

LA SECRETARÍA DE RELACIONES EXTERIORES  
POR MEDIO DEL INSTITUTO MATÍAS ROMERO

CONVOCA  
AL CURSO EN LÍNEA

***LANGUAGE AND DIPLOMACY***

QUE IMPARTIRÁ DIPLOFOUNDATION  
DEL 8 DE OCTUBRE AL 14 DE DICIEMBRE DE 2018  
(102 horas)

Este curso a distancia requiere comprometer diez horas de estudio a la semana. Las actividades de aprendizaje y de evaluación que deberán llevar a cabo las personas que participan se describen en el temario que aparece más abajo, en el inciso “Metodología” (*Methodology*).

Las y los participantes podrán solicitar la asistencia de quienes estén a cargo de la tutoría y el apoyo técnico de DiploFoundation.

## I. REQUISITOS DE ADMISIÓN

- Buen desempeño en programas previos del IMR (no se aceptarán candidaturas de personas que tengan calificaciones reprobatorias en el último año) [\*]
- Inscripción exclusiva en este curso (no se aceptarán candidaturas de personas que estén cursando otro programa del IMR de manera simultánea, excepto los cursos presenciales de inglés y francés)
- Dominio del idioma inglés
- Acceso a computadora con conexión a Internet
- Sistema operativo: Windows XP, Vista, Windows 7, MacOS X
- Hardware: 2 GB o más de RAM para Vista o Windows 7
- Software:
  - Adobe Acrobat Reader (haga clic [aquí](#) para descargarlo gratis)
  - Microsoft Office u Open Office (haga clic [aquí](#) para descargarlo gratis)
- Navegadores: Google Chrome, Internet Explorer 9 o posterior; Firefox 8 o posterior
- JavaScript, Cookies y Pop-ups (elementos emergentes) deben estar habilitados
- Registro de su solicitud de inscripción en el formulario del Campus Virtual del IMR [\*\*]. Para ello:
  - Haga clic [aquí](#) o copie y pegue la siguiente dirección electrónica en su navegador *Google Chrome*:
  - <https://registroimr.sre.gob.mx/>
  - Capture los datos que se solicitan en cada una de las secciones del formulario.
    1. Utilice la tecla <Tabulador> para desplazarse de un campo a otro del formulario.
    2. Escriba su nombre completo, tal como aparece en su pasaporte, empleando mayúsculas y minúsculas.
    3. Utilice el campo *Observaciones*, si tiene dificultades para ingresar su nombre: descríbalas y nosotros faremos los cambios necesarios.
    4. Si es de nacionalidad mexicana, ingrese cuidadosamente su CURP. Recuerde que esa clave constituye el número de matrícula de cada participante. Si no cuenta con ella o no la recuerda, puede obtenerla en: <http://consultas.curp.gob.mx/CurpSP/> (a quienes no tengan nacionalidad mexicana y, por tanto, no cuenten con la CURP, se les asignará un número de matrícula interno).
  - Haga clic en <Enviar> y espere hasta que se despliegue el mensaje ¡REGISTRO EXITOSO!
  - Haga clic en <Aceptar> para ver la confirmación de su registro y guarde el comprobante para futura referencia. Si durante el proceso se generara un error, capture la pantalla con ese mensaje, guárdela y póngase en contacto con la Dirección de Educación a Distancia.

Deberá enviar las cartas de inscripción (autorización y compromiso), por correo electrónico a la dirección: [jhuertal@sre.gob.mx](mailto:jhuertal@sre.gob.mx).

**Le solicitamos atentamente NO enviar las cartas de inscripción al correo oficial del Instituto Matías Romero.**

- Prepare su documentación
  - Carta de autorización del jefe inmediato completa (firmada y escaneada)
  - Carta compromiso completa (firmada y escaneada)

**Recuerde que sólo se considerará completo el registro con el envío de dichas cartas.**

Consulte el “Aviso de privacidad” [aquí](#).

