

## FIȘA DISCIPLINEI

### 1. Date despre program

1.1 Instituția de învățământ superior	Școala Națională de Studii Politice și Administrative
1.2 Facultatea / Departamentul	Departamentul de Relații Internaționale și Integrare Europeană
1.3 Departamentul	-
1.4 Domeniul de studii	Științe Politice
1.5 Ciclu de studii	II
1.6 Programul de studii/ Calificarea	Security and Diplomacy

### 2. Date despre disciplină

2.1 Denumirea disciplinei	<b>Public Diplomacy</b>						
2.2 Titularul activităților de curs	<b>Liliana Popescu-Birlan</b>						
2.3 Titularul activităților de seminar	<b>Liliana Popescu-Birlan</b>						
2.4 Anul de studiu	<b>II</b>	2.5 Semestrul	<b>IV</b>	2.6 Tipul de evaluare	<b>Ec.</b>	2.7 Regimul disciplinei	<b>Op.</b>

### 3. Timpul total estimat (ore pe semestru al activităților didactice)

3.1 Număr de ore pe săptămână	4	din care: 3.2 curs	2	3.3 seminar/laborator	2
3.4 Total ore din planul de învățământ	56	din care: 3.5 curs	28	3.6 seminar/laborator	28
Distribuția fondului de timp					ore
Studiul după manual, suport de curs, bibliografie și notițe					48
Documentare suplimentară în bibliotecă, pe platformele electronice de specialitate și pe teren					27
Pregătire seminarii/ laboratoare, teme, referate, portofolii și eseuri					34
Tutoriat					0
Pregătire examinări					35
Alte activități.....					0
<b>3.7 Total ore studiu individual</b>	<b>144</b>				
<b>3.9 Total ore pe semestru</b>	<b>200</b>				
<b>3.10 Numărul de credite</b>	<b>8</b>				

### 4. Precondiții (acolo unde este cazul)

4.1 de curriculum	•
4.2 de competențe	• Cunoasterea limbii engleze : foarte bine

### 5. Condiții (acolo unde este cazul)

5.1. de desfășurare a cursului	•
5.2. de desfășurare a seminarului/laboratorului	•

### 6. Competențele specifice acumulate

<b>Competențe profesionale</b>	<ul style="list-style-type: none"> <li>• build skills to identify different approaches to PD;</li> <li>• build skills to analyze strategies of social influence;</li> <li>• build skills of conceiving strategies and counter-strategies of PD</li> <li>• build skills to integrate social media tools into PD strategies;</li> <li>• build skills to evaluate PD elements and strategies.</li> </ul>
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<b>Competențe transversale</b>	<ul style="list-style-type: none"> <li>• build capacity to understand main concepts of public diplomacy (PD);</li> <li>• understand key tasks and methods of PD;</li> <li>• build capacity to conceptualize elements of and key features of PD;</li> <li>• build abilities to compare PD activities</li> </ul>
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### 7. Obiectivele disciplinei (reieșind din grila competențelor specifice acumulate)

7.1 Obiectivul general al disciplinei	<ul style="list-style-type: none"> <li>• The course aims to build individual capacities for understanding, conceptualizing public diplomacy and of implementing public diplomacy methods and techniques.</li> </ul>
7.2 Obiectivele specifice	<ul style="list-style-type: none"> <li>• To educate students in order to build professional competences described above</li> <li>• To educate students in order to build the transversal competencies described above</li> </ul> <p>The course will cover elements of public diplomacy (PD) history and its cultural and political dimensions. It will reflect the new transparency in interactions between governments and foreign countries in the international system. The course will collaterally discuss influences of contemporary processes of democratisation, globalisation, and the latest information technology developments. It is noticeable the increased public interest in foreign affairs and the intensified internet-based communication globally. Governments need to keep pace with these developments and create for themselves capacities to influence foreign publics and engage with them in order to fulfil their purposes. The course is problematising a series of aspects related to this kind of governmental activity, involving social influence. The course will also discuss PD infrastructures, cultural dimensions, power and hegemonic discourses, limits and dilemmas of public diplomacy creators. Also, importantly, the course includes a series of applied exercises to enhance students' practical abilities to work in this field and related areas.</p>

