DiploFoundation

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DiPLO

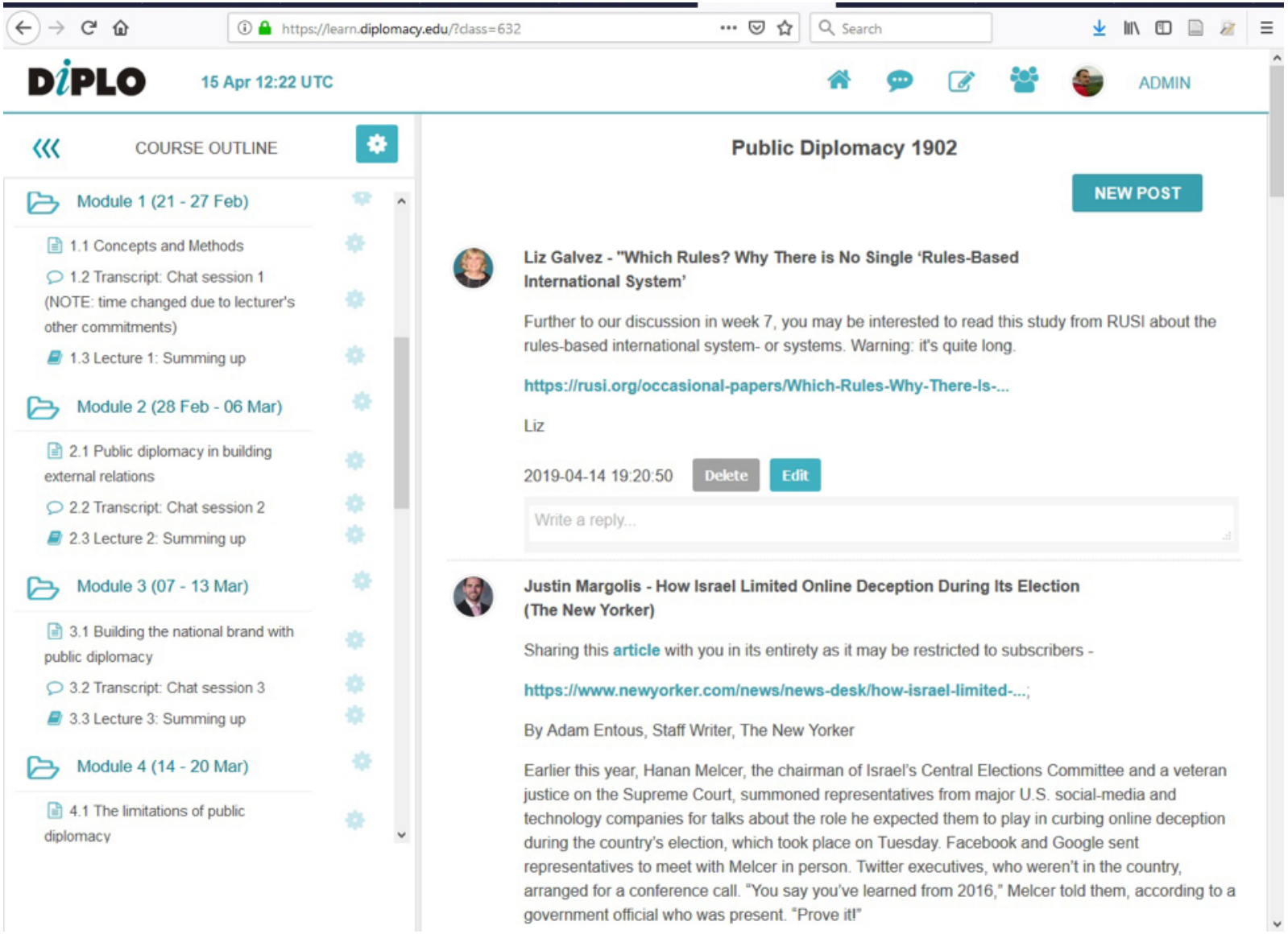
Target audience

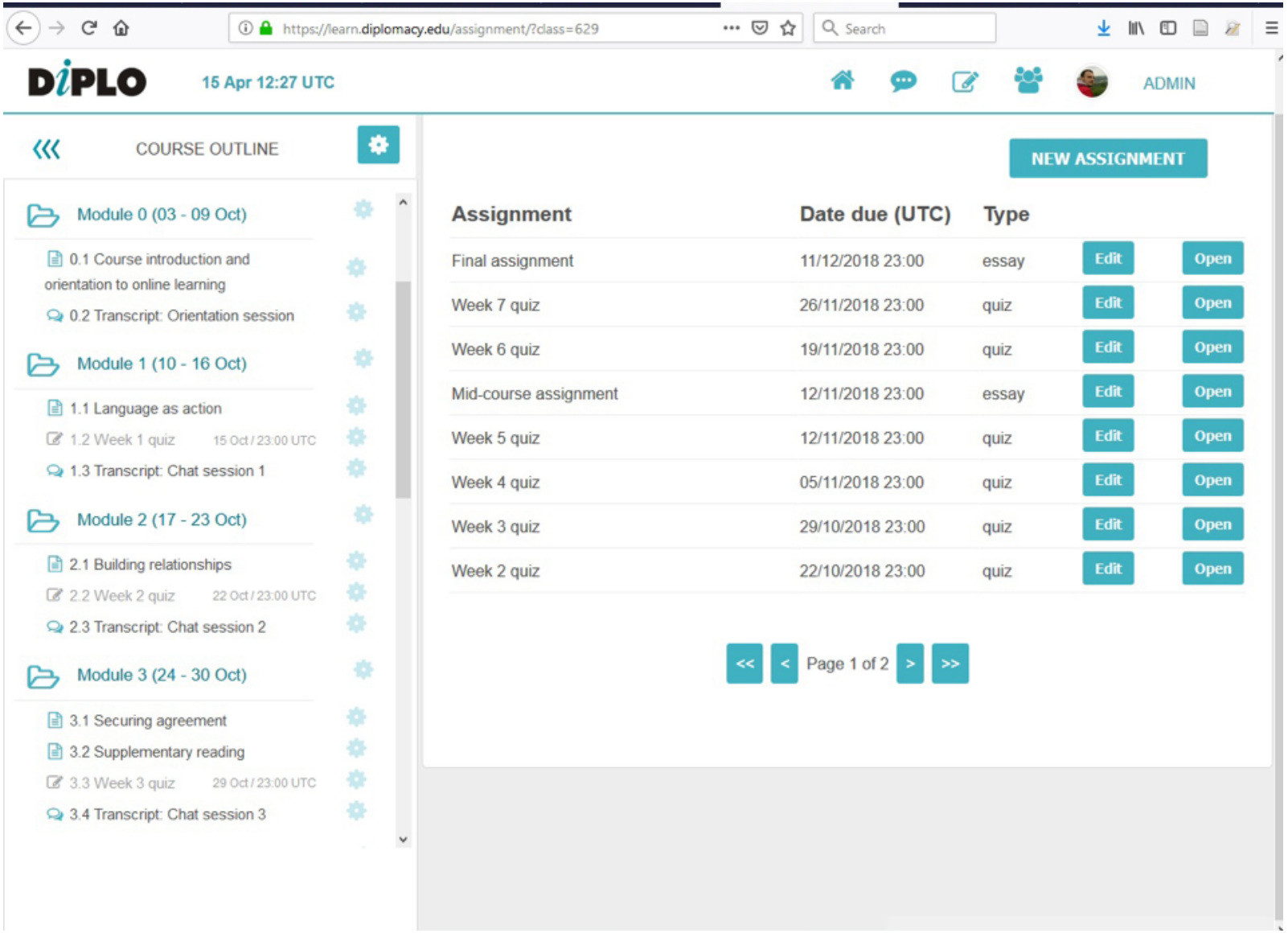
1. Diplomats and other government officials
2. Staff working in international and non-governmental organisations

3. Academics and business people

Methodology

- Suitable for people spread across the world
- Fits demanding schedules that make it difficult to take time off for study
- Foster collaborative learning through asynchronous discussion of readings
- Highly interactive


https://learn.diplomacy.edu/?class=632
Search
DiPLO
15 Apr 12:22 UTC
ADMIN
COURSE OUTLINE
Module 1 (21 - 27 Feb)
1.1 Concepts and Methods
1.2 Transcript: Chat session 1 (NOTE: time changed due to lecturer's other commitments)
1.3 Lecture 1: Summing up
Module 2 (28 Feb - 06 Mar)
2.1 Public diplomacy in building external relations
