



ICOM892

Public Diplomacy and International Public Relations

S2 Day 2014

Dept of Media, Music & Cultural Studies

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General Information

Unit convenor and teaching staff

Lecturer

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165B Y3A

2-3pm Wednesdays or By appointment

Credit points

4

Prerequisites

Admission to MIntComm or MIntRel or MIntCommMIntRel or MIntBusMIntComm or MA in Media Law and Culture or MIntPubDip

Corequisites

Co-badged status

Unit description

The unit provides theoretical frameworks and practical learning exercises for image analysis and construction by international actors – intergovernmental, state, corporate and non-government. The concepts of symbolic interactionism, soft power, public diplomacy, international public relations, framing, image and branding are examined from strategic and ethical communication perspectives. Theory is related to practice through analysis of existing international public relations campaigns and the design of new ones. Through weekly simulations of press conferences regarding current events, students develop practical skills in analysing strategic opportunities for presenting their organisation to publics.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Evaluate and analyse theories and debates about international public relations, image, frames and public diplomacy.

Evaluate the relationship between hard and soft public diplomacy, soft power and

international public relations.

Analyse international public relations/public diplomacy campaigns.

Communicate effectively an international public relations/public diplomacy campaign in an international political context.

Apply practical research and interview skills in IPR/public diplomacy contexts.

Engage in the process of learning.

Assessment Tasks

Name	Weighting	Due
<u>Task 1 Mini Essay</u>	10%	Week 5 (5 Sep)
<u>Task 2 Internal Proposal</u>	10%	Week 8 (10 Oct)
<u>Task 3 Critical Essay</u>	40%	Week 12 or Week 13
<u>Task 4 Individual Presentation</u>	30%	Week 12 or Week 13
<u>Task 5 Participation</u>	10%	Ongoing

Task 1 Mini Essay

Due: **Week 5 (5 Sep)**

Weighting: **10%**

This mini essay will be based on the readings for the first 4 weeks. It should discuss critically the value of the concept of framing in (1) reading images of international actors as depicted in the media and (2) in the branding of international actors by public relations consultants, drawing on theoretical insights. References will not be counted in the 500 words.

Grading Criteria are:

1. Sophisticated analysis and evaluation of international public relations concepts (framing, image, branding).
2. Application of PR concepts PR campaigns
3. Concise and efficient writing skills.

On successful completion you will be able to:

- Evaluate and analyse theories and debates about international public relations, image, frames and public diplomacy.
- Evaluate the relationship between hard and soft public diplomacy, soft power and

international public relations.

Task 2 Internal Proposal

Due: **Week 8 (10 Oct)**

Weighting: **10%**

You are a PR consultant seeking a PR job from a client. Your client must be a real world international 'actor' such as a state (Country A), NGO or IGO. You need to write a 500 word proposal regarding an image problem faced by the actor in Country B. In your proposal you should briefly describe the actor (e.g. the Ministry of Foreign Affairs of the country A) based on web research, identify the international image problem that Country A or the NGO or IGO face in Country B in terms of issues, media, stakeholders, locations and the target audience. Your purpose is to interest the prospective client sufficiently in order to be called in to make an oral presentation. Due in Week 8 (9 May).

Grading Criteria are:

1. Appropriate identification of actors (PR agency & international actor)
2. Succinct description of the distinctive feature of the actor (PR agency and international actor)
3. Analysis of the actor's image problem
4. Application of Diffusion Theory to identify audience and opinion leaders
5. Concise and efficient writing skills

On successful completion you will be able to:

- Communicate effectively an international public relations/public diplomacy campaign in an international political context.
- Apply practical research and interview skills in IPR/public diplomacy contexts.

Task 3 Critical Essay

Due: **Week 12 or Week 13**

Weighting: **40%**

Option A

The objective of the assignment is to research, describe, analyse and evaluate an international public relations campaign. Analyse a specific international public relations/public diplomacy campaign by a state, a Non-Government Organisation or a large business operating internationally. This is essentially an exercise in analysis. What was the campaign and what did the actor hope to achieve? What did it do and why? What were the obstacles and the advantages it had? Was it successful? Why or why not? Could it have been improved? How? Make sure that your topic is relevant to the course; if you have any doubts, ask me.

