

CONVOCATORIA INTERNA PARA LA SECRETARÍA DE RELACIONES EXTERIORES

LA SECRETARÍA DE RELACIONES EXTERIORES

POR MEDIO DEL INSTITUTO MATÍAS ROMERO

CONVOCA

AL CURSO EN LÍNEA

***PUBLIC DIPLOMACY***

QUE IMPARTIRÁ DIPLOFOUNDATION

DEL 17 DE FEBRERO AL 24 DE ABRIL DE 2020

(102 horas)

Este curso a distancia requiere comprometer diez horas de estudio a la semana. Las actividades de aprendizaje y de evaluación que los participantes deberán llevar a cabo 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)
- 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 haremos los cambios necesarios.
    4. Ingrese cuidadosamente su CURP. Recuerde que esa clave constituye el número de matrícula de cada participante. Si no cuenta con ella, puede obtenerla en: <http://consultas.curp.gob.mx/CurpSP/> (a los participantes que no sean de 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 entre 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: **martes 28 de enero de 2020**
- Fecha límite de recepción de solicitudes: **martes 4 de febrero de 2020, a las 13:00 Hrs. (hora del centro del país)**
- Publicación de la lista de aceptados: **viernes 14 de febrero de 2020**
- Fecha de inicio del curso: **lunes 17 de febrero de 2020**
- Fecha de clausura del curso: **viernes 24 de abril de 2020**
- **En este programa no hay periodo de bajas voluntarias**

Todas las personas que aprueben este programa de estudio recibirán una constancia de participación.

[\*] 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 carta compromiso y carta de autorización debidamente firmadas y escaneadas.

## PUBLIC DIPLOMACY

**Public diplomacy is a hot topic today, yet only a decade ago, it was a very specialised term.**

There is a new transparency in the interactions between governments and countries in the international system, influenced by such factors as the democratisation of diplomacy, globalisation, the resurgence of methods of bilateral, regional and multilateral diplomacy, and the spotlight on external and internal issues. With more public interest in foreign affairs than ever before, ordinary people are demanding open diplomacy. Governments are obliged to respond with public information about the spending of the funds they receive and the results that they achieve. This course covers the goals and methods of public diplomacy, outlining what it can and cannot do, with case studies.

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

- Define public diplomacy and its key features.
- Describe the tasks and methods of public diplomacy, and provide examples.
- Analyse different approaches to public diplomacy and identify realistic and workable tools and methods for different situations.
- Plan strategies for country image-building activities, based on best practices.
- Assess and evaluate the impact of public diplomacy programmes.

## Course outline

1. **Public diplomacy – concepts and methods:** the role of public diplomacy, the different definitions of public diplomacy, and why we study this subject. What are the methods of public diplomacy, and what structures are best suited for its practice?
2. **Public diplomacy in building bilateral relations:** we examine the role of public diplomacy in bilateral relationship building, and its potential in relation to the other aspects of diplomacy. What are the best practices in this area? What kind of a public diplomacy strategy is needed?
3. **Building the national brand with public diplomacy:** Image-building is a core issue in public diplomacy; the country has become a brand. What are the issues in this area, and the possibilities in using brand building as a means of improving the overall impact of states in their international dealings? What examples are available to us from the world around us?
4. **The limitations of public diplomacy:** public diplomacy cannot be seen as a panacea for all ills. Throwing money at propaganda, however sophisticated it may be, does not guarantee results, as the US has seen after 9/11. Public diplomacy involves listening to the public, whether abroad or at home. What other realistic limits does public diplomacy impose? How should public diplomacy be optimised?
5. **Public diplomacy in the information age:** as people become better informed through the Internet and 24 hour news services, they develop their own opinions about international events and are less inclined to accept official positions without question. At the same time, non-state actors like NGOs and the business sector are increasing their international activity and expertise. This lecture explores how traditional approaches and methods in public diplomacy can be modernised, including through use of new developments in information and communications technologies.
6. **Public diplomacy in international organisations:** supra- and international organisations are devoting increasing resources to public diplomacy activities. This lecture looks at the aims of public diplomacy in selected organisations including the United Nations, NATO, and the EU, and assesses the specific challenges arising from the need to satisfy member states of the organisation yet project an informative and persuasive image outside.
7. **Public diplomacy in the postmodern world:** the USA invented the term “public diplomacy” and spends billions annually on public diplomacy activities. They use public diplomacy to promote not only policies and product but values and a way of life. Yet anti-

Americanism is widespread. Is this hostility to the message or the messenger? This lecture looks at the message and the reactions, including the Obama effect, with a view to identifying challenges both for the US and for states which need to interact with them.