2.2 Transcript: Chat session 2
2.3 Lecture 2: Summing up
Module 3 (07 - 13 Mar)
3.1 Building the national brand with public diplomacy
3.2 Transcript: Chat session 3
3.3 Lecture 3: Summing up
Module 4 (14 - 20 Mar)
4.1 The limitations of public diplomacy
Public Diplomacy 1902
NEW POST
Liz Galvez - "Which Rules? Why There is No Single 'Rules-Based International System'
Further to our discussion in week 7, you may be interested to read this study from RUSI about the rules-based international system- or systems. Warning: it's quite long.
https://rusi.org/occasional-papers/Which-Rules-Why-There-Is-...
Liz
2019-04-14 19:20:50
Delete
Edit
Write a reply...
Justin Margolis - How Israel Limited Online Deception During Its Election (The New Yorker)
Sharing this article with you in its entirety as it may be restricted to subscribers -
https://www.newyorker.com/news/news-desk/how-israel-limited-...;
By Adam Entous, Staff Writer, The New Yorker
Earlier this year, Hanan Melcer, the chairman of Israel's Central Elections Committee and a veteran justice on the Supreme Court, summoned representatives from major U.S. social-media and technology companies for talks about the role he expected them to play in curbing online deception during the country's election, which took place on Tuesday. Facebook and Google sent representatives to meet with Melcer in person. Twitter executives, who weren't in the country, arranged for a conference call. "You say you've learned from 2016," Melcer told them, according to a government official who was present. "Prove it!"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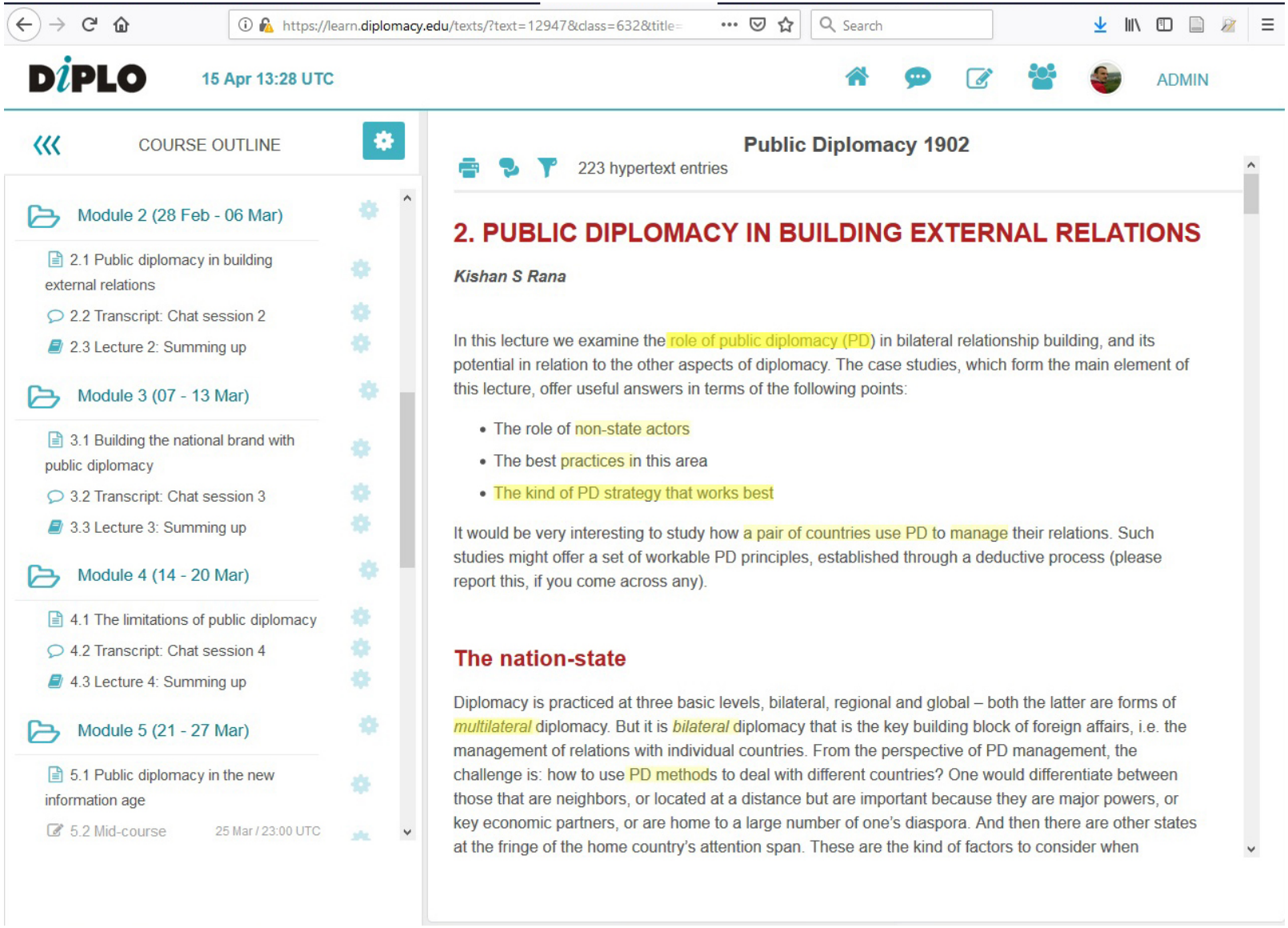
COURSE OUTLINE
Module 0 (03 - 09 Oct)
0.1 Course introduction and orientation to online learning
0.2 Transcript: Orientation session
Module 1 (10 - 16 Oct)