## II. CRITERIOS DE SELECCIÓN

Si el número de solicitudes entregadas a tiempo y en forma fuera mayor al número de espacios disponibles, el IMR aplicará los siguientes criterios para seleccionar a quienes participarán:

1. Desempeño de tareas vinculadas con el tema del curso
2. Expediente (se dará prioridad a las candidaturas de personas que no hayan tenido calificaciones reprobatorias en los cursos del IMR)
3. Interés reiterado en participar en este programa en línea (se dará prioridad a las personas solicitantes cuyas candidaturas hayan sido rechazadas en imparticiones previas de este programa, si cumplen los criterios anteriores)
4. Equidad de oportunidades (se dará prioridad a las candidaturas de quienes hayan participado en menos de tres cursos del IMR)
5. Equidad en adscripciones (se pondrá un límite al número de participantes de una misma representación)

En caso de igualdad de condiciones, y como criterios adicionales, se considerará la pertenencia al Servicio Exterior Mexicano y el orden de llegada de las solicitudes.

## III. CALENDARIO

- Publicación de la convocatoria: **jueves 20 de septiembre de 2018**
- Fecha límite de recepción de solicitudes: **viernes 28 de septiembre de 2018, a las 13:00 Hrs. (hora del centro del país)**
- Publicación de la lista de aceptados: **jueves 4 de octubre de 2018**
- Fecha de inicio del curso: **lunes 8 de octubre de 2018**
- Fecha de clausura del curso: **viernes 14 de diciembre de 2018**
- **En este programa no hay periodo de bajas voluntarias**

Todas las personas que aprueben este programa de estudio recibirán una constancia de participación que se expedirá única y exclusivamente con propósitos curriculares, para el desarrollo personal y profesional del participante.

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[\*] El periodo de un año de espera para quien repruebe un curso se cuenta a partir de la fecha de término del mismo.

[\*\*] Solamente se tomarán en cuenta las candidaturas de quienes completen su registro en línea en el formulario del Campus Virtual del IMR y envíen a la dirección electrónica indicada las cartas compromiso y de autorización, debidamente firmadas y escaneadas.

## LANGUAGE AND DIPLOMACY

### Course details

**What makes one set of words more convincing than another, and how can language best be put to work in the service of diplomacy and international relations?**

This course promotes language awareness as a means of improving the skills of opinion shapers. Close attention is paid to case studies of treaties, presidential speeches, public announcements, government advertising and media materials in order to link theoretical discussion to practical examples. Since effective communication has much to do with reading intentions and contexts correctly, insights are provided into relevant cultural, social and psychological variables.

By the end of this course, participants should be able to:

- Define and explain selected concepts in the field of linguistics, including Speech Act theory, semantics, speech communities, and politeness.
- Define and explain concepts and techniques related to politics and international relations, including soft power, persuasion, and spin.
- Explain and provide examples of common linguistic tools such as ambiguity, metaphor, analogy and inference.
- Analyse textual materials (treaties, speeches, governmental advertising, media) using the linguistic tools presented in the course.
- Analyse images in terms of their influence on our perception of the world.
- Construct effective textual and visual messages employing the tools presented in the course.

### Excerpt from course materials

*It is not so much what people say but what they mean by what they say – what they intend to convey – that needs to be understood. This is best done in context and involves a process of inference in which all relevant factors are brought to bear in the course of interpretation. As we shall see, because intended meaning is not always overtly stated (this is the case in metaphor, ambiguity, suggestion, implication and politeness, for instance), interpretation is largely context dependent. It is for this reason that this course does not provide lists of set expressions but focuses instead on the dynamics between intended and inferred meaning. We have also noted that there is a close relationship between speech acts, authority and integrity. Where a speaker fails to deliver, as in the case of broken promises, empty threats or false apologies, he is seen as lacking credibility and integrity. He will lose the good faith of his audience, much as the boy who cried wolf did. This may also happen at an institutional level, where the authority granted to the powers that be may become eroded through lack of follow-through. Perceived lack of integrity comes at a high political cost.*