### 8. Conținuturi

8. 1 Curs	Metode de predare	Obs.
What is PD? Perspectives on PD. The Rise and Development of PD.	Expunere insotita de prezentare powerpoint + angajarea studentilor	
Public Diplomacy in International Conflicts. Competing strategies for influence	Expunere insotita de prezentare powerpoint + angajarea studentilor	
Social Influence Analysis. A case study	Expunere insotita de prezentare powerpoint + angajarea studentilor	
PD as G2P (Government to People) Activity	Expunere insotita de prezentare powerpoint + angajarea studentilor	
From G2P to P2P. Relational Initiatives	Expunere insotita de prezentare powerpoint + angajarea studentilor	
Fundamental concepts. Power – coercion – propaganda – manipulation.	Expunere insotita de prezentare powerpoint + angajarea studentilor	
PD and strategy rules	Expunere insotita de prezentare powerpoint + angajarea studentilor	
PD infrastructures	Expunere insotita de prezentare powerpoint + angajarea studentilor	

The public diplomacy of the European Union	Expunere inotita de prezentare powerpoint + angajarea studentilor	
PD in Central East Europe	Expunere inotita de prezentare powerpoint + angajarea studentilor	
Execises of PD in Romania	Expunere inotita de prezentare powerpoint + angajarea studentilor	
World Public Opinion	Expunere inotita de prezentare powerpoint + angajarea studentilor	
Cultural and Ethical Dimensions of PD	Expunere inotita de prezentare powerpoint + angajarea studentilor	
Limits, Dilemmas and Paradoxes of PD	Expunere inotita de prezentare powerpoint + angajarea studentilor	
Bibliografie		
<b>General</b>		
<p>*Cowan, Geoffrey &amp; Cull Nicholas, eds (2008). Public Diplomacy in a Changing World. <i>Annals of the American Academy of Political and Social Sciences</i>, 616, March 2008. A collection of essays by public diplomacy experts placing the concept of public diplomacy in an academic framework but also including work by practitioners and case studies from Venezuela, Cuba and China.</p> <p>Cowan, G. and Arsenault, A. (2008). Moving from monologue to dialogue to collaboration: The three layers of public diplomacy. In <i>The Annals of the American Academy of Political and Social Science</i>, 616(1), pp. 10–30.</p> <p>Cull, Nicholas J. (2009). <i>Public Diplomacy: Lessons from the Past</i>. CPD Perspectives on Public Diplomacy, USC Center on Public Diplomacy <a href="http://usepublicdiplomacy.org/publications/perspectives/CPDPerspectivesLessons.pdf">http://usepublicdiplomacy.org/publications/perspectives/CPDPerspectivesLessons.pdf</a></p> <p>*Foreign &amp; Commonwealth Office, <i>Engagement: Public Diplomacy in a Globalised World</i>, FCO Report 2008. <a href="HTTP://WWW.FCO.GOV.UK/RESOURCES/EN/PDF/PD-ENGAGEMENT-JUL-08">HTTP://WWW.FCO.GOV.UK/RESOURCES/EN/PDF/PD-ENGAGEMENT-JUL-08</a> A collection of short papers by well-known experts on a range of public diplomacy issues. Useful since it condenses many of the issues explored in more detail in other readings.</p> <p>Henrikson, Alan K (2006). <i>What Can Public Diplomacy Achieve?</i> Clingendael Discussion Paper in Diplomacy No. 104, September 2006. <a href="HTTP://WWW.CLINGENDAEL.NL/PUBLICATIONS/2006/20060900_CDSP_PAPER_DIP_C.PDF">HTTP://WWW.CLINGENDAEL.NL/PUBLICATIONS/2006/20060900_CDSP_PAPER_DIP_C.PDF</a> Poses some interesting questions on what PD can achieve.</p> <p>Leonard, Mark (2002). <i>Public Diplomacy</i>, The Foreign Policy Centre: London. An early UK-centric study based on an exhaustive survey that the author carried out for the British Council in different countries.</p> <p>McClory, Jonathan (2012). <i>The New Persuaders II. A 2012 Global Ranking of Soft Power</i>, Institute for Government.</p> <p>McDowell, Mark (2008) Public Diplomacy at the Crossroads: Definitions and Challenges in an “Open Source” Era, <i>Fletcher Forum of World Affairs</i>, Vol 32:3 Special Edition 2008.</p> <p>*Melissen, Jan and Sharp, Paul, eds (2005). <i>The New Public Diplomacy: Soft Power in International Relations</i>, Palgrave Macmillan: Basingstoke. Standard textbook; a collection of essays prepared after extensive work carried out by the Clingendael Institute for over one year.</p> <p>*Melissen, Jan. (2011). <i>Beyond the New Public Diplomacy</i>, Clingendael Papers No. 3, pp. 1-28, Netherlands Institute of International Relations ‘Clingendael’, October 2011, The Hague</p> <p>*Nye, Joseph S Jr (2004). <i>Soft Power: The Means to Success in International Diplomacy</i>, PublicAffairs Press: New</p>		

York. The basic guide to soft power by the person who coined the term. Chapters 1 and 4 especially.

