



REICHMAN UNIVERSITY

The Public Diplomacy Program

"Public Diplomacy in the 21st century has a wider, more diverse target audience, the message carriers are different, and the set of platforms used for message delivery are altering every day, as we speak.

The challenge of the traditional governmental system is to adapt to these changes, and our students can be one of the most significant agents of change in that field in the years to come".

AMBASSADOR RON PROSOR



The Public Diplomacy
Program

About the program:

Reichman University's Public Diplomacy Program provides its excellent students with effective, innovative and proactive professional tools for public diplomacy in the 21st Century.

The program inspires academic excellence, creative and critical thinking, and a Zionist driven approach, providing its students with both the practical and theoretical aspects of public diplomacy.

Through its unique combination of interdisciplinary ways of thinking, academic excellence, and practical experience, the program equips students with the best tools to succeed in the diverse employment market of public diplomacy.

AN INTERDISCIPLINARY APPROACH TO PUBLIC DIPLOMACY

The Public Diplomacy Program, taught fully in English, is a joint program of the Communications and Government schools, and the Abba Eban Institute for Diplomacy and Foreign Relations.

It utilizes content from Government, Communication, and Marketing, providing students with a deep understanding of today's interdisciplinary diplomatic landscape and teaching them how to deal with a variety of challenges in the diplomatic and advocacy arenas in this contemporary Information Age.

Based on 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 five fields.



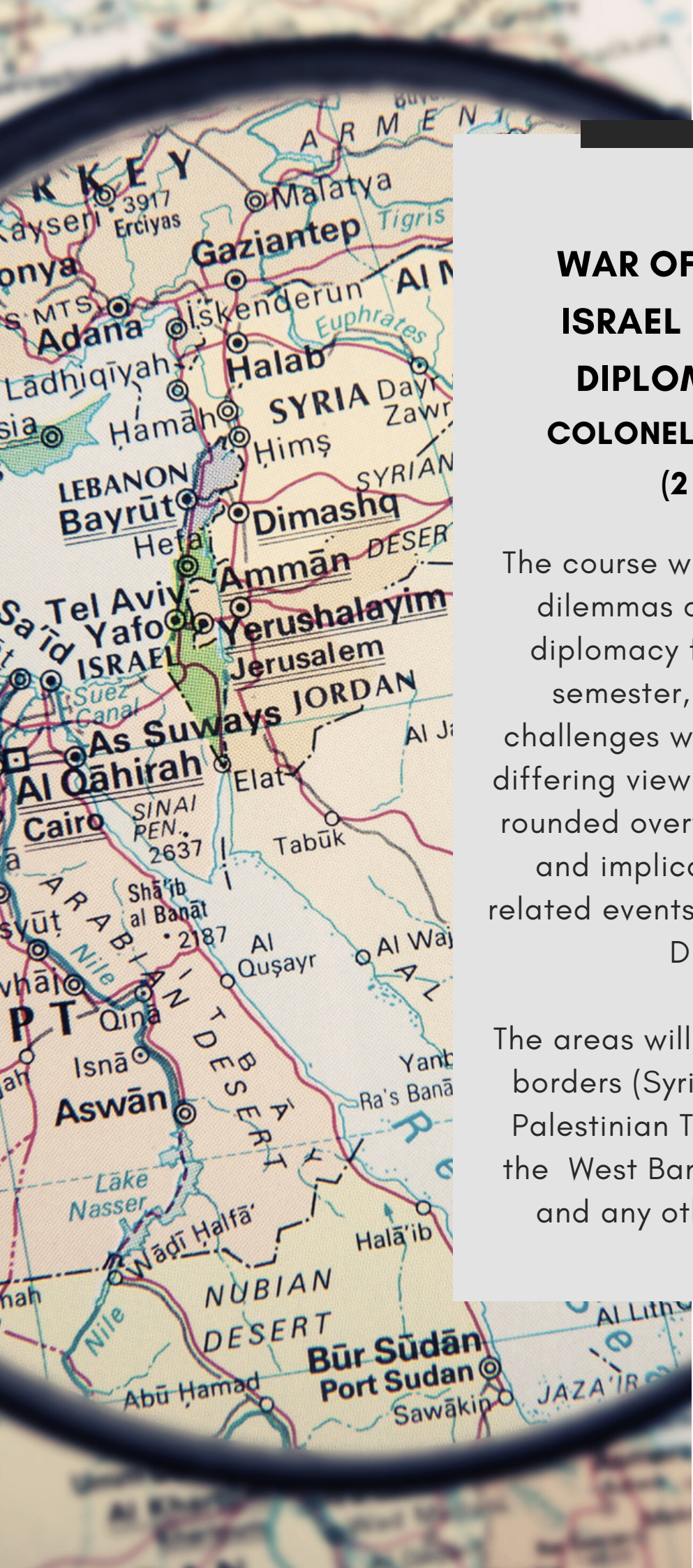


THE PUBLIC DIPLOMACY PROGRAM'S ACADEMIC CURRICULUM (19 CREDITS)

ANNUAL SEMINAR: PUBLIC DIPLOMACY DURING CONFLICTS PROF. MORAN YARCHI (6 CREDITS)

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 do 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.



