

STUDY PROGRAMME

European Interdisciplinary Studies, Natolin campus (Advanced Academic Master)

YEAR

2018 - 2019

COURSE TITLE

Public Diplomacy

SEMESTER

2

COURSE PROFESSOR(S)

WIŚNIEWSKI Rafal

ACADEMIC ASSISTANT(S)

NIZOWICZ Nicolas

COURSE TYPE

Workshop

MAJOR(S)

EPAP, EUW, EUN, EHC

ECTS CREDITS

No ECTS

CONTACT HOURS

8

INDIVIDUAL STUDY TIME

3

TUTORIALS

COEFFICIENT

Not applicable

LANGUAGE(S)

EN

COURSE LEARNING OUTCOMES

Thanks to their (inter)active participation in the workshop students will:

- understand and discuss contemporary views on the role and place of PD in international relations;
- learn about the key determinants of effective PD performance in an increasingly complex, competitive international environment;
- have the opportunity to test their own skills in the area of PD simulated projection and implementation, to become aware of their strengths and areas of need.

RECOMMENDED PREPARATION

None.

TEACHING METHOD(S)

The workshops will be conducted using various methods, such as elements of presentation/lecture, stimulated discussion of all participants, and simulated debate about the presentations prepared by the small groups.

ASSESSMENT METHOD AND CRITERIA

Not applicable.

COURSE CONTENTS

Presentation and interactive debate on: history and contemporary of the PD, understanding how the PD differs from related fields, the determinants of PD in the modern world, the methodology of conducting an effective PD, the relationship between PD and other diplomatic activities in a given foreign environment, socio-cultural and organizational background in the home-country (organization, company), coherence of the message, specificity of the PD activities by international organizations (UN, EU, NATO).

Simulation of specific PD projects by participants divided into groups, having 1-2 weeks to prepare the concept of action and its presentation, common reflection on the results.

COURSE MATERIALS (readings and other learning resources/tools)

PowerPoint presentations + individual materials for each of the groups participating in simulation.