LSPR Communication & Business Institute

Subject Syllabus

Subject Code : IR05

Subject Title : International Public Diplomacy

Subject Specification : For students in International Relations Communication

Subject Overview :

Public Diplomacy is rapid growing study in international relations. Many countries have made it an important instrument in achieving foreign policy objectives. Unlike traditional diplomacy that focuses on intergovernmental cooperation (G2G), public diplomacy actually places the public as the main focus both between government to public (G2P) or public to public (P2P). Public diplomacy is increasingly important in the era of globalization and digitalization which has substantially changed international relations in the 21st century: the public has a major influence in creating a strategic environment conducive to fostering international cooperation, and exchanging views on world affairs. As a multi-disciplinary study, the course is divided into several session, with a focus area of discussion including: understanding of public diplomacy, clarification of concepts, historical development, the role of the media in public diplomacy, current trends and the future direction of public diplomacy, and case studies of diplomatic practice public diplomacy in various countries including Indonesia.

Course Objectives :

At the completion of this course, students are expected to:

1. have a broad understanding of the concept, the theories, and the practice of public diplomacy around the world;
2. be able to describe and analyze how public diplomacy feeds into the broader foreign policy-making process;
3. have an informed opinion about how the new tools of public diplomacy, including new media, are being used in a rapidly evolving global communications environment.

Course Method :

The course consists of lectures, presentations, assignments and paper submissions. It is expected that every student will regularly attend classes and participate in class discussion. Real world and fictitious case studies provided by the lecturer will be discussed. A Study Guide & additional books accompanies the Subject; additional readings will be assigned to the students on a per session basis.

Learning Outcome (Competence) :

- Knowledge : Basic understanding on the concept, the theories, and the practice of public diplomacy
- Skill : Broad Communication Capabilities, Creative Thinking, An Analytical Mind, Tech Fluency, Teamwork, Writing Compelling Copy, Leadership Abilities
- Attitude : Enthusiasm, commitment, and innovative

Course content :

Week	Topic
1	Introduction
	What is Public Diplomacy?
2	Key Concept of Public Diplomacy
	Historical Development of Public Diplomacy
3	Instruments of Public Diplomacy
	Public Diplomacy in Indonesia
4	Review for Mid Test
	The New Public Diplomacy
5	Public Diplomacy in Digital Age
	The Actors in Public Diplomacy
6	Visit Study/Public Lecture
	Case Study I
7	Case Study II
	Review for Final Test
8	Final Examination

Grading System & Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	40%
Weekly Discussion	40%
Quiz	10%
Live Session Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items. The acceptable grade for LSPR-Jakarta S1 programme is **50 and above.**

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories: GPA of
0.00 – 1.99 = Fail

2.00 – 2.49 = Pass
2.50 – 2.99 = Credit GPA of
3.00 – 3.49 = Merit
3.50 – 4.00 = Distinction

Scheme of Work

Session	Title/Topic	Area Discussion	Activities
1	Introduction	Overview of the course: Q&A re-structure, grading and objectives	Interactive lectures / Small Group Discussion / Collaborative Learning
	What is Public Diplomacy?	- Concise introduction to modern diplomacy - Public Diplomacy	Interactive lectures / Small Group Discussion / Collaborative Learning
2	Key Concept of Public Diplomacy	- Soft Power: the sources of soft power, potential and limitation - Nation Branding: competitive identity and strategic narratives of the nations	Interactive lectures / Small Group Discussion / Collaborative Learning
3	Historical Development of Public Diplomacy	- The development of public diplomacy study - The history of public diplomacy in practices	Interactive lectures / Small Group Discussion / Collaborative Learning
	Instrument of Public Diplomacy	- Educational, Cultural and Sports Diplomacy	Interactive lectures / Small Group Discussion / Collaborative Learning
4	Indonesia Public Diplomacy	- Sources of Indonesia Soft Power - The role of Indonesia in promoting democracy, human right, peace, and diversity - Public diplomacy under SBY & Jokowi administration	Interactive lectures / Small Group Discussion / Collaborative Learning
	Online Session	Review for Mid Test	Online lecturing
5	The New Public Diplomacy	- Context of 21st Diplomacy - The 9/11 and countering extremism and disinformation - Globalization & Hyperconnected World	Interactive lectures / Small Group Discussion / Collaborative Learning

	Public Diplomacy in Digital Age	- The use of mass media and the important of public opinion - The rise of digital diplomacy - New power and the characters of the new media	Interactive lectures / Small Group Discussion / Collaborative Learning
6	The Actors of Public Diplomacy	- The rise of new transnational actors & multi-track diplomacy - Two Level Games: “Local” Public Diplomacy, Domestic Digital Diplomacy	Interactive lectures / Small Group Discussion / Collaborative Learning
		- The new roles and responsibilities of professional diplomat	
	Visit Study/Public Lecture	- Student first-hand experience on the real practice of public diplomacy - Target: Directorate of Public Diplomacy of MOFA of Republic of Indonesia, or ASEAN Socio-Cultural Directorate of ASEAN Secretariat	Project-based Learning & Assignment
7	Case Study I	Student describe and analyse the current practice of Public Diplomacy for specific cases in various country	Project-based Learning and Student Group Presentation
	Case Study II	Student describe and analyse the current practice of Public Diplomacy for specific cases in various country	Project-based Learning and Student Group Presentation
	Online Session	Review for Final Test	Online lecturing
		Final Test	

Individual Presentation/Group Presentation/Class Participation Guideline:
Group presentations/class participations will become the main focus of the sessions. It is expected that the students will be using Power Point system during their presentation. Group presentations/class participations are the most effective in sharpening your ability in understanding the materials being discussed. The assigned chapters are intended to give you practice in assembling materials, data, analysis to support an understanding of subject in the real world. Furthermore, this method will provide a vehicle by which to apply the theories, concepts, and analytical devices. Finally, the discussion forum provides an opportunity to argue your position and to learn from others by listening to their comments and criticisms.

We recommend that you read your materials more than once. As part of your preparation for class, it is expected that you analyze the materials in your group. In class, we will examine completely all aspects of the situation: facts, assumptions, alternatives, and recommendations.

Final Paper Guideline **:** Presentation

References **:**

Books

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