**WAR OF NARRATIVES:
ISRAEL IN THE PUBLIC
DIPLOMACY ARENA
COLONEL (RET.) MIRI EISIN
(2 CREDITS)**

The course will review the security dilemmas of Israel in a public diplomacy framing. During the semester, the main security challenges will be presented from differing viewpoints, to give a well-rounded overview of the dilemmas and implications that security related events have on Israeli Public Diplomacy.

The areas will include: the Northern borders (Syria and Lebanon), the Palestinian Territories (Gaza and the West Bank), Jerusalem, Egypt, and any other relevant areas.



INTELLIGENCE, DIPLOMACY, AND NATIONAL SECURITY GOOR TSALALYACHIN (2 CREDITS)

While secrecy is a lifeline for intelligence work, the scholarly study of intelligence is anything but secretive. The course will allow students to learn and critically examine the complex and intriguing relationship between intelligence, public diplomacy, and national security.

Grounded in theory and original research, the course will introduce students to both "classic" and contemporary paradigms in the field, providing them with the most up-to-date knowledge with which to reflect on both the historical and future role of intelligence as an instrument of sovereign democratic power, especially in the context of strategic communications and armed conflicts of the post-modern era, the battle of the narrative, and in view of the need to ensure the integrity and independence of intelligence analysis.



**U.S. & US:
HOW THE DIFFERENT PRESIDENTS
SHAPED ISRAEL-U.S. RELATIONS
AMBASSADOR MARK REGEV
(2 CREDITS)**

The course will look at the development of U.S.-Israel ties from President Harry Truman's recognition of Israel in 1948 to the contemporary relationship between Joe Biden and Benjamin Netanyahu.

We will review the evolution of the U.S.-Israel relationship from the early humanitarian support for a "safe haven" for the Jews, to Israel becoming a Cold War ally and strategic partner of the United States.

The focus will be on the different Democrat and Republican presidents, the domestic and international challenges each faced, and seek to understand the process that led to the creation of the U.S.-Israel alliance that exists today.

#WAR

BRIGADIER GENERAL RONEN MANELIS

(1 CREDIT)

In recent years, much has changed in the characteristics of the media, social networks, technologies, and wars. In fact, social networks have changed the battlefield and the battlefield has changed social networks - making the 'image war' a salient aspect of today's conflicts. Terrorist organisations have effectively turned social media into server tools, which also requires traditional armies to initiate a long line of changes. This is what the modern war looks like and it is happening right now on our phones and computers.

During the course, we will address the world of influence (information operations and warfare), operational capabilities, and unique events while discussing digital assets, audiences, brands, "fake news", and rumours.

A MULTIDISCIPLINARY PERSPECTIVE

ON PUBLIC DIPLOMACY

(1 CREDIT)

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



Practical Internship

5 Credits

(2 for Internship; 3 for Workshops)

Want to contribute to shaping Israel's global image? Are you passionate about making a real, positive impact?

Dive into a transformative internship in public diplomacy for Israel today!

The internship offers a unique blend of hands-on experiences, from crafting compelling content and engaging digital campaigns to organizing cultural events and fostering dialogue with international communities.

Work alongside seasoned professionals and passionate peers, gaining invaluable insights into the complexities of international relations and the power of public diplomacy.



Practical Internship

5 Credits

(2 for Internship; 3 for Workshops)

Further guidelines and detailed requirements will be stipulated at the beginning of the internship period.

Students should be advised that academic credits for the internship are not given automatically, but depends upon the successful completion of all duties and requirements stipulated.

Students must attend and actively participate in all workshops, and fulfil their internship assignments. Only then, interns may gain two credits for the internship, and three credits for the workshops.

In addition, students who have completed their internship will be eligible for an annual scholarship.



Extracurricular Activities

WHAT ELSE AWAITS YOU THIS YEAR?

- Abba Eban Institute Practical Experiences
- Various Guest Speakers
- Numerous meaningful workshops in your internship to enrich your diplomatic toolkit

And if the geopolitical status allows:

- An inspiration day at the Ministry of Foreign Affairs
- A 2-day Seminar
- Additional study tours



How to apply to the Public Diplomacy Program

Since the Public Diplomacy is an honors program, these are the application requirements:

- Academic excellence: 85 GPA or above
- High level English skills
- Wide geopolitical awareness and interest in current events
- Personal skills: high social skills, ability to work in a group, creativity and curiosity
- Unique and exceptional experience in the Public Diplomacy field will also be considered

**Applications should be submitted by
April 16, 2024, at: <https://wkf.ms/3PhFiLy>**

Your application should include:

- Grade transcript
- Short cover letter (max. 300 words)
- CV
- Digital photo ID

The screening process takes place during the second semester.

For any additional questions, please contact the Head of the Program, Prof. Moran Yarchi, at: moran.yarchi@gmail.com