar participants to choose which agencies/offices to represent in the workshop.

### Background Readings

Laurie Garrett, “Ebola’s Lessons – How the WHO Mishandled the Crisis,” Foreign Affairs Magazine, September/October, 2015.

“The Road to Zero – CDC’s response to the West Africa Ebola Outbreak,” CDC Report available at: <http://www.cdc.gov/about/pdf/ebola/ebola-photobook-070915.pdf>

WHO Summary of accomplishments since the outbreak: <http://apps.who.int/ebola/our-work/achievements>

World Bank Factsheets on financial support for countering Ebola: <http://www.worldbank.org/en/topic/health/brief/world-bank-group-ebola-fact-sheet>

Chronology - The Guardian <http://www.theguardian.com/world/2014/oct/15/ebola-epidemic-2014-timeline>

New York Times - "The Ebola Outbreak in West Africa," archives  
<http://topics.nytimes.com/top/reference/timestopics/subjects/e/ebola/index.html>

Week 11 – March 31 Professional Development: Reports on ReCons – PD  
Cohort presentations for class discussion

April 2 Issue: **International Human Trafficking: The Communication Challenge**

Topics: The scale and impacts of human trafficking; Government, IGO and NGO efforts to counter trafficking; the growing role of public communication, both for prevention and exposure of criminal activities

Key Questions: Are there any steps that can reverse the trend toward increasing human trafficking?

Speakers: Dr. Jane Nady Sigmon, U.S. State Department (invited)  
Others TBA

Readings: TBA

Week 12 – April 9: Issue: **Promoting Human Rights and Democracy – Needs, Opportunities and Limits**

Topics: Trends toward authoritarianism; the closing space for human rights and civil society around the globe. The use of social media and censorship to thwart civil society. The role of communications in support of democracy

Speakers: Representatives from Internews, CIVIC and the National Endowment for Democracy (NED) TBA

Key Questions: What explains the rise in authoritarianism around the globe? To what extent can civil society survive pressures of regimes? How are regimes using social media to control and contain divergent viewpoints and opposition groups?

Readings: CRS report, "Global Trends in Democracy: Background, U.S. Policy, and Issues for Congress," October 17, 2018, author's name redacted) [https://www.everycrsreport.com/files/20181017\\_R45344\\_c562f1fe1802ce62e8e009879541dc0dec5b9e94.pdf](https://www.everycrsreport.com/files/20181017_R45344_c562f1fe1802ce62e8e009879541dc0dec5b9e94.pdf)

Others TBA

Week 13 – April 14: Reserved for individual meetings on ReCons; job search  
April 16: Issue: **China and America View Each other: Myths, Stereotypes and ... Reality**

Topics: Chinese and American public perceptions of each other; Self-images; perceptions of global roles in each society especially among engaged elites; needs and opportunities for greater clarity

Speaker: Robert Daly, Director the Kissinger Institute, Woodrow Wilson International Center for Scholars (invited)

Key Questions: Beyond the geopolitical and economic "realities" for cooperation, competition and conflict, to what extent do Chinese and U.S. publics understand the concerns of the other society? What public diplomacy stances are the two governments striking toward the other? To what extent will social media, and communications affect decisions by the CCP, and more broadly the political course China takes as it evolves?

Background Readings:

- State Department home pages on US-China cultural exchanges: <http://www.state.gov/r/pa/prs/ps/2014/07/228997.htm> , and <http://eca.state.gov/video/us-china-people-people-exchange>
- The PRC Embassy in DC and Foreign Ministry home pages of the People's Republic of China: <http://www.china-embassy.org/eng/zmqxs/zxxx/t1199007.htm> on bilateral relations and on Confucius Institutes.

- And the home page of the 100,000 Strong Foundation <http://100kstrong.org/initiatives/>

Any of the following sources provide additional background on varied facets of China's soft power projection:

