



Course program and reading list

Semester 1 Year 2024

School: Sammy Ofer School of Communications B.A

A Multidisciplinary Perspective on Public Diplomacy

Lecturer:

Staff Faculty staff.faculty@post.runi.ac.il

Prof. Moran Yarchi myarchi@runi.ac.il

Mr. Jonathan Tal jonathan.tal@post.runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
7896	Lecture	0	2

Course Requirements :	Group Code :	Language:
Final Paper	241789000	English



Course Description

This unique course is comprised of a series of guest lectures, providing the students with insights to various aspects of public diplomacy.



Course Goals

In line with the understanding that, nowadays, public diplomacy practices are comprised of five main pillars: Government, Civic Society, Academia, Business and Media, the program provides students with the rare opportunity to learn from prominent scholars, as well as leading international professionals in these fields.



Grading

The course grade is pass/fail



Reading List

TBA