

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM418	Public Diplomacy	8	2	0	2	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	This course aims to create awareness of Turkish public diplomacy in the context of its culture, policy and social values. Within the course the concept of public diplomacy, strategic communication, soft power, hard power and smart power will be discussed and Turkey's public diplomacy and Turkish soft power will be analyzed. Public diplomacy actors and stakeholders, public diplomacy's research and work areas such as cultural diplomacy, citizen diplomacy, international broadcasting, brands and events will be examined.
Content	<p>Concept of public opinion and diplomacy</p> <p>Hard power, soft power and smart power</p> <p>Public diplomacy's definitions. Public diplomacy's history. Target audiences and sources in public diplomacy</p> <p>International Public Relations and Image Management</p> <p>Model's of Public Diplomacy</p> <p>Strategies and Tactics of Public Diplomacy</p> <p>Public Diplomacy 2.0, Digital Diplomacy</p> <p>Cases Studies in public diplomacy</p> <p>Turkish Public Diplomacy</p>
References	<p>Gaye Aslı Sancar, Kamu Diplomasisi ve Uluslararası Halkla İlişkiler. Beta Yayınları, İstanbul, 2012</p> <p>İnci Çınarlı, Stratejik İletişim Yönetimi. 2. Baskı, Beta Yayınları, İstanbul, 2013.</p> <p>Vedat Demir, Kamu Diplomasisi ve Yumuşak Güç. Beta Yayınları, İstanbul, 2013.</p> <p>Joseph Nye, Soft Power: The Means to Success in World Politics, Public Affairs, 2005.</p> <p>Nancy Snow and Philip Taylor, ( Eds.) Handbook of Public Diplomacy, New York: Routledge, 2009</p> <p>Kathy Fitzpatrick. The Future of U.S. Public Diplomacy: An Uncertain Fate. Leiden, Martinus Nijhoff Publishers, 2009.</p> <p>Micheal Kunczik. Images of Nations and International Public Relations. Lawrence Erlbaum, New Jersey, 1997.</p> <p>Jan Melissen. The New Public Diplomacy: Soft Power in International Relations. Second Edition. New York: Palgrave Macmillan, 2007</p> <p>William Rugh. (Ed.), The Practice of Public Diplomacy. New York, Palgrave Macmillan, 2011.</p> <p>Philip Seib. (Ed.) Toward a New Public Diplomacy. New York, Palgrave Macmillan, 2009.</p> <p>Rhonda Zaharna. Battles to Bridges. New York, Palgrave Macmillan, 2010.</p> <p>Craig Hayden. The Rhetoric of Soft Power. United Kingdom, Lexington Books, 2012.</p> <p>Philip Seib. Real-Time Diplomacy. New York, Palgrave MacMillan, 2012.</p> <p>William Kiehl (Ed.) The Last Three Feet: Case Studies in Public Diplomacy. Washington, Public Diplomacy Council, 2012.</p> <p>James Pamment. New Public Diplomacy in the 21st Century. London, Routledge, 2012.</p> <p>Nicholas Cull. "Public Diplomacy: Taxonomies and Histories", The Annals of the Academy of Political and Social Science. No: 616, 2008, ss. 31-54.</p> <p>Kirk Hallahan, Derina Holtzhausen., Betteke Van Ruler., Dejan Vercic Sriramesh ve Krishnamurthy. "Defining Strategic Communication", International Journal of Strategic Communication. Vol: 1, 2007, ss.3-35.</p> <p>Gyorgy Szozndi "Public Diplomacy and Nation Branding: Conceptual Similarities and Differences", Discussion Papers in Diplomacy. Netherlands Institute of International Relations Clingendael, No:112,</p>

Netherlands, 2008

Aslı Yağmurlu. "Halkla İlişkiler Yöntemi Olarak Kamu Diplomasisi", İletişim Araştırmaları Dergisi. Ankara, Ankara Üniversitesi İletişim Araştırmaları ve Uygulama Merkezi, 2011, ss. 9-39.

### Theory Topics

Week	Weekly Contents
1	Introduction to public diplomacy
2	Concept of public opinion and diplomacy
3	Public diplomacy's definitions. Public diplomacy's history. Target audiences and sources of public diplomacy
4	International Public Relations and Image Management
5	Model's of Public Diplomacy
6	Strategies and Tactics of Public Diplomacy
7	Mid-term exam
8	Public Diplomacy 2.0, Digital Diplomacy
9	Cases Studies
10	Turkish Public Diplomacy
11	Presentations
12	Presentations
13	Presentations
14	Presentations