Nye, J. (2008). Public diplomacy and soft power. In *Public Diplomacy in a Changing World. The Annals of the American Academy of Political and Social Science*, 616 (1), pp. 94 – 109.

Riordan, Shaun (2004). *Dialogue-based Public Diplomacy: A New Foreign Policy Paradigm?* Clingendael Discussion Papers in Foreign Policy No. 95, November 2004, Netherlands Institute of International Relations 'Clingendael'.

Seib, Philip (2012). *Real-Time Diplomacy. Politics and Power in the Social Media Era*, Palgrave Macmillan: New York.

\*Snow, Nancy and Taylor, Philip M, eds (2009). *The Routledge Handbook of Public Diplomacy*, Routledge: New York and Abingdon. A collection of essays providing an overview of public diplomacy, national image and perception management including the challenges post 9/11. Includes a section on global approaches with case studies from other countries

Wilton Park Conference, 10-12 March 2006, *Public Diplomacy: Key Challenges and Priorities*.

[HTTP://ICS.LEEDS.AC.UK/PAPERS/PMT/EXHIBITS/2671/WPS06-21.PDF](http://ics.leeds.ac.uk/papers/pmt/exhibits/2671/WPS06-21.pdf). Overview of current thinking of the theorists and the practitioners.

Wilton Park Conference, 6-9 October 2008, *Public Diplomacy: Meeting New Challenges*.

[HTTP://ORO.OPEN.AC.UK/21833/1/WP902.PDF](http://oro.open.ac.uk/21833/1/WP902.pdf)

### ***Ethos and Credibility***

Akyol, Mustafa. (2012). Turkey vsIran: The Battle for Hearts and Minds, *Foreign Affairs*, March/April 2012, Volume 91, Number 2. Available at <http://www.foreignaffairs.com/articles/137343/mustafa-akyol/turkey-vs-iran?page=show>

CastellanosdelCollado. (2012). Iran's Public Diplomacy in Latin America: When Anti-US Rhetoric is Not Enough to Convince, CPD Blog, USC Center on Public Diplomacy. Available at: [http://usepublicdiplomacy.org/index.php/newswire/cpdblog\\_detail/irans\\_public\\_diplomacy\\_in\\_latin\\_america\\_when\\_an\\_anti-us\\_rhetoric\\_is\\_not\\_enou/](http://usepublicdiplomacy.org/index.php/newswire/cpdblog_detail/irans_public_diplomacy_in_latin_america_when_an_anti-us_rhetoric_is_not_enou/)

Davis Cross, Mai'a K. (2011). All Talk and No Action. *Culture Report. EUNIC Yearbook 2011* pp.20-27. Available at: [http://www.ifa.de/fileadmin/pdf/kr/2011/kr2011\\_en.pdf](http://www.ifa.de/fileadmin/pdf/kr/2011/kr2011_en.pdf)

Djerejian, E. (chair). (2003). *Changing minds, winning peace. A new strategic direction for US public diplomacy in the Arab and Muslim world*. Report of the Advisory Group for the Arab and Muslim World, October 2003. Available at: <http://www.publicdiplomacy.org/23.htm>

Gass, R.H and Seiter, J.S (2009). Credibility and public diplomacy. In *The Routledge Handbook of Public Diplomacy*, N. Snow and P. M. Taylor (eds), pp. 154-165. New York and London: Routledge.