8. **Measuring impact:** measuring the success of concepts like public diplomacy is notoriously difficult. But foreign ministries should be regularly reviewing their strategies, messages, targets and partners and adjusting them as appropriate. How can they evaluate the effectiveness of their strategies and track influence?

## **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.

## **Lecturer(s)**

### **Ambassador Kishan Rana, Professor Emeritus**

Ambassador Kishan S. Rana is Professor Emeritus, and a Senior Fellow at DiploFoundation. He was awarded a BA (Hon) and MA in economics, St Stephens College Delhi. He was in the Indian Foreign Service (1960-95); and worked in China (1963-65, 1970-72). He was Ambassador and High Commissioner for Algeria, Czechoslovakia, Kenya, Mauritius, and Germany; and consul general in San Francisco. He served as a joint secretary on the staff of PM Indira Gandhi (1981-82).

Amb. Rana is an Honorary Fellow of the Institute of Chinese Studies, Delhi (book review editor, China Report); an Archives By-Fellow, Churchill College, Cambridge; a Public Policy Scholar, Woodrow Wilson Centre, Washington DC; guest faculty at the Diplomatic Academy, Vienna; and Commonwealth Adviser, Namibia Foreign Ministry, 2000-01. He has lectured in about 20 countries to diplomats at foreign ministry training institutions, and at ambassador conferences in several countries.

He is the author of *Inside Diplomacy* (2000); *Managing Corporate Culture* (co-author, 2000); *Bilateral Diplomacy* (2002); *The 21st Century Ambassador* (2004); *Asian Diplomacy* (2007); *Diplomacy of the 21st Century* (2011); *India's North-East States, the BCIM Forum and Regional Integration*, (co-author, 2012); *The Contemporary Embassy* (2013); and *Diplomacy at the Cutting Edge* (2015). He is co-editor of *Foreign Ministries* (2007); and *Economic Diplomacy* (2011). The two books were translated into Chinese; some used as textbooks at several universities. He has written about 100 articles for academic journals and newspapers.

### **Mrs Liz Galvez**

Mrs Liz Galvez was a senior diplomat with the UK Foreign and Commonwealth Office, taking early retirement in 2006 with the rank of Counsellor. During her 33 year career, she served in a wide range of diplomatic jobs in London and several overseas postings, including Finland, Central America and Romania, and 12 years in multilateral diplomacy: UN Geneva, OSCE Vienna (1989-

1993) and UN New York (2003-6). She was seconded to the Romanian Ministry of Foreign Affairs in 2001-2002 as adviser to the Foreign Minister on OSCE Chairmanship and NATO accession issues, institutional reform, and diplomatic training. She returned to Romania in 2006 to set up and manage the Aspen Institute Romania until 2009.

She has been a course lecturer with DiploFoundation since 2009, providing training in public diplomacy and multilateral negotiating skills, including a programme for the Asia-Europe Foundation for diplomats from European and Asian countries, and a dissertation supervisor for DiploFoundation/University of Malta Master in Contemporary Diplomacy students. She has run workshops on public diplomacy for the Foreign Ministry of Bahrain; the Foreign Ministry and Parliamentary staffers in South Africa; and the Diplomatic Academy of Armenia. In addition, she has co-facilitated a workshop on Conflict Resolution in Bahrain for Diplomatic Heads of Mission and given a short training programme in Geneva on Diplomatic Reporting in the Internet Era for diplomatic officers from several states. She has run training programmes on negotiating skills for the Foreign Ministry of Bahrain, and at the Italian School of National Administration for Italian new entrant diplomats, and on Diplomatic English writing and speaking skills for the Foreign Ministry of the Republic of Moldova. She speaks operational Spanish, Romanian, and French. She has a BA from the University of London in Latin and Spanish and an MSc degree from the University of London in Nationalism and Ethnic Conflict, and has recently completed the DiploFoundation course on Internet Governance.