### Course outline

1. **Language as action:** This session focuses on the importance of context and inference in understanding intended meaning, especially when meaning is expressed indirectly. It also considers the many ways in which diplomatic language is performative, from the operative verbs in UNSC resolutions and diplomatic reporting to diplomatic signalling and conversational innuendo.
2. **Building relationships:** Sensitivity to cultural and individual differences can make or break relationships. We look at the relationship between directness and courtesy, consider the notion of ‘face’ and analyse how indirectness is expressed in English. Comparison with other languages shows that many of the distancing devices of courtesy are universal, as are the issues raised by courtesy: genuineness, gender, altruism vs self-promotion, nature vs nurture.
3. **Securing agreement:** How can we use the resources of language to secure agreement, reconcile divergent views and defuse disagreement? What causes divisiveness and how can we recognise linguistic warning signs, such as *ad hominem* attacks, generalisations, polarisation and *othering*. We consider various conciliation strategies such as addressing the individual, securing common ground, and expanding the circle of inclusion.
4. **Framing an argument:** This lecture looks at various ways of framing and reframing one’s argument, from assertion to pre-emptive arguments, selective disclosure, appeals to authority, precedent, and emotion, as well as typecasting, connotations, metaphors, analogies, and clusivity. We analyse a public speech and suggest some *Hard Talk* simulation exercises.
5. **Persuasion:** We recast the three components of classical rhetoric (*logos*, *pathos* and *ethos*) into ‘hard’, ‘soft’ and ‘smart’ persuasion. Hard persuasion involves the power of reason and the use of evidence. Soft persuasion is concerned with emotional and imaginative appeal, as achieved through connotations, figures of speech, etc. Smart persuasion involves the credibility, authority and expertise of ‘ethos’ but also the clever combination of hard and soft attributes, such as in the astute deployment of logical fallacies.
6. **Force and grace:** This lecture considers how to defuse, evade, reframe, assert and otherwise negotiate confrontational settings by practising a range of devices, from discourse connectives to the ABC media-management strategy: Acknowledge, Bridge, Communicate. Since holding one’s ground need not entail hostility, we consider how to remain firm on resolve but graceful in delivery.
7. **Ambiguity:** Ambiguity can both create and accommodate disagreement. This lecture identifies seven types of ambiguity, and distinguishes between linguistic and constructive ambiguity (the latter refers not to a type of ambiguity, but to its deployment for particular ends). Since ambiguity allows for divergent interpretation, it is important to know how to create it where advantageous, and how to recognise and challenge it where it works against us.
8. **Diplomacy and the unsaid:** Much of the power of communication resides in what is not said explicitly, but is nevertheless conveyed implicitly. We consider the role of the unsaid in diplomacy, and identify four categories of implicit communication: gaps, focus (vagueness at one end and loaded questions at the other), stories in a capsule and face-space. This final lecture acts as a revision of the previous topics by approaching them from a different angle.

## Methodology

This course is conducted entirely online over a period of ten weeks. Reading materials and tools for online interaction are provided through an online classroom. Each week, participants read the provided lecture text, adding questions, comments and references in the form of hypertext entries. Lecturers and other participants read and respond to these entries, creating interaction based on the lecture text. During the week, participants complete additional online activities (e.g. further

discussion via blogs or forums, quizzes, group tasks, simulations or short assignments). At the end of the week, participants and lecturers meet online in a chat room to discuss the week's topic. To complete the course successfully, participants must write several essay assignments. Courses are based on a collaborative approach to learning, involving a high level of interaction.

## **Course lecturers**

### **Dr Biljana Scott**

Dr Biljana Scott was trained as a linguist (BA in Chinese, M.Phil and D.Phil in Linguistics, University of Oxford). She is a Senior Lecturer in Language and Diplomacy at DiploFoundation and an associate of the Chinese Institute at Oxford University. She workshops internationally on political rhetoric, diplomatic language public speaking. Her current research is on implicit communication and the 'unsaid'.

### **Mr Andrej Skrinjaric**

Belgrade-based Mr Andrej Škrinjarić was born in Karlovac, Croatia. He studied Chinese Language and Literature at the Faculty of Philology, University of Belgrade, graduating in 1999. In 2003, he obtained his Postgraduate Diploma in Diplomacy from the University of Malta with a dissertation entitled 'Multilingualism and the Internet'. From 1999 to 2009, Andrej worked as a freelance interpreter/translator for Chinese-Serbian-English, and spent six years living in China.