Kalathil, Shanthi. (2011). *China's Soft Power in the Information Age: Think Again*, May 2011, ISD Working Papers in Diplomacy, Institute for the Study of Diplomacy, Georgetown University. Available at: [http://isd.georgetown.edu/files/Kalathil\\_Chinas\\_Soft\\_Power.pdf](http://isd.georgetown.edu/files/Kalathil_Chinas_Soft_Power.pdf)

Nye, J.S. (2012). Why China is Weak on Soft Power, *International Herald Tribune*, 17 January 2012. Available at: [http://www.nytimes.com/2012/01/18/opinion/why-china-is-weak-on-soft-power.html?\\_r=2](http://www.nytimes.com/2012/01/18/opinion/why-china-is-weak-on-soft-power.html?_r=2)

Rugh, W. A. (2009). Repairing American public diplomacy. *Arab Media and Society*, Issue 7, Winter 2009. Available at: <http://www.arabmediasociety.com/?article=709>

Zaharna, R. S. (2006). The US credibility deficit. *Foreign Policy in Focus*, 13 December 2006. Available at: [http://www.fpif.org/articles/the\\_us\\_credibility\\_deficit](http://www.fpif.org/articles/the_us_credibility_deficit)

### ***Strategic Communications***

Cornish, Paul, Lindley-French, Julian and Yorke, Claire (2011). *Strategic Communications and National Strategy*, Chatham House Report, September 2011

Wallin, Matthew (2012). *The New Public Diplomacy Imperative. America's Vital Need to Communicate Strategically*. White Paper for the American Security Project, August 2012

### ***Cultural Diplomacy and Special Events***

[Cull](http://quod.lib.umich.edu/n/nmw/5646196.0001.001/1:3.1/--owning-the-olympics-narratives-of-the-new-china?g=dculture:rgn=div2;view=fulltext:xc=1), Nicholas (2008). The Public Diplomacy of the Modern Olympic Games and China's Soft Power Strategy. In *Owning the Olympics: Narratives of the New China*, eds Monroe E. Price and Daniel Dayan, University of Michigan Press: Ann Arbor. Available at: <http://quod.lib.umich.edu/n/nmw/5646196.0001.001/1:3.1/--owning-the-olympics-narratives-of-the-new-china?g=dculture:rgn=div2;view=fulltext:xc=1>

Mark, Simon (2009). *A Greater Role for Cultural Diplomacy*, Clingendael Discussion Paper in Diplomacy No. 114, April 2009.

[HTTP://WWW.CLINGENDAEL.NL/PUBLICATIONS/2009/20090616\\_CDSP\\_DISCUSSION\\_PAPER\\_114\\_MARK.PDF](http://www.clingendael.nl/publications/2009/20090616_CDSP_DISCUSSION_PAPER_114_MARK.PDF)

This monograph makes interesting connections between PD and cultural diplomacy, arguing that the latter should be seen as a major component of PD.

Schneider, Cynthia (2005). Culture Communicates: US Diplomacy That Works. Chapter 8 in *The New Public Diplomacy: Soft Power in International Relations*, ed. Melissen, pp. 147-167, Palgrave Macmillan: Basingstoke.

### ***International Broadcasting***

Hoffman, David (2002). Beyond Public Diplomacy, *Foreign Affairs*, March/April 2002, pp. 83-95. Available at: <http://www.foreignaffairs.com/articles/57813/david-hoffman/beyond-public-diplomacy>

Essay by the President of Internews provocatively advocates the promotion of independent domestic media to counter anti-Western propaganda over the airwaves.

US Senate (2010). *U.S. International Broadcasting: -Is Anybody Listening? Keeping The U.S. Connected*, Committee On Foreign Relations, United States Senate, 9 June 2010. Available from:

<http://lugar.senate.gov/issues/foreign/diplomacy/report.pdf>

<http://www.kimandrewelliott.com/>

Blog on international broadcasting published by Kim Andrew Elliot, audience research analyst for the US International Broadcasting Bureau.

### ***Nation Branding***

Anholt, Simon (2010). *Places. Identity, Image and Reputation*, Palgrave Macmillan: Basingstoke. Collection of essays on the nature of place brands vs branding by one of the leading authorities on reputation management. Several case studies. Introduction, Chapters 1 and 7 especially.

Olins, Wally (1999). *Trading Identities: Why Countries and Companies are Taking On Each Other's Roles*, Foreign Policy Centre: London.

*A short monograph that focuses on the issue of branding and how countries are tackling this, written by one of the leading experts in this field.*

Olins, Wally (2005). Making a National Brand. Chapter 9 in *The New Public Diplomacy: Soft Power in International Relations*, ed. Melissen., pp. 169-179, Palgrave Macmillan: Basingstoke

Szondi, Gyorgy (2008). *Public Diplomacy and Nation Branding: Conceptual Similarities and Differences* (Clingendael Discussion Paper in Diplomacy No. 112, October 2008).

