

Public and Cultural Diplomacy in a Multipolar World

UNITAR

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 and cultural diplomacy are, 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 and cultural diplomacy practitioners.

Event objectives

This online course aims to provide participants with an idea of the strategic significance of public and cultural diplomacy in the past and future. The crucial project steps of campaigns, media relations and other public and cultural diplomacy tools are analysed, discussed and summarised in a very practice oriented manner. Legal and human resource questions complement the material in order to be applicable in many environments.

Current practice in the field of public and cultural diplomacy will be analysed, along with the varied institutional arrangements in key countries. Finally, there will be an examination of public and cultural diplomacy as conducted in multilateral fora.

Learning objectives

By the end of the course, students will be able to:

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

Methodology

E-Learning: The course is internet-based, moderated by senior international experts, asynchronous, and places emphasis on online discussions and self-paced learning. The participants will be primarily responsible for their own learning over the three-week span of the course. The course will consist of the following components:

- Compulsory and optional reading material, intended to teach the basic concepts and principles of the lesson's subject-matter;
- External links to additional books, articles, documents, and websites related to the lessons;
- Quizzes and case studies at the end of each module.
- A Community Discussion Board will be available for participants to post questions or comments visible to the instructor and other participants. This discussion board will be moderated by the course director and UNITAR;

Targeted audience

The course is designed for mid to senior-level government officers in ministries preparing public diplomacy strategies and tools on a variety of topics. It also targets entry-level and mid-career diplomats working in a multilateral setting. Private sector specialists and students whose work or studies are related to this subject are also encouraged to apply.