1.1 Language as action
1.2 Week 1 quiz 15 Oct / 23:00 UTC
1.3 Transcript: Chat session 1
Module 2 (17 - 23 Oct)
2.1 Building relationships
2.2 Week 2 quiz 22 Oct / 23:00 UTC
2.3 Transcript: Chat session 2
Module 3 (24 - 30 Oct)
3.1 Securing agreement
3.2 Supplementary reading
3.3 Week 3 quiz 29 Oct / 23:00 UTC
3.4 Transcript: Chat session 3
NEW ASSIGNMENT
Assignment
Date due (UTC)
Type
Final assignment 11/12/2018 23:00 essay Edit Open
Week 7 quiz 26/11/2018 23:00 quiz Edit Open
Week 6 quiz 19/11/2018 23:00 quiz Edit Open
Mid-course assignment 12/11/2018 23:00 essay Edit Open
Week 5 quiz 12/11/2018 23:00 quiz Edit Open
Week 4 quiz 05/11/2018 23:00 quiz Edit Open
Week 3 quiz 29/10/2018 23:00 quiz Edit Open
Week 2 quiz 22/10/2018 23:00 quiz Edit Open
<< < Page 1 of 2 > >>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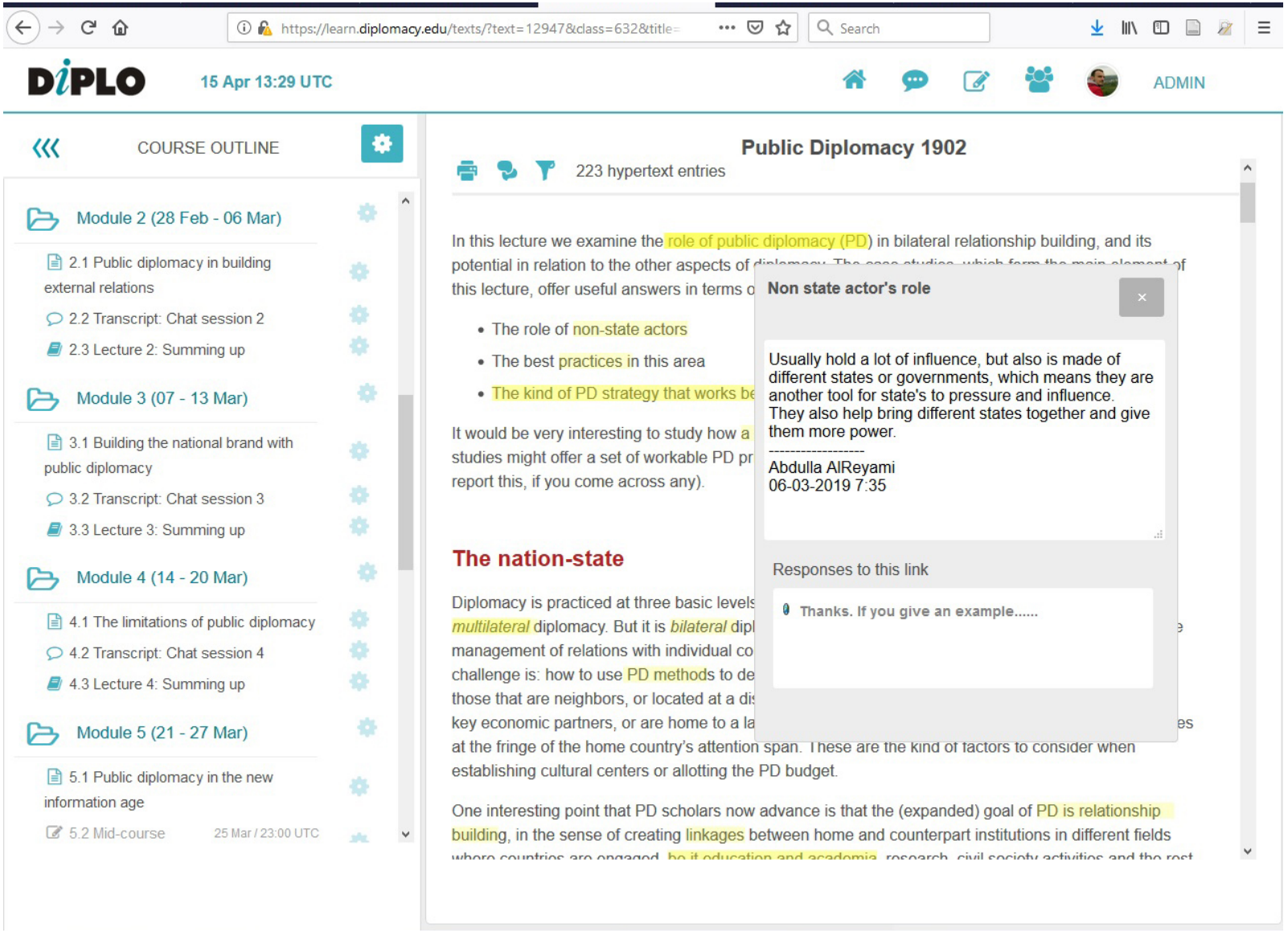
4.1 The limitations of public diplomacy
4.2 Transcript: Chat session 4
4.3 Lecture 4: Summing up
Module 5 (21 - 27 Mar)
5.1 Public diplomacy in the new information age
5.2 Mid-course
25 Mar / 23:00 UTC
Public Diplomacy 1902
223 hypertext entries
2. PUBLIC DIPLOMACY IN BUILDING EXTERNAL RELATIONS
Kishan S Rana
In this lecture we examine the role of public diplomacy (PD) in bilateral relationship building, and its potential in relation to the other aspects of diplomacy. The case studies, which form the main element of this lecture, offer useful answers in terms of the following points:
The role of non-state actors
The best practices in this area
The kind of PD strategy that works best
It would be very interesting to study how a pair of countries use PD to manage their relations. Such studies might offer a set of workable PD principles, established through a deductive process (please report this, if you come across any).