<a href="http://www.clingendael.nl/publications/2008/20081022_pap_in_dip_nation_branding.pdf">HTTP://WWW.CLINGENDAEL.NL/PUBLICATIONS/2008/20081022_PAP_IN_DIP_NATION_BRANDING.PDF</a> Makes the point that in the end PD and nation branding cover the same activity, though the latter still remains trapped in its marketing image.		
8. 2 Seminar/laborator	Metode de predare	Observații
Public Diplomacy in International Conflicts. A Social Influence Analysis. Discussion on the basis of Pratkanis article (see Routledge Handbook provided on the group page, pp 111- 144).	Group discussion of the main benchmarks of SIA	
Case study . Public Diplomacy in International Conflicts. A Social Influence Analysis.	Division in groups; work in groups; presentations	Case study to be announced a week in advance – each group is representing a political unit. Students are given instructions in advance
Evaluation of the work on the case study - SIA. Discussions.	Discussions, comparisons, evaluations in group	Students are given instructions in advance
Discourse analysis. Getting familiar with fundamental concepts	Discussion in group, debate	Howarth etc/ texts provided on the group page
Case study. Discourse analysis	Discussion in group, debate	Popescu, Vesalon article – text provided on the group page
Creating political realities through PD means	Watching a film	Probably ,Wag the dog’
Creating political realities through PD means (II)	Discussion on the basis of the film	
Online public diplomacy	Comparative analysis of the webpages of the CEE countries – Czech Republic, Poland, Hungary, Slovakia, Slovenia, Romania.	Students study in advance the webpages and bring laptops with them.
Public diplomacy exercise: evaluating how the Romanian Revolution in 2014 has been used to enhance the image of Romania.	Group discussion	
EU Myths and PD	– discussion /	texts provided on the group page
Public diplomacy and propaganda. The case of Russia	Students are studying various Russian media and note observations to be discussed in class	Assignments given in advance
Information wars. The case of Ukraine. The „weaponization” of information	Discussion on the basis of analyzing disjunctive ways of presenting contemporary historical facts	Assignments given in advance
Nation branding. Case studies	Students present cases	

