

Faculty of Economics & Political Science

New Media and Public Diplomacy

Information :

Course Code : PMM 309

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Political Mass Media

Instructor Information :

Title	Name	Office hours
Associate Professor	Amal Mohamed Amin Youssif Khattab	

Area Of Study :

This course focuses on concept, fundamentals and challenges of public diplomacy, and the difference between the traditional and the new media. It treats the impact of different types of new media on public diplomacy by presenting how new media redefines public diplomacy and challenges the culture of the government which has always been driven by an effort to control information. It also shows the real engagement from people participating in the public diplomacy debates through new media especially the internet.

Course Goals:

- Identify existing systems of existing systems of public diplomacy, cultural diplomacy and new media.
- Evaluate the impact of changes in media on the development of the art and practice of diplomacy.
- Investigate how new media redefines public diplomacy and challenges the governmental roles.
- Analysis of the emerging transparency culture is conducted on local, international and global media forms.
- Compare case studies of civil participation in public diplomacy debates.

Description :

This course focuses on concept, fundamentals and challenges of public diplomacy, and the difference between the traditional and the new media. It treats the impact of different types of new media on public diplomacy by presenting how new media redefines public diplomacy and challenges the culture of the government which has always been driven by an effort to control information. It also shows the real engagement from people participating in the public diplomacy debates through new media especially the internet.

Course outcomes :

a.Knowledge and Understanding: :

1 -	Identify the relationship between public diplomacy, culture and new media.
2 -	Explain the concept of new media and use of 'soft' values in public diplomacy.
3 -	Recognize the stakeholders and target groups within the public diplomacy and new media framework.

b.Intellectual Skills: :

1 -	Examine strategies of public diplomacy campaigns.
2 -	Evaluate the effectiveness of public diplomacy efforts.
3 -	Assess the effect of new media on public diplomacy.

c. Professional and Practical Skills: :

1 -	Propose solutions for the challenges facing public diplomacy in different contexts.
2 -	Illustrate the effect that the digital divide has on public diplomacy.

d. General and Transferable Skills: :

1 -	Use computers and the Internet.
2 -	Work in a team environment.
3 -	Translate to and from other languages.
4 -	Apply practical and professional problem solving

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction and Syllabus	3	1	
Public Diplomacy Role in International Relations	6	2	
Public Diplomacy as a Counterterrorism Tool	3	1	
The Institutions of Diplomacy and Media	3	1	
The rise of the Virtual State	3	1	
Midterm Exam		1	
From Propaganda to Public Diplomacy	6	2	
Conceptualizing Public Diplomacy	3	1	
Rethinking Public Diplomacy and in the Context of New Media and Global Influence	6	2	
Journalism, Media, and Public Diplomacy	3	1	
Social Networking, and Open Source Diplomacy	3	1	
Final Exam		1	

Teaching And Learning Methodologies :

Demonstration videos
Presentation
Simulations
Debates
Group discussion
Research Paper

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Quizzes, Research Paper...)	30.00		To assess understanding, theoretical background of the intellectual and practical skills.
Final Exam	40.00	15	To assess knowledge and intellectual skills

Midterm Exam	30.00	7	To assess professional skills
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