ICOM892
Public Diplomacy and International Public Relations
S1 Day 2018

Department of Media, Music, Communication and Cultural Studies

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## General Information

### Unit convenor and teaching staff
Howard Gelman  
howard.gelman@mq.edu.au  
Contact via +61 (2) 98502138  
190 Y3A  
2-3pm Monday or by appointment

### Credit points
4

### Prerequisites
Admission to MIntComm or MIntRel or MIntCommMIntRel or MIntBusMIntComm or MIntPubDip or GradDiplIntRel or MTransInterMIntRel or MSusDev

### 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://students.mq.edu.au/important-dates](https://students.mq.edu.au/important-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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
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<tbody>
<tr>
<td>Task 1 Group Presentation</td>
<td>30%</td>
<td>No</td>
<td>Week 4–11</td>
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<tr>
<td>Task 2 Internal Proposal</td>
<td>20%</td>
<td>No</td>
<td>Week 7 (9 April)</td>
</tr>
<tr>
<td>Task 3 Critical Essay</td>
<td>40%</td>
<td>No</td>
<td>Week 12 (21 May)</td>
</tr>
<tr>
<td>Task 4 Participation</td>
<td>10%</td>
<td>No</td>
<td>Ongoing</td>
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**Task 1 Group Presentation**

Due: **Week 4–11**

Weighting: **30%**

The group presentations are based on the readings for weeks 4 to 11. Your group should discuss critically the value of the concepts explored in the readings. Note that this task is not simply a summary of what they say, but will highlight the group’s ability to pull out key points for the class. You should link ideas in the readings with other ideas from sources your group has identified. Each group is responsible for providing an outline of the presentation and a joint 300 word abstract highlighting the most important insights gained in the set readings and submitted through turnitin. References will not be counted in the 300 words.

Grading: Individual 10-15 minute presentation is worth 50% of the grade. The joint essay and group use of technology (powerpoint, slides, videos) is worth 40%. Peer review of individual participation in the group is worth 10%.

Late Assessment Submission: Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

**Grading Criteria are:**

1. Sophisticated analysis and evaluation of international public relations concepts (framing, image, branding).
2. Application of text and visuals to explain concepts

3. Concise and efficient presentation 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 7 (9 April)
Weighting: 20%

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 750 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. Submit your proposal through turnitin.

Late Assessment Submission: Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests

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 (21 May)**
Weighting: **40%**

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. Submit your analysis through turnitin.

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 issues that we have discussed in class.** In other words, what wider lessons can we learn from this 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.

Late Assessment Submission: Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests

**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.

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 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.

**The concrete requirements and the weight of each criteria are:**

Participation in the discussion in tutorial classes

Peer review of group research
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: Monday 4:00pm-5:00pm
TUTORIAL 1: Monday 5:00pm-6:00pm

TECHNOLOGY USED AND REQUIRED

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

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 group presentation and discuss them on iLearn forum.

REQUIRED READING AND RECOMMENDED TEXTS AND/OR MATERIALS

REQUIRED READING

The course reader is available at the Co-op.

The readings are essential to order to keep up with the weekly group presentations.

RECOMMENDED READING


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

## Week 1
- Lecture: World-making & news values
- About the unit
- Provisional definition of PD
- About the assignments

**READINGS**

## Week 2
- Tutorials begin in week 2
- Lecture: The world in our heads

**READINGS**

## Week 3
- Lecture: Image & frames
- Who has the best image internationally?

**READINGS**

## Week 4
- Lecture: Actors, skills, venues, transactions

**READINGS**
<table>
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<tr>
<th>Week 5</th>
<th>Lecture: Public opinion &amp; the ‘global public sphere’</th>
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<tbody>
<tr>
<td></td>
<td>READINGS</td>
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<tr>
<td>Week 6</td>
<td>Lecture: Strategic &amp; dialogic communication</td>
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<td></td>
<td>Bullying or attracting?</td>
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<tr>
<td></td>
<td>READINGS</td>
</tr>
<tr>
<td>Week 7</td>
<td>Lecture: Soft power &amp; leadership</td>
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<tr>
<td></td>
<td>READINGS</td>
</tr>
<tr>
<td>MID-SEMESTER BREAK</td>
<td>(From 16 April to 30 April)</td>
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<tr>
<td>Week 8</td>
<td>IPR &amp; public diplomacy (TBA)</td>
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<td>READINGS</td>
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Learning and Teaching Activities

Lectures

Lectures from staff and guest lecturers

Week 9
- Lecture: Diasporic communication

READINGS

Week 10
- Media & foreign policy (TBA)

READINGS
- Naveh, Chanan. 2002. "The role of the media in foreign policy decision-making: A theoretical framework", Conflict & Communication Online, 1, 2, 1-14

Week 11
- Case Studies in public diplomacy and international public relations

READINGS

Week 12
- Individual Assessment

https://unitguides.mq.edu.au/unit_offerings/82802/unit_guide/print
Discussion
Discussion of group presentations 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 (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy (Note: The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct

Results
Results shown in iLearn, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au.
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 Enquiry Service

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

Equity 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.

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University’s IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

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 Participation

Learning and teaching activities

• Discussion of group presentations during tutorials
• Group research activities during tutorials
• Simulation sessions during tutorials

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 Group Presentation
• Task 3 Critical Essay
• Task 4 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 Group Presentation
• Task 3 Critical Essay
• Task 4 Participation

Learning and teaching activities

• Lectures from staff and guest lecturers
• Discussion of group presentations 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 Group Presentation
• Task 2 Internal Proposal
• Task 3 Critical Essay
• Task 4 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 Participation

Learning and teaching activities
• Discussion of group presentations 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 Participation

**Learning and teaching activities**

- Discussion of group presentations 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).