Remember it must have the following features:

It must be an international campaign. i.e. the PR campaigner's target audience should not be its own domestic audience. The audience should be outside the campaigning institution's own national borders. Such audiences could include members of diasporas. The campaign must have been commissioned by a government, government agency, intergovernmental organisation, nongovernmental organization or large business; It must be a specific campaign conducted for a specific purpose at a specific time; It must be a public relations or soft public diplomacy exercise, not a hard diplomacy or behind-closed doors diplomatic one, the latter being more relevant to international relations.

Relate what you say about this specific case to some of the general theory that we have discussed in class. In other words, what wider lessons can we learn from this case study and/or how does theory illuminate your case study? Most people do what is, in effect, a case study, so make sure that your conclusion sets out what you think your case study tells us about international public relations and/or public diplomacy in general: What can we learn from this case study? Pay attention to structure, logical flow and conclusions which flow from what you have analysed. You will find that the use of headings helps your setting out because it forces you into some kind of structure. Make sure your conclusion follows from your argument. The most common mistakes students make are: poor structure; too much description and not enough analysis; the conclusion is too general and/or does not follow from the argument in the paper.

Grading Criteria are:

1. Research skills and application
2. Analyse and evaluate an existing campaign using theoretical models
3. Originality of, and rigorous argumentation about, their campaign recommendations
4. Style of writing and grammatical skills.

Due in Weeks 12 & 13 (6 Nov or 13 Nov) by arrangement (Week 13 if your presentation is in Week 12 and week 12 if your presentation is in Week 13).

Option B

The objective of the assignment is to write a review article for The Journal of International Communication.

You will need to select three or four articles (chapters) from the text book, read them carefully, summarise them (in terms of propositions, methods, findings, conclusions) and subject them to a critical (weaknesses), comparative discussion (commonalities, differences, resonances with other literature, innovativeness) and synthesise new knowledge. The highest quality review articles will produce new insights, begin to develop new frameworks, and point to new directions for further inquiry. Provide an introduction, summary of each article, critical comparative discussion and a conclusion.

Grading Criteria are:

1. Succinct summary of articles (in terms of propositions, methods, findings, conclusions)
2. Critical analyse of articles

3. Inclusion and discussion of appropriate literature in the field
4. Innovative and original arguments about the articles
5. Writing style and grammatical skills.

Due in Weeks 12 & 13 (6 Nov or 13 Nov) by arrangement (Week 13 if your presentation is in Week 12 and week 12 if your presentation is in Week 13).

On successful completion you will be able to:

- Evaluate and analyse theories and debates about international public relations, image, frames and public diplomacy.
- Evaluate the relationship between hard and soft public diplomacy, soft power and international public relations.
- Analyse international public relations/public diplomacy campaigns.

Task 4 Individual Presentation

Due: **Week 12 or Week 13**

Weighting: **30%**

The objective of this assignment is to develop and present a creative international public relations/public diplomacy campaign to promote an issue or image for an international client who might be an individual, corporation, NGO, government or IGO for whom international image is important. This differs from assignment 3A in that now you are presenting your own campaign instead of criticising that of someone else. It is a sales pitch, not an academic paper, but needs to be well researched. You present your campaign proposal to your prospective client. Remember that you must identify and describe who you are – that is your PR agency and who your prospective client is. For instance, if Australia is experiencing an image problem in Indonesia, your prospective client may be the Australian Department of Foreign Affairs and Trade. You need to analyse the client's image problem and the specific audience in the country where the image problem exists. Saying 'people of Indonesia' will not suffice. **Use Diffusion Theory to analyse the audience strategically and identify opinion leaders.** Remember it must be an international campaign (e.g. Australian campaign in Indonesia), not a domestic one (e.g. Australian campaign in Australia). It can be public relations, public diplomacy or advertising but it must be a specific campaign.

If you are in Week 12 for your presentation, your due date for Assignment 3 will be in Week 13 (13 Nov). If you are in Week 13 for your presentation, your due date for Assignment 3 will be in Week 12 (6 Nov).

10 mts. plus 7 Powerpoint slides, one containing references.

