Universidad de Navarra

Public Diplomacy (RRII)

Teaching guide 2026-27

COURSE OVERVIEW

Course description: Public diplomacy can be defined as the set of communicative activities that a nation carries out intending to project its identity to the rest of the world, forge alliances, generating networks of influence, and achieving its political objectives in an increasingly globalized world. This discipline differs from traditional diplomacy in the sense that it is performed by non-state actors and it uses non-traditional international communication channels such as embassies, diplomatic representatives, and consulates. Instead, it uses any platform and dimension that allows a global projection of the national identity such as cinema, gastronomy, sports, culture, religion, nature, corporate brands, or technology. This concept is closely linked to that of Soft Power, popularized by Joseph S. Nye.

Based on preliminary ideas discussed on *International Communication and Public Opinion,* this course examines the historical origin of this concept, the theoretical approach to it, its historical evolution, its importance in current global politics, and the main actions, strategies, and institutions of public diplomacy that currently operate on a global scale.

- **Degree**: International Relations
- **Module/Subject**: Module I: Fundamentals of international relations. Subject 2: Political, economic and legal foundations.
- **Number of credits**: 3 ECTS
- **Year**: 3rd year, 1st semester.
- **Type of course**: Compulsory
- **Instructors**: Adriana Gordejuela (agordejuela@unav.es)
- **Language**: English
- **Lecture schedule**: Wednesday 10 am - 11:45 am, Room S01 (Amigos).

LEARNING OUTCOMES (Competencies)

CG04 - Use English in a proper way according to the scientific and academic terminology of International Relations.

CG05 - To know how to express oneself orally in a correct and adequate manner on international issues.

CG07 - Critically evaluate the international reality and its specific problems.

CB1 - That students have demonstrated to possess and understand knowledge in an area of study that starts from the basis of general secondary education, and is usually found at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.

CB4 - That students can transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CE20 - Evaluate international relations and each of its sociological, historical, legal, political and economic components.

CE01 - Know the concepts and techniques applied to the analysis of international actors and relations.

CE07 - To know the characteristics of world geopolitics and the concept of the so-called international society.

CE13 - Know and analyze contemporary political theories and ideologies.

TOPICS

I. Foundations of Public Diplomacy

1. Public Diplomacy: defining the field

2. Soft Power in the 21st Century

3. Strategic Communication in Public Diplomacy

II. Designing and Implementing Public Diplomacy Initiatives

4. Planning a Public Diplomacy Campaign

5. Engaging with Stakeholders

III. Public Diplomacy in Practice: Global Case Studies

6. Public Diplomacy in the Global North

7. Public Diplomacy in the Global East

8. Public Diplomacy in Latin America

EDUCATIONAL ACTIVITIES

1. Lectures (22 hours)

2. Guided work and others (5 hours)

3. Personal study or work (46 hours)

4. Exams (2 hours)

Total: 75 hours

ASSESSMENT

The final grade for the course is based on the elements listed below. **Both the practical and theoretical sections must be passed** in order to pass the course. Failure to achieve 5 points in either section will result in a retake in June.

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ORDINARY SESSION EXAM

I. Theoretical part (Final Exam) - **50%** of the final grade

a) **Multiple-choice test** (20%).

It will consist of 30 multiple-choice questions.

b) **Writing questions** (30%)

It will consist of two or three mid-length essay questions, which will require students to demonstrate their understanding of the theoretical knowledge taught in the subject, as well as their ability to link ideas.

- It is **mandatory to pass the test** (5/10) for the second part to be evaluated.
- In case of passing the test, it will count for **20%** and the second part for **30%.**

December exam calendar

II. Practical part - 50% of the final mark

a) **Group exercise with oral presentation** (30%)

Working in groups, students will prepare an oral presentation on a public diplomacy topic. A list of possible topics will be provided (such as historical public diplomacy strategies, actors, and events), but students are also encouraged to research new topics on their own. Once a topic is chosen by the group, students must prepare and present the project to the rest of the class. The professor will guide both the selection of the topic and the subsequent discussion. The oral presentation can include graphs, pictures, audiovisual elements, and PowerPoint. Both the research and the presentation will be evaluated. The presentation will be followed by a debate moderated by the professor and attended by the rest of the students. The grade will be the same for all group members.

b) **Class activities** (20%)

EXTRAORDINARY SESSION EXAM

The grade of the practical part of the ordinary session will be kept. In case any of the practical parts is failed, the June exam will have more weight in the final grade:

- Final exam 50% (if the practical part has been passed)
- Final exam 70% (if the class exercises have not been passed)
- Final exam 80% (if the oral presentation has not been passed)

June exam calendar

***** Please note that any attempt at fraud, copying, plagiarism or other misconduct constitutes a serious offence, as set out in Title IV, "Academic Disciplinary Rules for Students", of the University of Navarra's Code of Conduct.***

***** Spelling and grammatical accuracy will be observed in all tasks and tests.***

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If you are feeling unwell and unable to attend class, **there is no need to provide your medical records**. Such records contain sensitive personal information, and professors should not request or retain them. A brief note signed by your doctor confirming that you attended a medical appointment should suffice.

OFFICE HOURS

Dr. Adriana Gordejuela (agordejuela@unav.es)

- Office 0541, Edificio Ismael Sánchez Bella.
- Make an appointment.

BIBLIOGRAPHY AND RESOURCES

Working materials in a variety of formats (texts, videos, podcasts, etc.) will be provided in class.

Other recommended readings

Cull, N. J. (2019). *Public diplomacy : foundations for global engagement in the digital age* (1st ed.). Polity Press. Localízalo en la Biblioteca

Melissen, Jan. 2005. *The New Public Diplomacy: Soft Power in International Relations*. London: Palgrave Macmillan. Localízalo en la Biblioteca

Nye, J. S. (2004). *Soft power : the means to success in world politics* (1st ed.). Public Affairs. Localízalo en la Biblioteca

Snow, N., Taylor, P. M., & Annenberg School of Communications. Center on Public Diplomacy. (2009). *Routledge handbook of public diplomacy* (1st. published). Routledge. Localízalo en la Biblioteca