The nation-state
Diplomacy is practiced at three basic levels, bilateral, regional and global – both the latter are forms of multilateral diplomacy. But it is bilateral diplomacy that is the key building block of foreign affairs, i.e. the management of relations with individual countries. From the perspective of PD management, the challenge is: how to use PD methods to deal with different countries? One would differentiate between those that are neighbors, or located at a distance but are important because they are major powers, or key economic partners, or are home to a large number of one's diaspora. And then there are other states at the fringe of the home country's attention span. These are the kind of factors to consider when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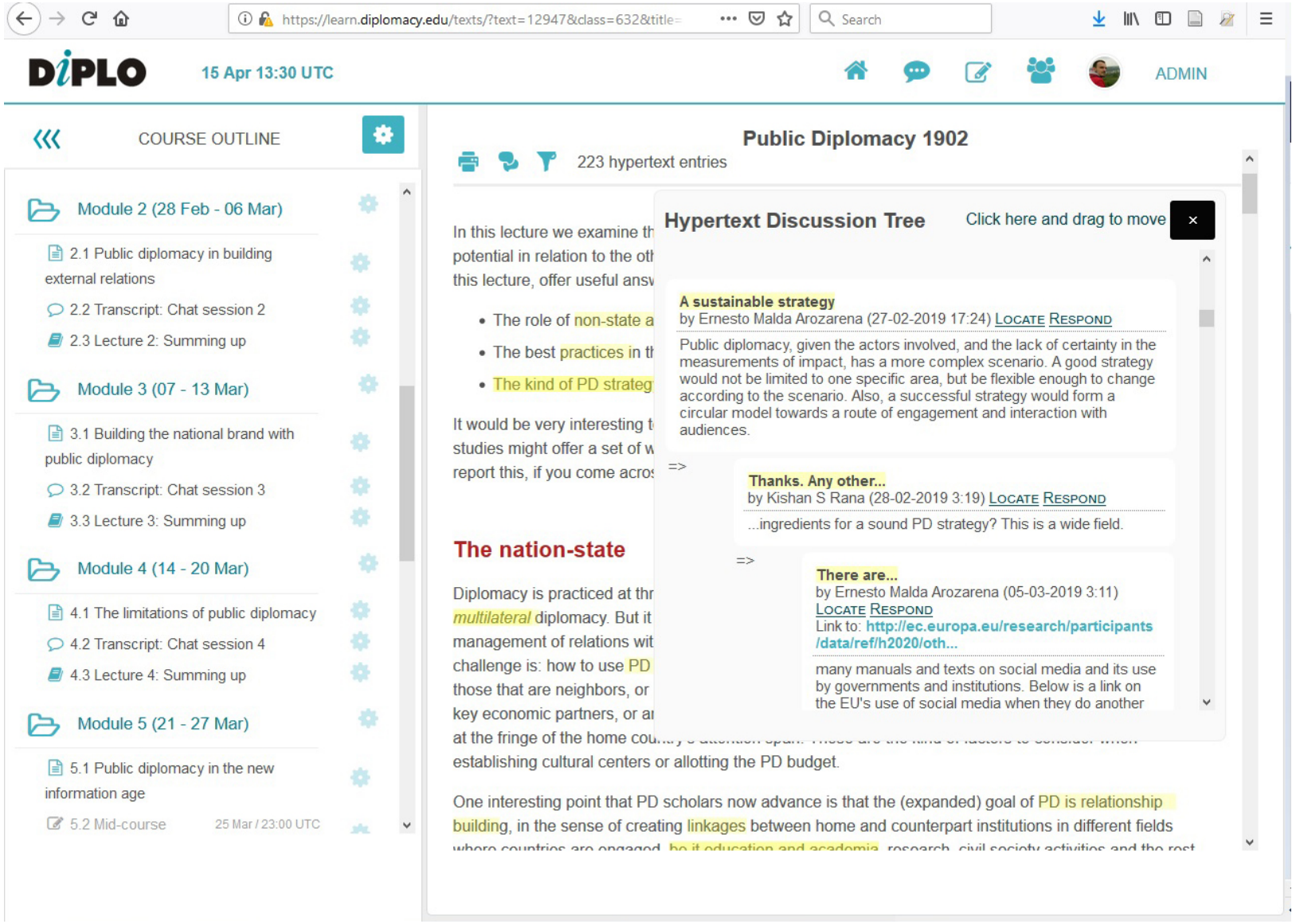
at the fringe of the home country's attention span. These are the kind of factors to consider when establishing cultural centers or allotting the PD budget.
