



UCAM

UNIVERSIDAD CATÓLICA  
DE MURCIA

# MODULE 9

## MASTER DEGREE IN TOLERANCE STUDIES AND GLOBAL PEACE



## MODULE - 9

### Public Diplomacy

**Number of Credits:** 3 ECTs

**Teaching Modality & Language:** Face to Face, will be delivered in English

**Description:**

In this course, students will explore the key concept, strategies, and tools employed by governments and non-state actors to engage with foreign audiences, build positive relationships, and foster mutual understanding. Through a combination of theoretical insights and practical case studies, students will analyze successful public diplomacy campaigns, understand the role of media and digital platform in shaping perceptions and how to navigate cultural complexities and sensitivities.

**Learning Outcomes:**

- Students will possess the knowledge and skills to craft effective and culturally sensitive public diplomacy initiatives, enhancing their ability to contribute to global dialogue and cooperation in an ever-evolving world.

**Brief Description of the course:**

1. Introduction to Public Diplomacy: Understanding the concept, objectives and historical evolution of public diplomacy, including its role in shaping international relations and soft power strategies.
2. Strategies and Tools of Public Diplomacy: Exploring various public diplomacy strategies, including cultural diplomacy, digital diplomacy, public relation, and nation branding and examining the effective use of communication channels and technologies.
3. Media and Public Diplomacy: Analyzing the relationship between media and public diplomacy, understanding how information dissemination and media representation influence public opinion, and exploring media engagement in public-diplomacy campaigns.
4. Cross-cultural communication: studying the importance of cross-cultural understanding in public diplomacy, identifying cultural sensitivities, and learning effective communication techniques to engage with diverse international audiences.



- Evaluating Public Diplomacy Initiatives: Assessing the impact and effectiveness of public diplomacy programs and campaigns, and learning from case studies to improve future public diplomacy strategies.

**Teaching approach:**

*Lecture/seminar*

The theoretical part of the course consists of both seminars and lectures. Discussions between course attendants and lecturers are essential for this part, therefore participation is encouraged either during or after the lecture to share perspectives and address questions or comments.

*Tutorial*

Two kinds of tutorials: (1) Peer-to-peer mentoring, and (2) tutorial with a tutor, where students will reflect on learnings from the course, share questions and understanding, and explore further interests.

**Recommended Textbook & Other materials**

- *From professors*

**Learning Methodology:**

Methodology	Dedicated Hours
Lectures 6 sessions (@4 hours)	24
Tutoring	3
Assessment	3
Independent study	10
Practical exercise	25
Reading and Bibliography Search	10
<b>TOTAL</b>	<b>75</b>

**Course Assessment:**

Practices and /or seminars will be evaluated through different assessment methods (exercise, completion and presentation of assignments, practical clases, etc.) that reflect the practical content covered.



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### *Coursework (100%)*

Every student must develop a 3,000 words essay addressing a selected topic from the course discussions, applying relevant conceptual perspectives and critically explore key questions.

In general, the grading system established in R.D. 1125/2003 of September 5<sup>th</sup> will be followed, which is as follows:

- 0 – 4,9: Fail (SS)
- 5,0 – 6,9: Pass (AP)
- 7,0 – 8,9: Good (Notable)
- 9,0 – 10: Outstanding (SB)

The mention of “Honors” may be granted to students who have obtained a grade equal or higher than 9.0. The number of honors awarded cannot exceed 5% of the students enrolled in a subject in the corresponding academic year, unless the number of enrolled students is less than 20, in which case only one honor may be granted.

### **Teaching Staff**

Prof. Almudena Vicente

### **Schedule:**

6 lecture sessions (from 16h00 to 20h00) would be delivered between April to May.