**Course Syllabus**

1. **General Information**

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| Course name | Mass Media in diplomacy |
| Programme | International Relations |
| Level of studies (BA, BSc, MA, MSc, long-cycle MA) | MA |
| Form of studies (full-time, part-time) | full-time |
| Discipline | Political Science |
| Language of instruction | English |

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| Course coordinator/person responsible | Aleksandra Kuczyńska-Zonik |

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| Type of class *(use only the types mentioned below)* | Number of teaching hours | Semester | ECTS Points |
| lecture |  |  | 3 |
| tutorial | 30 | 1 |
| classes |  |  |
| laboratory classes |  |  |
| workshops |  |  |
| seminar |  |  |
| introductory seminar |  |  |
| foreign language classes |  |  |
| practical placement |  |  |
| field work |  |  |
| diploma laboratory |  |  |
| translation classes |  |  |
| study visit |  |  |

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| Course pre-requisites | none |

1. **Course Objectives**

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| O1 - students acquire knowledge about the role of mass media in international relations, both as a medium and an active participant of political communication process |
| O2 – students learn basic skills in explaining the significance of media in diplomacy and in using the knowledge in practice |
| O3 – students understand the meaning of media diplomacy as well as explain the role of media in peace building process or aggressive informative political activity |

1. **Course learning outcomes with reference to programme learning outcomes**

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| --- | --- | --- |
| Symbol | Description of course learning outcome | Reference to programme learning outcome |
| KNOWLEDGE |
| W\_01 | Student knows the complexity of relations between mass media, diplomacy and international relations | W\_04 |
| W\_02 | Student has basic knowledge about evolution of diplomacy under the influence of technology development and mass media  | W\_05 |
| SKILLS |
| U\_01 | Student can explain the relation between diplomacy and mass media; student can diagnose and forecast the engagement of mass media due to specific political context | U\_01 |
| U\_02 | Student can use the theoretical knowledge to describe selected political phenomena | U\_04 |
| SOCIAL COMPETENCIES |
| U\_01 | Student can take part in the preparation of social projects devoted to relation between mass media and diplomacy in a particular state | K\_03 |

1. **Course Content**

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| 1. Public diplomacy and e-diplomacy2. Theoretical framework: mass media in global politics3. Media as a channel of international communication. Media diplomacy4. Global media companies5. Social media in diplomacy. Digital media diplomacy 6. Media ethics 7. Soft power. Media as national branding 8. Media in peacebuilding and democratization process 9. Mass media as a instrument of violence 10-11. Mass-media in diplomacy – case studies |

1. **Didactic methods used and forms of assessment of learning outcomes**

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| --- | --- | --- | --- |
| Symbol | Didactic methods*(choose from the list)* | Forms of assessment*(choose from the list)* | Documentation type*(choose from the list)* |
| KNOWLEDGE |
| W\_01 | discussion, case study | Presentation | assessment sheet |
| SKILLS |
| U\_01 | discussion, case study | Presentation | assessment sheet |
| SOCIAL COMPETENCIES |
| K\_01 | discussion, case study | Presentation | assessment sheet |

e.g.: methods: Conversation lecture, traditional lecture, discussion, case study; forms: test, essay, presentation, writing assignment; doc: assessment sheet,

1. **Grading criteria, weighting factors**

Activity during discussion: 40%

Presentation: 60%

1. **Student workload**

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| --- | --- |
| Form of activity | Number of hours |
| Number of contact hours (with the teacher) | **30** |
| Number of hours of individual student work | **60** |

1. **Literature**

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| --- |
| Basic literature |
| Constantinou C.M, Sharp P., Theoretical Perspectives in Diplomacy, [in:] The SAGE Handbook of Diplomacy Publisher: Sage, Costas M. Constantinou, Pauline Kerr, Paul Sharp (eds.), pp. 13-27Shabir G., Safdar G., Jamil T., Bano S., *Mass Media, Communication and Globalization with the Perspective of 21st Century*, “New Media and Mass Communication” Vol.34, 2015, pp. 11-15Gilboa E., Diplomacy in the media age: Three models of uses and effects, “Diplomacy and Statecraft” 2001, nr 12:2, 1-28, DOI: 10.1080/09592290108406201Coban F., *The Role of the Media in International Relations: From the CNN Effect to the Al –Jazeere Effect*, “Journal of International Relations and Foreign Policy” December 2016, Vol. 4, No. 2, pp. 45-61Babran S., Ataherian M., *Professional Ethics Codes for Global Media*, “International Journal of Ethics & Society (IJES)”, Vol. 1, No. 2 (2019)Nye J.S., *Public Diplomacy and Soft Power*, “The Annals of the American Academy of Political and Social Science” 2008, Vol. 616, Public Diplomacy in a Changing World, pp. 94-109Ghassemi H., Karimi F., *New Media and Peacemaking Diplomacy*, “Journal of Cyberspace Studies” 2020, Volume 4 No. 1, pp. 47 -60 |
| Additional literature |
| Shypovskyi V., *Media diplomacy in public administration: analysis of the effectiveness of Ukrainian national branding*, “Social development and Security” 2020, Vol. 10, No. 4, pp. 120-127Bolin G., Ståhlberg P., *Mediating the Nation-State: Agency and the Media in Nation-Branding* *Campaigns*, “International Journal of Communication” 9(2015), pp. 3065–3083Saaida M., *The Role of Soft Power in Contemporary Diplomacy*, “International Journal of Research Publication and Reviews” 2023, Vol 4, no 4, pp. 3119-3130Gilboa E., Media Diplomacy, “The International Journal of Press/Politics” 1998, pp. 2845-2852 (media democracy, media democracy movement)Arapov S., *The use of digital diplomacy as a tool for symbolic violence: Framing analysis of Russian–Turkish relations on Twitter*, “Cambridge Journal of Eurasian Studies”, 2017, no. 1 |