Grading Criteria:

1. Demonstrate appropriate and independent research

2. Identify and describe actors
3. Contextualise the actor's image problem
4. Application of Diffusion Theory to analyse the target audience and opinion leaders
5. Design of a new campaign strategy
6. Effectiveness of PPT slides
7. Succinctness of the delivery of the campaign pitch

On successful completion you will be able to:

- Communicate effectively an international public relations/public diplomacy campaign in an international political context.
- Apply practical research and interview skills in IPR/public diplomacy contexts.

Task 5 Participation

Due: **Ongoing**

Weighting: **10%**

Please note that in this unit:

Students are required to sign the name sheet in each lecture and tutorial class.

Simulation in each tutorial class is assessed.

The concrete requirements and the weight of each criteria are:

Participation in the discussion in tutorial classes

Peer review of group research on simulation topics

Simulation performance in tutorial classes

On successful completion you will be able to:

- Apply practical research and interview skills in IPR/public diplomacy contexts.
- Engage in the process of learning.

Delivery and Resources

CLASSES

LECTURE: Thursday 12:00pm-1:00pm Rm W5C335

TUTORIAL 1: Thursday 2:00pm-4:00pm Rm E7B263

TUTORIAL 2: Thursday 4:00pm-6:00pm Rm W5A203

TECHNOLOGY USED AND REQUIRED

Online units can be assessed at iLearn: <http://ilearn.mq.edu.au>

iLearn is the main platform for material sharing, communication and assignment submission.

PC and Internet access are required. Basic computer skills (e.g., internet browsing) and skills in word processing are also a requirement. Please consult teaching staff for any further, more specific requirements.

TEACHING AND LEARNING STRATEGY

Theory is related to practice through analysis of existing international public relations campaigns and the design of new ones. Through weekly discussion of current international affairs and review of the publicity of the affairs, students develop practical skills in analysing strategic opportunities for presenting their organization to publics. There will be two readings in most weeks.

To complete the readings is vitally important in order to benefit from the unit to the fullest extent. It is recommended that you read the articles listed for class discussion before each class and discuss them on iLearn forum.

REQUIRED READING AND RECOMMENDED TEXTS AND/OR MATERIALS

REQUIRED READING

Electronic copies of the readings can be found on e-reserve on the university library website.

RECOMMENDED READING

Snow, Nancy & Philip M. Taylor (eds).2009. The Routledge Handbook of Public Diplomacy. New York: Routledge.

Pamment, James. 2012. New Public Diplomacy in the 21st Century: A Comparative Study of Policy and Practice. Routledge.

The Palgrave Macmillan Series in Global Public Diplomacy

<http://us.macmillan.com/series/GlobalPublicDiplomacy>

Available via Google Books

More reading materials will be uploaded on iLearn

Unit Schedule

Week1 (7 Aug)	<ul style="list-style-type: none">· Lecture: World-making & news values <ul style="list-style-type: none">· About the unit· Provisional definition of PD· About the assignments <p>No IPR Simulation</p> <p>READINGS</p> <ul style="list-style-type: none">· Boyd-Barrett, Oliver. 1975 [1975]. "Constructing the global, constructing the local: News agencies re-present the world". In Abbas Malek, & Anandan Kavoori (eds). <i>The Global Dynamics of News: Stides in International News Coverage and News Agenda</i>. Stamford: Ablex, 299-321.
Week 2 (14 Aug)	<ul style="list-style-type: none">· Lecture: The world in our heads <ul style="list-style-type: none">· IPR Simulation <p>READINGS</p> <ul style="list-style-type: none">· Mead, George Herbert. 1975 [1975]. "Self". In 144- Kenneth Thompson and Jeremy Tunstall (eds). <i>Sociological Perspectives</i>. London: Penguin Education, 144-158.· Pettman, Ralph. 2000. "Conclusion: A constructed world". In <i>Commonsense constructivism or the making of world affairs</i>. New York: M. E. Sharpe, 210- 239.
Week 3 (21 Aug)	<ul style="list-style-type: none">· Lecture: Image & frames <ul style="list-style-type: none">· Who has the best image internationally?· IPR Simulation <p>READINGS</p> <ul style="list-style-type: none">· Boulding, Kenneth. 1959 [1956]. "Introduction". In <i>The Image</i>. New York: Vail-Ballou, 3-18.· Pan, Zhongdang & Gerald Kosicki 1993. "Framing analysis: An approach to news discourse". <i>Political Communication</i>, 10, 55-75.
Week 4 (28 Aug)	<ul style="list-style-type: none">· Lecture: Actors, skills, venues, transactions <ul style="list-style-type: none">· IPR Simulation <p>READINGS</p> <ul style="list-style-type: none">· Lasswell, Harold. "The configurative analysis of the world value pyramids". <i>World Politics and Personal Insecurity</i>. New York: The Free Press, 3-20.· Chitty, Naren. 2009. Frames for internationalizing media research". In Daya Thussu (ed) <i>Internationalising Media Studies</i>. Oxon: Routledge, 61- 74.
Week 5 (4 Sep)	<ul style="list-style-type: none">· Lecture: Public opinion & the 'global public sphere' <ul style="list-style-type: none">· IPR Simulation <p>READINGS</p> <ul style="list-style-type: none">· Tomlinson, John. 1994. "Mass communications and the idea of the global public sphere". <i>The Journal of International Communication</i> 1,2, 57-70.· Ammon, Royce. 2001. "The Communication-diplomacy Link". In <i>Global Television and the Shaping of World Politics</i>. Jefferson: McFarland & Co, 5-11.

