



COURSE OVERVIEW

Course description: Based on preliminary ideas discussed on *International Communication and Public Opinion*, this course examines in-depth concepts, processes, institutions, and practices of current public diplomacy strategies. It will consider how policymakers, diplomats, and non-state leaders are adapting to the public dimension of international relations when addressing specific issues or targeting particular audiences. The emergence of non-state actors and the use of digital media platforms will be particularly analysed. The course will attempt to develop students' skills for critical analysis of central questions and issues in the field.

- **Titulación:** International Relations and Law
- **Módulo/Materia:** Module I: Fundamentals of international relations. Area 2: Political, economic and legal foundations.
- **ECTS:** 3 ECTS
- **Curso, semestre:** 3rd year, 2nd semester.
- **Carácter:** Compulsory
- **Profesorado:** Adriana Gordejuela (agordejuela@unav.es) and Miren Gutiérrez (m.gutierrez@deusto.es).
- **Idioma:** English
- **Aula, Horario:** Room B2 (Amigos), Tuesday 3.30 pm - 5.30 pm.

LEARNING OUTCOMES

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.



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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.

SYLLABUS

I PART: Fundamentals of Public Diplomacy

1. Introduction to Public Diplomacy
2. Definition and concept
3. Dimensions and objectives
4. Communication and Public Diplomacy

II PART: Public Diplomacy in the era of platformised disinformation

1. What has changed since Melissen edited *The New Public Diplomacy* in 2005?
2. What is platformised disinformation?
3. What to do: The disinformation protocol - a decision tree to dismantle disinformation
4. Group Exercise (in the classroom): Apply the protocol to the proposed cases of disinformation
5. OSINT and other techniques to dismantle disinformation: Four case studies

III PART: Audiovisual perspective on Public Diplomacy

1. Audiovisual media and soft power
2. Western soft power: the UK and the US
3. Eastern soft power: Japan, South Korea, and China

COURSEWORK

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



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Part II will be evaluated separately from parts I and III. It is **mandatory to pass each of the two blocks** (at least 5 points out of 10) in order to pass the course. Failing to reach 5 points in one block will result in a resit in June.

ORDINARY SESSION EXAM

Parts I & III 50% Final exam 20% Practical exercises	Part II 30% Group exercise
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EXTRAORDINARY SESSION EXAM

Parts I & III 50% Final exam 20% Practical exercises	Part II 30% Group exercise
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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.

Additional bibliography

Apostolicas P. 2019, fall. Silicon States: How Tech Titans Are Acquiring State-Like Powers. *Harvard International Review*, 40(4), 18-21. https://www.jstor.org/stable/pdf/26917261.pdf?casa_token=HbL7q4V6axkAAAAA:OuNPVuxfQgLhL842mdGIMmZOWrkBTCZjwdY8Wk8EfR2Dx7suTFW-22_jaRBs2VD7BlqUDyNcaulYkZrQk6BMjs_md4e9GLiuDtibZ70LBotShdwbiQ



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Snow, Nancy. 2009. *Handbook of Public Diplomacy*. London: Routledge. [Localízalo en la Biblioteca](#)

Other recommended readings

Alford, Matthew. 2017. "Washington DC's role behind the scenes in Hollywood goes deeper than you think". *The Independent*. <https://www.independent.co.uk/voices/hollywood-cia-washington-dc-films-fbi-24-intervening-close-relationship-a7918191.html>

Bohman, James. 2004. 'Expanding Dialogue: The Internet, the Public Sphere, and Prospects for Transnational Democracy'. In *After Habermas: New Perspectives on the Public Sphere*, edited by Nick Crossley and John Michael Roberts, 131-155. Oxford, Malden: Wiley-Blackwell. <https://journals.sagepub.com/doi/full/10.1111/j.1467-954X.2004.00477.x>

Castells, Manuel and Cardoso, Gustavo, eds. 2005. "The Network Society: From Knowledge to Policy". Johns Hopkins Center for Transatlantic Relations. 2005.

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Celikates, Robin. 2015. 'Digital Publics, Digital Contestation: A New Structural Transformation of the Public Sphere?' In *Transformations of Democracy: Crisis, Protest, and Legitimation*, edited by Robin Celikates, Regina Kreide, and Tilo Wesche. London: Rowman & Littlefield International.

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Milan, Stefania, and Miren Gutiérrez. 2015. "Citizens' media meets big data: the emergence of data activism". *Mediaciones* 11 (14): 120-133.

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