



Universidad
de Navarra

Public Diplomacy (Gr. RRII+Derecho)

Teaching guide 2025-26

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 and Law; International Relations and History.
- **Module/Subject:** Module I: Fundamentals of international relations. Subject 2: Political, economic and legal foundations.
- **Number of credits:** 3 ECTS
- **Year:** 3rd year, 2nd semester.
- **Type of course:** Compulsory
- **Instructors:** Adriana Gordejuela (agordejuela@unav.es)
- **Language:** English
- **Lecture schedule:** Monday 12 pm - 1.45 pm, Room 11 (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.



Universidad
de Navarra

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.

SYLLABUS

I. Foundations of Public Diplomacy

1. Introduction to Public Diplomacy
2. Soft Power in the 21st Century
3. Strategic Communication in Public Diplomacy

II. Public Diplomacy in Practice: Global Case Studies

4. Public Diplomacy in the Global North
5. Public Diplomacy in the Global East
6. Public Diplomacy in Latin America

III. Designing and Implementing Public Diplomacy Initiatives

7. Planning a Public Diplomacy Campaign
8. Engaging with Stakeholders
9. The Future of Public Diplomacy
10. Developing a Public Diplomacy Initiative

COURSEWORK

1. Lectures (22 hours)



Universidad
de Navarra

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.

ORDINARY SESSION EXAM

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

a) Multiple-choice test (20%)

It will consist of approximately 30 multiple-choice questions.

b) Writing questions (30%)

It will consist of two or three questions requiring the student to demonstrate the ability to link ideas and the acquisition of theoretical knowledge taught in the subject.

- It is **mandatory to pass the test** (5/10) for the second part to be evaluated.
- In the event of passing the test, it will count for **20%**, and the second part for **30%** (provided that this latter part is also passed).

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%)

[May exam calendar](#)



Universidad
de Navarra

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)

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

***** Plagiarism is totally prohibited (including assignments totally or partially created using AI)***

The University of Navarra advocates the ethical use of documentary sources and ICT resources. For this reason, any and all forms of plagiarism are completely unacceptable in this subject. **Plagiarism will be penalized** across all tasks: projects, exercises and examinations. Plagiarism is defined as the whole or partial use of textual, graphic and/or audiovisual content produced by a third party without crediting the original author(s) (that includes **generative AIs**). Likewise, any form of fraud, deception, pretense or falsification aimed at improving one's academic results by illicit means will be penalized (including the **use of an AI in order to improve your linguistic skills**). Correct spelling and grammatical accuracy are to be observed in all written tasks and examinations. The evaluation of such activities take these requirements into account.

Academic projects that draw on books, articles, films, websites and/or any other documentary sources should include a complete list of works cited. The [style guide of the American Psychological Association \(APA\)](#) is to be followed in this regard.

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?>



Universidad
de Navarra

[casa_token=HbL7q4V6axkAAAAA:
OuNPVuxfQgLhL842mdGIMmZOWrkBTCZjwdY8Wk8EfR2Dx7suTFW-
22_jaRBs2VD7BlqUDyNcaulYkZrQk6BMjs_md4e9GLiuDtibZ70LBotShdwbiQ](#)

Cevik, S. 2014, May 27. The Rise of NGOs: Islamic faith Diplomacy. Retrieved from <https://www.uscpublicdiplomacy.org/blog/rise-ngos-islamic-faith-diplomacy>

Kellett, M. & Kerr-Stevens, J. 2018. "Fighting Back: Fake News, Disinformation and the Question of Sharp Power." USC Center on Public Diplomacy. Available at: <https://www.uscpublicdiplomacy.org/blog/fighting-back-fake-news-disinformation-and-question-sharp-power>

Manor, I. 2018. "Why is Public Diplomacy Data-Driven? A Response to Bean & Comor". Exploring Digital Diplomacy. Available at: <https://digdipblog.com/2017/08/13/all-azimuth-a-response-to-bean-comor/>

Melissen, J. 2005. "The New Public Diplomacy: Between Theory and Practice." In Melissen, J. (ed.). *The New Public Diplomacy*, 3-23. New York: Palgrave.

Misyuk, I. 2013. "Propaganda and Public Diplomacy: The Problem of Differentiation." Unpublished manuscript, Lviv Polytechnic National University. Available at: <https://ena.lpnu.ua:8443/server/api/core/bitstreams/7665b8fe-5c8e-44f6-b7d0-1f74dcad86e3/content>

Monji, K. 2010, winter. Pop Culture Diplomacy. *Public Diplomacy Magazine* (issue 3), 104-108.

Nye, J.S. 2008. "Public Diplomacy and Soft Power." *The ANNALS of the American Academy of Political and Social Science* 616(1). Available at: <https://journals.sagepub.com/doi/epdf/10.1177/0002716207311699>

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.

Castells, Manuel. 2009. *Communication Power*. Oxford: Oxford University Press.

Castells, Manuel. 2010. *The Rise of the Network Society, Volume I: The Information Age: Economy, Society, and Culture* (Information Age Series). Wiley-Blackwell.

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.



Universidad
de Navarra

- Chomsky, Noam. 1997. "What Makes Mainstream Media Mainstream". ZMagazine.
- Chomsky, Noan and Herman, Edward S. 1988. *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon Books.
- Dean, Jodi. 2003. 'Why the Net Is Not a Public Sphere'. *Constellations* 10 (1):95-112.
- Goodman, Michael B. 2006. "The role of business in public diplomacy". *Journal Of Business Strategy* 27 (3): 5-7. http://europa2020.spiruharet.ro/fisiere/Diplomatie%20publica/Marketing%20international/Marketing%20pentru%20Diplomatie%20publica/PD_65.pdf
- Gutiérrez, Miren. 2018. *Data activism and social change*. London: Palgrave Pivot.
- Kunczik, Michael. 2009. "Transnational Public Relations By Foreign Governments" in Jennings Bryant and Dolf Zillmann (eds.). *The Global Public Relations Handbook* London and New York: Routledge. 845-872.
- Lippmann, Walter. 1998 [1922]. *Public Opinion*. New York: Macmillan.
- Mateus, Samuel. 2011. 'Public as Social Experience.' *Comunicação e Sociedade* 19: 275-286.
- Melissen, Jan. 2005. *The New Public Diplomacy: Soft Power in International Relations*. London: Palgrave Macmillan. [Localízalo en la Biblioteca](#)
- Milan, Stefania, and Miren Gutiérrez. 2015. "Citizens' media meets big data: the emergence of data activism". *Mediaciones* 11 (14): 120-133.
- Ogoura, K. 2009. *Japan's Cultural Diplomacy*. The Japan Foundation. ISBN: 978-4-87540-107-0.
- Shearer, D. 2014, summer. To Play Ball, Not Make War. *Harvard International Review Volume* 36 (issue 1), 53-57.