Course program and reading list

School: Sammy Ofer School of Communications B.A

Public diplomacy during conflicts

Lecturer:

Prof. Moran Yarchi   myarchi@runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
7674	Seminar	6	6

Course Requirements :	Group Code :	Language:
Final Paper	240767401	English

Prerequisites

Prerequisite:

4048 – Preparatory Course: Practicing Academic Writing
7046 – Qualitative Research Methods

◎ Course Description

Course Description:

Changes in world politics and technological developments had expanded significantly the role of the media in diplomacy. International relations, to a large extent, takes place in the realm of communication and it involves public diplomacy, especially during conflicts in which a country's image serves as part of its national security. In the information age we live in, foreign policies cannot succeed without communications capabilities that have an impact on the way people, organizations and Governments perceive the events. The purpose of this course is to examine the management of public diplomacy by different political actors in the information age. We will discuss the changes in international

relations as a result of technological developments; how does actors use the traditional media and the new media in order to promote their messages during conflicts; states' branding; the use of the internet by different actors (including terrorist organizations); and Israel's public diplomacy. During the course the students will conduct research dealing with different aspects of public diplomacy during conflicts.

Course Goals

Course Goals:

Provide the students with understanding regarding the realm of public diplomacy especially regarding conflicts. The students will engage with the topic, with conducting a research.

Grading

Assignments and Requirements:

- Attendance (students who miss more than three classes in a semester will not pass the course)
- All Required Readings
- First presentation: connecting a current event to a theoretical aspect
- Second Presentation: presenting your study
- Seminar Paper

Grade Composition:

- First presentation (20% of final grade)
- Second Presentation (20% of final grade)
- Seminar Paper (60% of Grade)

Reading List

Course Subjects & Bibliography:

Introduction

Wang, J. (2006). Managing national reputation and international relations in the global era: Public diplomacy revisited. *Public Relations Review*, 32, 91–96.

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From diplomacy to public diplomacy

Gilboa, E. (2008). Searching for a theory of public diplomacy. *The Annals of the American Academy of Political and Social Science*, 616(1), 55–77.

Cull, N. (2008). Public diplomacy: Taxonomies and histories. *The Annals of the American Academy of Political and Social Science*, 616(1), 31–54.

Diplomacy and the media

Gilboa, E. (2001). Diplomacy in the media age: Three models of uses and effects. *Diplomacy and Statecraft*, 12, 1–28.

Liebes, T., & Katz, E. (1997). Staging peace: Televised ceremonies of reconciliation. *The Communication Review*, 2, 235–257.

Gilboa, E. (2005). Media-broker diplomacy: When journalists become mediators. *Critical Studies in Media Communication*, 22, 99–120.

Digital public diplomacy

Cull, N. J. (2013). The long road to public diplomacy 2.0: The Internet in US public diplomacy. *International Studies Review*, 15(1), 123–139.

Arsenault, A. (2009) Public Diplomacy 2.0, In P. Seib (Ed.), *Toward a New Public Diplomacy* (pp. 135–153). New York: Palgrave.

Cull, N. (2011). WikiLeaks, public diplomacy 2.0 and the state of digital public diplomacy. *Place Branding and Public Diplomacy*, 7, 1 – 8.

Public diplomacy – traditional and new media

Taylor, P.M., (2009). Public diplomacy and strategic communications. In N. Snow, & P. M. Taylor (Eds.) *Routledge Handbook of Public diplomacy* (86-100). New-York, NY: Routledge

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Social media and public diplomacy

Khatib, L., Dutton, W., and Thelwall, M. (2012). Public Diplomacy 2.0: A Case Study of the US Digital OutreachTeam. *The Middle East Journal*, 66(3), 453–472.

Kenna, M. (2011). Social media: following EU public diplomacy and friending MENA. Brussels, Belgium: European Policy center.

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Hard, soft, smart and sharp power

Nye, J. (2008). Public diplomacy and soft power. *Annals of the American Academy of*

Political and Social Science, 616, 94-109.

Wilson, E. (2008). Hard power, soft power, smart power. *The Annals of the American Academy of Political and Social Science*, *616*, 110-124*.*

Nossel, S. (2004). Smart power. *Foreign Affairs*, 83 (2), 131-142.

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International public relations

Kunczik, M. (1997). *Images of nations and international public relations*. Mahwah, NJ: Lawrence Erlbaum Associates. Pp. 85-96.