- CNN coverage: "China in a Soft Power Push with Foreign Students." <http://www.cnn.com/2013/05/29/world/asia/china-soft-power-foreign-students/index.html>
- A very brief review article "Three Books on the Rise of China" <http://www.foreignaffairs.com/articles/139004/edward-n-luttwak-steve-chan-david-shambaugh/the-rise-of-china-vs-the-logic-of-strategy>; <https://www.foreignaffairs.com/reviews/capsule-review/china-goes-global-partial-power>
- "China Does it Better – the charm offensive and Chinese Soft Power": [http://fletcher.tufts.edu/landing-pages/alumni-stories-of-global-impact-and-leadership?utm\\_source=ForeignAffairs&utm\\_medium=banner&utm\\_campaign=AlumniStoriesBridge-FA](http://fletcher.tufts.edu/landing-pages/alumni-stories-of-global-impact-and-leadership?utm_source=ForeignAffairs&utm_medium=banner&utm_campaign=AlumniStoriesBridge-FA)
- The website of the China Environment and Energy Forum of the Wilson Center: <http://www.wilsoncenter.org/program/china-environment-forum> particularly items on the recent U.S. – China climate change agreement.
- The CCTV home page: <http://english.cntv.cn/> and the home page of its new U.S. broadcast, <http://english.cntv.cn/program/newshour/20120207/113986.shtml>
- And look over a report on China's aid to Africa by CSIS Africa Program Director Jennifer Cooke: [https://csis.org/files/media/csis/pubs/090310\\_chinesesoftpower\\_chap3.pdf](https://csis.org/files/media/csis/pubs/090310_chinesesoftpower_chap3.pdf)
- And "Africa and China – More Than Minerals," the Economist, March 23, 2013 <http://www.economist.com/news/middle-east-and-africa/21574012-chinese-trade-africa-keeps-growing-fears-neocolonialism-are-overdone-more>
- The best overall analysis I've found of China's diplomacy is David Shambaugh's book, China Goes Global :The Partial Power, [http://www.amazon.com/China-Goes-Global-Partial-Power-book/dp/B00B32XDEY/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1417298037&sr=1-1&keywords=china+goes+global](http://www.amazon.com/China-Goes-Global-Partial-Power-book/dp/B00B32XDEY/ref=sr_1_1?s=books&ie=UTF8&qid=1417298037&sr=1-1&keywords=china+goes+global) It is a very engaging book and easily available from Amazon, Barnes and Noble and other sources. For anyone interested in China or soft power, this is a 'must read' – lively, and especially interesting because the author looks at the utility and uses of soft power approaches in Chinese diplomacy from the vantage of its foreign policy interests and the dynamics of decision making and internal politics and domestic concerns. He is particularly insightful into the ongoing debate within China on its responsibilities as a growing world leader.
- A brief review of China Goes Global, by is available at

Sources on U.S. – China Bilateral Cultural Relations:

- US State Department Bureau of Educational and Cultural Affairs website:  
<http://eca.state.gov/video/us-china-people-people-exchange>
- National Committee on U.S. China Exchanges -  
<https://www.ncuscr.org/programs>
- Institute for International Education (IIE) Open Doors Report on China -  
<http://www.iie.org/Research-and-Publications/Open-Doors/Data/Fact-Sheets-by-Country/2014>
- The sites of the PRC foreign ministry and embassy here in D.C. :  
[http://www.fmprc.gov.cn/mfa\\_eng/](http://www.fmprc.gov.cn/mfa_eng/) and <http://www.china-embassy.org/eng/>  
Check for policy themes from the home pages and Foreign Ministry daily press briefings.
- The CCTV <http://english.cntv.cn/> and leading government news agency Xinhua, <http://www.xinhuanet.com/english/>
- Radio Free Asia <http://www.rfa.org/english/news/china> and VOA/Asia homepage <http://www.voanews.com/section/asia/2205.html> especially regular feature on what Americans think of China  
<http://www.voanews.com/content/chinese-brands-little-recognized-in-us-but-innovation-helping/2578088.html>
- An important reading is the home page of the Kissinger Institute on the U.S. and China, <http://www.wilsoncenter.org/program-events/Kissinger%20Institute%20on%20China%20and%20the%20United%20States/154> and in particular an early April, 2015 discussion: “Do Western Values Threaten China? The Motives and Methods of Xi Jinping’s Ideology Campaign”  
<http://www.wilsoncenter.org/event/do-western-values-threaten-china-the-motives-and-methods-xi-jinping%E2%80%99s-ideology-campaign>

Two books offer excellent insights into China’s emergence and growing global influence as well as domestic forces that affect China’s external behavior:

- Evan Osnos -- *Age of Ambition: Chasing Fortune, Truth, and Faith in the New China* (available in Kindle as well as hb and pb)  
[http://www.amazon.com/s/ref=nb\\_sb\\_noss\\_2/188-5577747-5375864?url=search-alias%3Dstripbooks&field-keywords=Evan+Osnos](http://www.amazon.com/s/ref=nb_sb_noss_2/188-5577747-5375864?url=search-alias%3Dstripbooks&field-keywords=Evan+Osnos)

- David Shambaugh, Ed, *Tangled Titans, The United States and China*, Lanham, Md: Rowmand & Littlefield, 2013.  
[https://www.amazon.com/s/ref=nb\\_sb\\_noss\\_2?url=search-alias%3Dstripbooks&field-keywords=Tangled+Titans](https://www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3Dstripbooks&field-keywords=Tangled+Titans)

Week 14 – April 23

**Climate Change and World Opinion – Without USG engagement, can other countries, U.S. states, and global NGOs make significant progress?**

Topics:

The U.S. withdrawal from the Paris Accords; the growing role of states here and abroad on behalf of combating climate change; the global and domestic debate over global warming; the roles of other major players China, Germany, India; Public opinion here and abroad.

Speakers:

TBA

Key Questions:

Is there a ‘critical mass’ of American public opinion that will inspire other players beyond the USG to help fulfill the pledges of earlier Presidencies? Has the American public overall shifted from skepticism of a decade ago to recognition of the challenge today?

Readings:

Others TBA

Week 15 – April 30

Issue: **Summing Up – Trends, Changes to Recognize in the Public Domain**

May 5

**Class/PD Alums Barbecue** 6 – 8 p.m at home of Mike and Mical Schneider – 3309 Fessenden St NW, DC.  
 (additional details coming)