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.

In the upcoming year, the seminar will integrate pre-recorded online lessons, zoom lessons, guest lecturers, and classes at the IDC.

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**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.

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**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)

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**Reading List**

*Introduction*


*From diplomacy to public diplomacy*

Academy of Political and Social Science, 616(1), 55-77.


Diplomacy and the media


Digital public diplomacy


Public diplomacy - traditional and new media


Social media and public diplomacy


Hard, soft, smart and sharp power


Academy of Political and Social Science, 616, 110-124.


**International public relations**


**States branding**


**Branding Israel**


**Public diplomacy and terrorism**


**War of Narratives**


**Israel's public diplomacy**


**Media, diplomacy and the information age**


What is News?


The media coverage of conflicts


Embedded Journalism as a tool of public diplomacy


Political actor and the media


The Palestinian Israeli conflict in the media


Conflicts in the information age


The media and public opinion