	(assignment – in advance)	
Emerging world public opinion	Exploring and discussing various international opinion polls	
<p><b>Bibliografie</b></p> <p>Canadian International Council (2012). <i>Twitter and Diplomacy, How social media is changing foreign policy</i>. CIC series of on-line contributions on social media and diplomacy. Available at: <a href="http://www.opencanada.org/twitter-and-diplomacy/">http://www.opencanada.org/twitter-and-diplomacy/</a></p> <p>Carnegie Endowment for International Peace (2012). <i>Digital Diplomacy: A New Era of Advancing Policy</i>. Webcast (69 minutes) of debate between leading practitioners and diplomats on social media and public diplomacy. Available at: <a href="http://carnegieendowment.org/2012/05/17/digital-diplomacy-new-era-of-advancing-policy/apnu">http://carnegieendowment.org/2012/05/17/digital-diplomacy-new-era-of-advancing-policy/apnu</a></p> <p>Copeland, D. (2008). <i>Connectivity and networks rule: Virtuality, public diplomacy and the foreign ministry</i> [online]. CPD Blog. Available at: <a href="http://uscpublicdiplomacy.org/index.php/newswire/cpdblog_detail/connectivity_and_networks_rule_virtuality_public_diplomacy_and_the_for/">http://uscpublicdiplomacy.org/index.php/newswire/cpdblog_detail/connectivity_and_networks_rule_virtuality_public_diplomacy_and_the_for/</a></p> <p>The Economist (2012). <i>Virtual Relations: Foreign Ministries are getting the hang of social media</i>, Available at: <a href="http://www.economist.com/node/21563284">http://www.economist.com/node/21563284</a></p> <p>Gilboa, Eytan (2009). <i>Public Diplomacy in the Information Age</i>. Lecture at International Communication Policy Forum, Greece. Available at: <a href="http://icp-forum.gr/wp/wp-content/uploads/2008/12/gilboa-lecture-athens-jan-2009.pdf">http://icp-forum.gr/wp/wp-content/uploads/2008/12/gilboa-lecture-athens-jan-2009.pdf</a></p> <p>Hanson, Fergus (2011). <i>The Digital Revolution Meets Diplomacy</i>, International Relations and Security Network, 11 January 2011. Available at: <a href="http://www.isn.ethz.ch/isn/Current-Affairs/ISN-Insights/Detail?lng=en&amp;id=125853&amp;contextid734=125853&amp;contextid735=125852&amp;tabid=125852">http://www.isn.ethz.ch/isn/Current-Affairs/ISN-Insights/Detail?lng=en&amp;id=125853&amp;contextid734=125853&amp;contextid735=125852&amp;tabid=125852</a></p> <p>Hanson, Fergus (2012) <i>Revolution @ State : The Spread of e-Diplomacy</i>, Lowy Institute, March 2012. Analysis of US State Department's use of social media. Available at: <a href="http://www.brookings.edu/research/reports/2012/03/ediplomacy-hanson">http://www.brookings.edu/research/reports/2012/03/ediplomacy-hanson</a></p> <p>Livingston, S. (2002). The New Media and Transparency. What are the consequences for diplomacy? Chapter 4 in: E. H. Potter (ed). <i>Cyber-diplomacy: Managing foreign policy in the twenty-first century</i>. Montreal: McGill-Queen's University Press, pp. 110-127.</p> <p>Miles, Oliver (2010). Stop the blogging Ambassadors, <i>The Guardian</i>, 12 July 2010. Available at: <a href="http://www.guardian.co.uk/commentisfree/2010/jul/12/lebanon-israel">http://www.guardian.co.uk/commentisfree/2010/jul/12/lebanon-israel</a></p> <p>Morozov, Evgeny (2009). Facebook Diplomacy. <i>Newsweek</i>, 25 February 2009. Available at: <a href="http://www.newsweek.com/id/186531">http://www.newsweek.com/id/186531</a></p> <p>Potter, Evan H (2002). Information technology and Canada's Public Diplomacy. Chapter 7 in <i>Cyber Diplomacy: Managing Foreign Policy in the Twenty First Century</i>, ed. Evan Potter, pp 177-201, McGill-Queens University Press</p> <p>Potter, Evan H. (2008). Web 2.0 and the new public diplomacy: Impact and opportunities. Chapter 9 in <i>Engagement: Public diplomacy in a globalised world</i>. Foreign and Commonwealth Office. Available from: <a href="http://www.fco.gov.uk/resources/en/pdf/pd-engagement-jul-08">http://www.fco.gov.uk/resources/en/pdf/pd-engagement-jul-08</a> [Accessed 17 February 2012]</p> <p>US State Department (2011). <i>Office of Inspections Review of the Use of Social Media by State Department</i>. Available at: <a href="http://oig.state.gov/documents/organization/157926.pdf">http://oig.state.gov/documents/organization/157926.pdf</a></p> <p><b>Multilateral PD</b></p>		



Lynch, Dov (2005). *Communicating Europe to the World. What public diplomacy for the EU?* EPC Working Paper No 21, European Policy Centre 2005.

### **Evaluation**

Banks, Robert. (2011). *A Resource Guide to Public Diplomacy Evaluation*, CPD Perspectives on Public Diplomacy Paper 9 2011, November 2011. A bibliography of material on PD evaluation. Available from: [http://uscpublicdiplomacy.org/publications/perspectives/CPD\\_Perspectives\\_Paper%209\\_2011.pdf](http://uscpublicdiplomacy.org/publications/perspectives/CPD_Perspectives_Paper%209_2011.pdf)

Brown, Robin. (2011). Planning, Evaluation and Public Diplomacy Part 1: Logframes and Beyond, 10 April 2011, *Blog on Public Diplomacy, Networks and Influence*. Available from: <http://pdnetworks.wordpress.com/2011/04/10/planning-evaluation-and-public-diplomacy-part-1-logframes-and-beyond/>

Foreign and Commonwealth Office. (2005). *Lord Carter of Coles public diplomacy review*. Available from: <http://www.fco.gov.uk/resources/en/pdf/public-diplomacy-review>

Johnson, Joe (2006). How does Public Diplomacy measure up? In *Foreign Service Journal*, October 2006, pp. 44-52. Available from: <http://www.afsa.org/FSJ/1006/index.html#/1/>

Pahlavi, Pierre C. (2007). Evaluating Public Diplomacy Programmes. In *The Hague Journal of Diplomacy* 2 (2007), p.255-281.

Steven, D. (2007). *Evaluation and the new public diplomacy* [online]. Presentation to the Future of Public Diplomacy 842<sup>nd</sup> Wilton Park Conference. Available from: <http://globaldashboard.org/wp-content/uploads/2007/03/public-diplomacy-and-evaluation-wilton-park-020307.pdf> ].