<p>Week 6 (11 Sep)</p>	<ul style="list-style-type: none"> · Lecture: Strategic & dialogic communication · Bullying or attracting? · IPR Simulation <p>READINGS</p> <ul style="list-style-type: none"> · Grunig, James E., Grunig, Larissa A., Sriramesh K ; Yi-Hui Huang and Anastasia Lyra (1995). "Models of public relations in an international setting". <i>Journal of Public Relations Research</i>, 7,3, 163-186. · Manheim, Jarol B. (1994). "Managing national images". In <i>Strategic Public Diplomacy & American Foreign Policy</i>. New York: OUP, 125-147.
<p>Week 7 (18 Sep)</p>	<ul style="list-style-type: none"> · Lecture: Soft power & leadership · IPR Simulation <p>READINGS</p> <ul style="list-style-type: none"> · Ronfeldt, David & John Arquilla. 2009. "Noopolitik: A new paradigm for public diplomacy". In Nancy Snow & Philip M. Taylor (eds) <i>Routledge Handbook of Public Diplomacy</i>. NY: Routledge, 352-356. · Chitty, Naren, 2008. "Broadening public diplomacy". <i>International Journal of the Humanities</i>, 6,5,47-56.
<p>MID-SEMESTER BREAK (From 22 September to 3 October)</p>	
<p>Week 8 (9 Oct)</p>	<ul style="list-style-type: none"> · Guest Lecture: IPR & public diplomacy (TBA) · IPR Simulation <p>READINGS</p> <ul style="list-style-type: none"> · Heller, Ken & L. Persson. 2009. "The distinction between public affairs and public diplomacy". In Nancy Snow & Philip M. Taylor (eds) <i>Routledge Handbook of Public Diplomacy</i>. NY: Routledge, 225-232. · Gregory, Bruce. 2005. "Public diplomacy and strategic communication: cultures, firewalls, and imported norms". Paper presented at the American Political Science Association, Conference on International Communication and Conflict, George Washington University and Georgetown University, Washington, D.C. http://www8.georgetown.edu/cct/apsa/papers/gregory.pdf
<p>Week 9 (16 Oct)</p>	<ul style="list-style-type: none"> · Lecture: Diasporic communication · IPR Simulation <p>READINGS</p> <ul style="list-style-type: none"> · Karim, Karim. 1998. "From ethnic media to global media: Transnational communication networks among diasporic communities". Paper for International Comparative Research Group, Canadian Heritage. · Echchaibi, Nabil. 2002. "(Be)longing media: Minority radio between cultural retention and renewal." <i>Javnost: The Public</i>. 9, 1, 37-50.