One interesting point that PD scholars now advance is that the (expanded) goal of PD is relationship building, in the sense of creating linkages between home and counterpart institutions in different fields
Non state actor's role
Usually hold a lot of influence, but also is made of different states or governments, which means they are another tool for state's to pressure and influence. They also help bring different states together and give them more power.

Abdulla AlReyami
06-03-2019 7:35
Responses to this link
Thanks. If you give an example.....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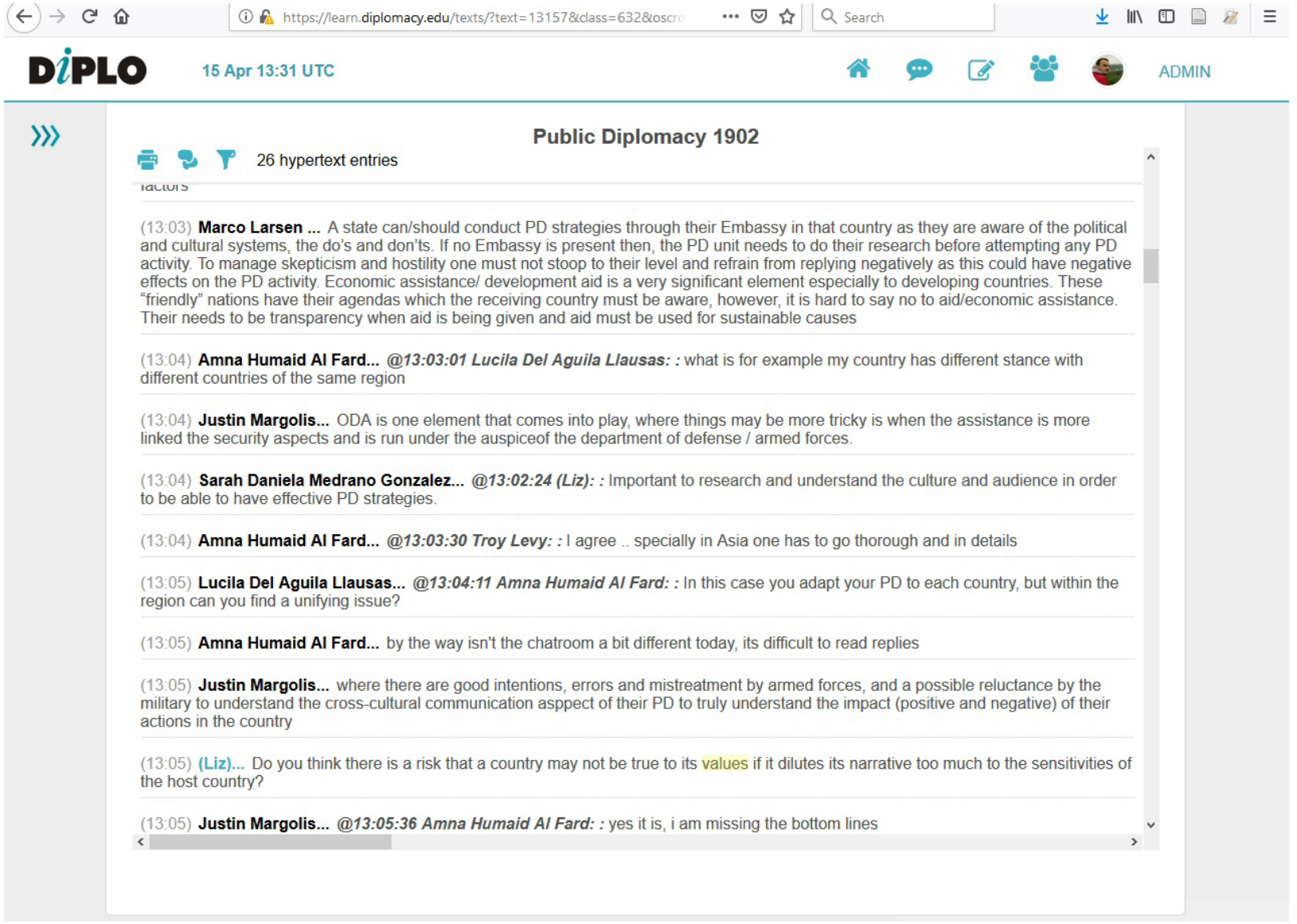
Hypertext Discussion Tree
Click here and drag to move
A sustainable strategy
by Ernesto Malda Arozarena (27-02-2019 17:24) Locate Respond
Public diplomacy, given the actors involved, and the lack of certainty in the measurements of impact, has a more complex scenario. A good strategy would not be limited to one specific area, but be flexible enough to change according to the scenario. Also, a successful strategy would form a circular model towards a route of engagement and interaction with audiences.
=>
Thanks. Any other...
by Kishan S Rana (28-02-2019 3:19) Locate Respond
...ingredients for a sound PD strategy? This is a wide field.
=>
There are...
by Ernesto Malda Arozarena (05-03-2019 3:11)
Locate Respond
Link to: http://ec.europa.eu/research/participants/data/ref/h2020/oth...
many manuals and texts on social media and its use by governments and institutions. Below is a link on the EU's use of social media when they do another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15 Apr 13:31 UTC
ADMIN
Public Diplomacy 1902
26 hypertext entries
factors
(13:03) Marco Larsen ... A state can/should conduct PD strategies through their Embassy in that country as they are aware of the political and cultural systems, the do's and don'ts. If no Embassy is present then, the PD unit needs to do their research before attempting any PD activity. To manage skepticism and hostility one must not stoop