UK House of Commons Select Committee on Foreign Affairs. *Second Report on FCO Public Diplomacy: London 2012 Olympics and Paralympics*, January 2011. Available at <http://www.publications.parliament.uk/pa/cm201011/cmselect/cmfaff/581/58102.htm>

\*Vinter, L. and Knox, D. (2008). 'Measuring the impact of public diplomacy: can it be done?' Chapter 12 in: *Engagement: Public diplomacy in a globalised world*, pp. 161-171. Foreign and Commonwealth Office. Available from: <http://www.fco.gov.uk/en/about-us/publications-and-documents/publications1/pd-publication/impact>

### **On-line resources**

<http://www.opencanada.org/twitter-and-diplomacy/>

Focus on Public Diplomacy, *Foreign Service Journal*, Washington DC, October, 2006.

<HTTP://WWW.AFSA.ORG/FSJ/2006.CFM>

*Journal of the American Foreign Service Association, with current and past issues available for free download. This particular issue was devoted to PD.*

Digital Daya (2011). *World Leaders on Twitter. Ranking Report 2011*. Available from:

[http://www.digitaldaya.com/epetition.php?id\\_petition=67](http://www.digitaldaya.com/epetition.php?id_petition=67)

AFP eDiplomacy Hub. Shows connectivity and social media usage in different countries around the world.

<http://ediplomacy.afp.com/#!/map>.

FCO Digital Diplomacy website. <http://digitaldiplomacy.fco.gov.uk/en/>

Phil Taylor's Website at the University of Leeds.

<HTTP://ICS.LEEDS.AC.UK/PAPERS/VF01.CFM?FOLDER=7&OUTFIT=PMT>

*Offers a substantive collection of articles on PD on-line.*



### **Public Diplomacy Blogs**

[http://uscpublicdiplomacy.org/index.php/newswire/cpdblog\\_main](http://uscpublicdiplomacy.org/index.php/newswire/cpdblog_main)

Blog published by the University of Southern California Center on Public Diplomacy at the Annenberg School to stimulate dialogue among public diplomacy scholars, researchers, practitioners and professionals.

<http://mountainrunner.us/>

Blog published by Matt Armstrong, strategist and adviser on US public diplomacy and strategic communications.

<http://www.blogs.state.gov/>

DipNote. The official blog of the US State Department.

<http://blogs.fco.gov.uk/roller/>

Blogs published by the UK Foreign and Commonwealth Office written by serving British diplomats.

<http://publicdiplomacypressandblogreview.blogspot.com/>

Blog on public diplomacy issues published by John Brown, former US diplomat.

<http://takefiveblog.org/>

Blog of Institute for Public Diplomacy and Global Communication (IPDGC), George Washington University

DiploFoundation's diplomacy portal <http://www.diplomacy.edu/e-diplomacy>

### **9. Coroborarea conținuturilor disciplinei cu așteptările reprezentanților comunității epistemice, ale asociațiilor profesionale și ale angajatorilor reprezentativi din domeniul aferent programului**

- Numarul important de seminarii dedicate studiilor de caz, intelegerii si aplicarii unor metode si tehnici de diplomatie publica, impreuna cu maniera interactiva de desfasurare a cursului asigura o educatie aplicativa adecvata pentru formarea de abilitati necesare angajarii absolventilor pe piata muncii in domeniul diplomatiei publice si zone conexe.

### **10. Evaluare**

Tip activitate	10.1 Criterii de evaluare	10.2 Metode de evaluare	10.3 Pondere din nota finală
10.4 Curs	Prezenta de minim 50%	Notarea prezentei	Conditie minimala
	Participarea activa la discutiile din curs	Notarea participarilor	20%
10.5 Seminar/laborator	Participare la discutii in seminar, inclusiv prezentari (cu minim 50% prezenta la seminarii)	Notarea participarilor	30%
	Realizarea unui portofoliu cu toate materialele lucrate pe parcursul seminarului	Notare portofoliilor	50%
10.6 Standard minim de performanță			
<ul style="list-style-type: none"><li>• Minim 2 interventii de calitate la curs sau / si seminar</li><li>• Realizarea portofoliului cu minim 50% din temele discutate</li></ul>			

Data completării

Semnătura titularului de curs

Semnătura titularului de seminar

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Data avizării în departament

Semnătură director departament

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