

# Public Diplomacy in a Multipolar World

## Background

Public diplomacy, and its sister concept, soft power, dominate much of the current academic debate about 21st century diplomacy. A major challenge for governments is how to develop effective public diplomacy, and optimize the use of their soft power, in a rapidly changing global environment. This course aims to help participants understand what public diplomacy is, how its practice has evolved over time and how the current challenges are being addressed. It will also examine a range of tools & techniques available to public diplomacy practitioners.

## Event objectives

This on-line course aims to provide diplomats and public officials with an idea of the strategic significance of public diplomacy in the past and future. The crucial project steps of campaigns, media relations and other public diplomacy tools are analyzed, discussed and summarized in a very practice oriented manner. Legal and human resource questions complement the material in order to be applicable in many environments.

## Learning objectives

At the end of the course, participants should be able to:

- Define and discuss the basic concepts of public diplomacy and how its practice is evolving;
- Explain the distinction between public diplomacy and related activities such as nation branding, propaganda, cultural relations, public relations and lobbying;
- Demonstrate knowledge of the skills and techniques required by public diplomacy practitioners vis-à-vis the media and other stakeholders;
- Design strategic media plans and public diplomacy campaigns by using modern and conventional public diplomacy tools.

## Content and structure

The course includes four interactive training modules, defined as follows:

- **Module 1:** Introduction to Public Diplomacy in the 21st Century
- **Module 2:** Tools and Techniques of Public Diplomacy
- **Module 3:** Public Diplomacy Campaigns and Evaluation
- **Module 4:** Exchange of Best Practice in Public Diplomacy

## Methodology

The course will be conducted in English over a period of four weeks, each week consisting of a module focusing on a different topic. The course will be delivered

via UNITAR's e-Learning platform. This pedagogical tool will help the student meet the course's learning objectives through a self-paced study routine supported by multimedia, optional and required readings, discussion forums, assessment quizzes, and a wealth of other information.