Week 10 (23 Oct)	<ul style="list-style-type: none">· Guest Lecture: Media & foreign policy (TBA)· IPR Simulation READINGS <ul style="list-style-type: none">· Naveh, Chanan. 2002. "The role of the media in foreign policy decision-making: A theoretical framework", <i>Conflict & Communication Online</i>, 1, 2.· Abbas Malek. 1997. "News media and foreign policy: A field ripe for research". <i>The Journal of International Communication</i>, 4,1, 1 – 10.
Week 11 (30 Oct)	<ul style="list-style-type: none">· Guest Lecture: Soft Power and Public Diplomacy Practices (TBA)
Week 12 (6 Nov)	<ul style="list-style-type: none">· Individual Assignment 4 presentations· Week 13 presenters submit Assignment 3 by Thursday
Week 13 (13 Nov)	<ul style="list-style-type: none">· Individual Assignment 4 presentations· Week 12 presenters submit Assignment 3 by Thursday

Learning and Teaching Activities

Lectures

Lectures from staff and guest lecturers

Discussion

Discussion during tutorials

Group research

Group research activities during tutorials

Simulation

Simulation sessions during tutorials

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/department_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Evaluate and analyse theories and debates about international public relations, image, frames and public diplomacy.
- Evaluate the relationship between hard and soft public diplomacy, soft power and international public relations.
- Analyse international public relations/public diplomacy campaigns.
- Apply practical research and interview skills in IPR/public diplomacy contexts.

Assessment tasks

- Task 1 Mini Essay
- Task 3 Critical Essay
- Task 4 Individual Presentation
- Task 5 Participation

Learning and teaching activities

- Lectures from staff and guest lecturers
- Group research activities during tutorials
- Simulation sessions during tutorials

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and

knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Evaluate and analyse theories and debates about international public relations, image, frames and public diplomacy.
- Evaluate the relationship between hard and soft public diplomacy, soft power and international public relations.
- Analyse international public relations/public diplomacy campaigns.

Assessment tasks

- Task 1 Mini Essay
- Task 3 Critical Essay
- Task 5 Participation

Learning and teaching activities

- Lectures from staff and guest lecturers
- Discussion during tutorials
- Group research activities during tutorials

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Evaluate and analyse theories and debates about international public relations, image, frames and public diplomacy.
- Evaluate the relationship between hard and soft public diplomacy, soft power and international public relations.
- Analyse international public relations/public diplomacy campaigns.
- Apply practical research and interview skills in IPR/public diplomacy contexts.

Assessment tasks

- Task 1 Mini Essay

- Task 2 Internal Proposal
- Task 3 Critical Essay
- Task 4 Individual Presentation
- Task 5 Participation

Learning and teaching activities

- Lectures from staff and guest lecturers
- Group research activities during tutorials

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Analyse international public relations/public diplomacy campaigns.
- Communicate effectively an international public relations/public diplomacy campaign in an international political context.
- Apply practical research and interview skills in IPR/public diplomacy contexts.
- Engage in the process of learning.

Assessment tasks

- Task 2 Internal Proposal
- Task 4 Individual Presentation
- Task 5 Participation

Learning and teaching activities

- Discussion during tutorials
- Group research activities during tutorials
- Simulation sessions during tutorials

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Communicate effectively an international public relations/public diplomacy campaign in an international political context.
- Apply practical research and interview skills in IPR/public diplomacy contexts.
- Engage in the process of learning.

Assessment tasks

- Task 2 Internal Proposal
- Task 4 Individual Presentation
- Task 5 Participation

Learning and teaching activities

- Discussion during tutorials
- Group research activities during tutorials
- Simulation sessions during tutorials

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Communicate effectively an international public relations/public diplomacy campaign in an international political context.
- Apply practical research and interview skills in IPR/public diplomacy contexts.
- Engage in the process of learning.

Assessment tasks

- Task 2 Internal Proposal
- Task 3 Critical Essay
- Task 4 Individual Presentation
- Task 5 Participation

Learning and teaching activities

- Discussion during tutorials
- Group research activities during tutorials

- Simulation sessions during tutorials

Changes from Previous Offering

The due date of assessment task 1 has been adjusted for this semester.

Assignment Submission

No Hard Copy Submissions

Return of marked work

During semester, marked work will be returned to students via Turnitin on iLearn.

Electronic Submissions

Information about how to submit work online can be accessed through the iLearn unit.

Late Penalty - 2% per day (including weekends) over the due date

(Any assessment that is handed in late, that is after the due date, will incur a late penalty of 2% per day, unless the student has handed in a medical certificate to the convenor, or applied to the convenor for an extension, or applied for Special Consideration for the final assessment).