

# Public Diplomacy in the 21st Century

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Public diplomacy, both as an instrument of government and as a subject for academic study, has grown significantly in importance in recent decades. This seminar will offer an overview of the theory and practice of public diplomacy (including discussion of the concept of soft power) and of the technological and social challenges faced by governments in the 21st century in seeking to influence overseas publics and institutions. Students will discuss how public diplomacy differs from traditional diplomacy and what distinguishes it from such related activities as propaganda, nation branding, cultural relations, lobbying and public relations. There will be tuition in public speaking, dealing with the media and preparing a public diplomacy campaign, with exercises to test understanding of the techniques involved.