to their level and refrain from replying negatively as this could have negative effects on the PD activity. Economic assistance/ development aid is a very significant element especially to developing countries. These "friendly" nations have their agendas which the receiving country must be aware, however, it is hard to say no to aid/economic assistance. Their needs to be transparency when aid is being given and aid must be used for sustainable causes
(13:04) Amna Humaid Al Fard... @13:03:01 Lucila Del Aguila Llausas: : what is for example my country has different stance with different countries of the same region
(13:04) Justin Margolis... ODA is one element that comes into play, where things may be more tricky is when the assistance is more linked the security aspects and is run under the auspiceof the department of defense / armed forces.
(13:04) Sarah Daniela Medrano Gonzalez... @13:02:24 (Liz): : Important to research and understand the culture and audience in order to be able to have effective PD strategies.
(13:04) Amna Humaid Al Fard... @13:03:30 Troy Levy: : I agree .. specially in Asia one has to go thorough and in details
(13:05) Lucila Del Aguila Llausas... @13:04:11 Amna Humaid Al Fard: : In this case you adapt your PD to each country, but within the region can you find a unifying issue?
(13:05) Amna Humaid Al Fard... by the way isn't the chatroom a bit different today, its difficult to read replies
(13:05) Justin Margolis... where there are good intentions, errors and mistreatment by armed forces, and a possible reluctance by the military to understand the cross-cultural communication asppect of their PD to truly understand the impact (positive and negative) of their actions in the country
(13:05) (Liz)... Do you think there is a risk that a country may not be true to its values if it dilutes its narrative too much to the sensitivities of the host country?
(13:05) Justin Margolis... @13:05:36 Amna Humaid Al Fard: : yes it is, i am missing the bottom lines

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