Snow, N. (2008). International exchanges and the U.S. image. *The annals of the American academy of Political and Social Science,* 616 (1), 198-222.

States branding

Ham, P.V. (2001). The rise of the brand state: Postmodern politics of image and reputation. *Foreign Affairs*, 80, 2-6.

Avraham, E. & Ketter, E. (2008). Media Strategies for Marketing Places in Crisis: Improving the Image of Cities, Countries and Tourist Destinations. Burlington MA: Elsevier Inc. Chapter 1, pp. 3-18.

Heller, K. S. and Persson, L. M., (2009). The distinction between Public Affairs and Public Diplomacy. In N. Snow, & P. M. Taylor (Eds.) *Routledge Handbook of Public diplomacy* (225-231). New-York, NY: Routledge.

Zaharna, R.S., (2009). Mapping Out a Spectrum of Public Diplomacy Initiatives: Information and Relational Communication Frameworks. In N. Snow, & P. M. Taylor (Eds.) Routledge Handbook of Public diplomacy (86-100). New-York, NY: Routledge.

Branding Israel

Avraham, E. (2009). Marketing and managing nation branding during prolonged crisis: The case of Israel. *Place Branding and Public Diplomacy,* 5, 202 – 212.

Public diplomacy and terrorism

Weimann, G. (2004). *How modern terrorism uses the Internet*. Washington, D.C.: United States Institute of Peace, Special Report, 116. www.terror.net: Available at: www.USIP.org.

Ayalon, A., Popovich, E., & Yarchi, M. (2016). From warfare to imagefare: How states should manage asymmetric conflicts with extensive media coverage. *Terrorism and Political violence*, 28(2), 254-273.

Roger, N. (2013). *Image Warfare in the War on Terror*. London: Palgrave Macmillan. 1-7.

Naveh, C. (2007). The Palestinian–Israeli Web war. In P. Seib (Ed.), *New Media and the New Middle East* (pp. 171-189). New York: Palgrave.

Yarchi, M., Samuel-Azran, T., and Bar-David, L. (2017). Facebook users' engagement with Israel's public diplomacy messages during the 2012 and 2014 military operations in Gaza. *Place Branding and Public Diplomacy*.

Seib, P. (2011). Public diplomacy, new media and counterterrorism. *CPD perspectives on public diplomacy*, 2. USC center on public diplomacy, at the Annenberg School.

Yarchi, M., Wolfsfeld, G., Sheafer, T., and Shenhav, S.R. (2013). Promoting Stories about Terrorism to the International News Media: A Study of Public Diplomacy. *Media, War & Conflict*, 6 (3).

Yarchi, M. (2018). Two stories for two nations: Public diplomacy in the Israeli–Palestinian conflict. *Studies in Conflict & Terrorism,* 41(9), 677-695.

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War of Narratives

Yarchi, M. (2022). The Image War as a significant fighting arena – evidence from the Ukrainian battle over perceptions during the 2022 Russian invasion. *Studies in Conflict & Terrorism.*

Ventsel, A., Hansson, S., & Madisson, M.L. (2019). Discourse of fear in strategic narratives: The case of Russia's Zapad war games. *Media, War & Conflicts.*

Yarchi, M. (2014). "'Badtime' stories: The frames of terror promoted by political actors". *Democracy & Security*, 10 (1), 22-51.

Yarchi, M. and Ayalon, A. (2020). "Fighting over the Image: the Israeli–Palestinian conflict in the Gaza strip 2018–19". *Studies in Conflict & Terrorism.*

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Israel's public diplomacy

Gilboa, E., & Shai, N. (2011). Rebuilding Public Diplomacy: The Case of Israel. In A. Fisher & S. Lucas (Ed.), *Trials of Engagement: The Future of US Public Diplomacy* (pp. 33-54). Leiden and Boston: Brill.

Gilboa, E. (2006). Public diplomacy: The missing component in Israel's foreign policy. *Israel Affairs*, 12(4), 715-747.

Steinberg, G. (2006). Soft powers play hardball: NGOs wage war against Israel. *Israel Affairs*, *12*(4), 748-768.

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Media, diplomacy and the information age

Lord, C. (2006). *Losing hearts and minds? Public diplomacy and strategic influence in the age of terror.* Westport, CT: Praeger. Chapter 2, pp. 15-26, Chapter 11, pp. 111-116.

Bjola, C., Cassidy, J., and Manor I. (2019). Public Diplomacy in the Digital Age. *The Hague Journal of Diplomacy* 14, 83-101.

What is News?

Galtung, J., & Ruge, M. H. (1965). The structure of foreign news: The presentation of the Congo, Cuba and Cyprus crises in four Norwegian newspapers. *Journal of peace research, 2*(1), 64-90.

Harcup, T., & O'Neill, D. (2016). What is news? News values revisited (again). *Journalism studies*, 1-19.

The media coverage of conflicts

Althaus, S. L. (2010). The forgotten role of the global newsreel industry in the long transition from text to television. *The International Journal of Press/Politics*, 15(2), 193-218.

Wolfsfeld, G., Frosh, P. & Awabdy M.T. (2008). Covering Death in Conflicts: Coverage of the Second Intifada on Israeli and Palestinian Television. *Journal of Peace Research*, 45 (3) Pp. 401-417.

Liebes, T. (1998). Television's Disaster Marathons. In Liebes Tamar & James Curran (eds.) *Media, Ritual and Identity.* New York, NY: Routledge: 71–86.

Wolfsfeld, G. (1997). *Media and political conflict: News from the Middle East.* Cambridge, England: Cambridge University Press. pp. 13-55.

Embedded Journalism as a tool of public diplomacy

Cortell, A. P., Eisinger, R. M., & Althaus, S. L. (2009). Why Embed? Explaining the Bush Administration's decision to embed reporters in the 2003 invasion of Iraq. *American Behavioral Scientist*, 52(5), 657-677.

Pfau, M., Haigh, M., Gettle, M., Donnelly, M., Scott, G., Warr, D., & Wittenberg, E. (2004). Embedding journalists in military combat units: Impact on newspaper story frames and tone. *Journalism & Mass Communication Quarterly*, 81(1), 74-88.

Aday, S., Livingston, S., & Hebert, M. (2005). Embedding the truth a cross-cultural analysis of objectivity and television coverage of the Iraq War. *The Harvard International Journal of Press/Politics*, 10(1), 3-21.

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Political actor and the media

Wolfsfeld, G. 2003. The political contest model. In: Simon Cottle, ed. News, public relations,

and power. London: Sage, 81–95.

Wolfsfeld, G., Tsifroni, L. (2019), "Political Leaders, Media and Violent Conflict in the Digital Age", in Fröhlich, R. (Ed.), Media in war and armed conflict: The dynamics of conflict news production and dissemination. Routledge.

The Palestinian Israeli conflict in the media

Gutmann, S. (2005). *The other war: Israelis, Palestinians and the struggle for media supremacy*. San Francisco, CA: Encounter books. PP. 95-144; 145-178.

Gilboa, E. (2006). Public diplomacy: The missing component in Israel's foreign policy. *Israel Affairs*, 12(4), 715-747.

Shenhav, S. R., Sheafer, T., & Gabay, I. (2010). Incoherent Narrator: Israeli Public Diplomacy During the Disengagement and the Elections in the Palestinian Authority. *Israel studies*, 15(3), 143-162.

Conflicts in the information age

Archetti C. (June, 2010). Terrorism, communication, and the war of ideas: Al-Qaida's strategic narrative as a brand. Paper presented at the ICA, Singapore.

Sheafer, T. & Shenhav, S. R. (2010). Mediated Public Diplomacy in a New Era of Warfare. *The Communication Review* 12(3): 272–283.

Kalb, M. & Saivetz, C. (2007) The Israeli-Hezbollah War of 2006: The Media as a Weapon in Asymmetrical Conflict. Press/Politics 12(3): 43–66.

Rabasa, A. (2011). Where Are We in the 'War of Ideas'?. In *The Long Shadow of 9/11: America's Response to Terrorism,* Jenkins Brian M. & John P. Godges (eds.) California: RAND Corporation. 61-70.

Weimann, G. (2006). *Terror on the internet: The new arena, the new challenges.* US Institute of Peace Press.

The media and public opinion

Baum, M. A., & Potter, P. B. (2008). The relationships between mass media, public opinion, and foreign policy: Toward a theoretical synthesis. Annu. Rev. Polit. Sci., 11, 39-65.

Soroka, S.N. (2003). Media, Public Opinion, and Foreign Policy. *Press/Politics* 8(1): 27–48.

Berinsky, A. J. (2007). Assuming the costs of war: Events, elites, and American public support for military conflict. *Journal of Politics*, 69(4), 975-997.