School: Sammy Ofer School of Communications B.A

Innovative diplomacy

Lecturer:

Prof. Ron Prosor  ron.prosor@idc.ac.il

Adv. Yaniv Cohen  cohen.yaniv2@post.idc.ac.il

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<th>Course No.</th>
<th>Course Type</th>
<th>Weekly Hours</th>
<th>Credit</th>
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<td>3063</td>
<td>Lecture</td>
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Course Requirements: Final Paper

Group Code: 222306300

Language: English
• **Introduction- What is innovative diplomacy? (Mandatory)**
  - Maayan Hoffman, Abba Eban Institute: Israeli diplomacy gets a boost of innovation, *JPost, November 2018*

• **Innovative Diplomacy Vector (Mandatory)**
  - William J. Burns and Linda Thomas Greenfield, *The Transformation of Diplomacy- How to Save the State Department, Foreign Affairs, 2020*
  - Alan Rosenbaum, Abba Eban Institute introduces innovative diplomacy award, *JPost, September 2019*
  - Alan Rosenbaum, *The Diplomatic Toolbox of Tomorrow, JPost, August 2019*
  - Jos Leijten, *Exploring the future of innovation diplomacy, European Journal of Futures Research, 2017*

• **The Areas of Operation Vector (Mandatory)**
Mitchell Barak, “Hasba-Robots:” Avoiding Israel Advocacy’s Most Common Mistakes, the Arena Magazine, May 2018
Emanuele Ottolenghi, Stop Iran funding? Hezbollah’s Financial Activities Should be Israel’s Top Priority, the Arena Magazine, December 2019
Lior Prosor, Yaniv Cohen, The Road to Economic Recovery: Digital Bridges and Overpasses, Calcalist, May 2020

**From Theory to Practice Vector (Mandatory)**
- Daniel Cohen, Spiders and Flies: Developing Diplomatic Influence Operations in the Cyber Era, the Arena Magazine, May 2018
- Yarden Ben-Yosef, The Digital Battle over the Narrative of the Gaza Protests, the Arena Magazine, March 2019
- Dr. Moran Yarchi, Controlling the Message: Lessons from the Ahed Tamimi Affair, the Arena Magazine, January 2019
- Yaniv Cohen, Presenting the JANUS Initiative at the 2018 Jerusalem Post Diplomatic Conference, February 2019


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### Course Goals

**COURSE DESCRIPTION**

In a world saturated with information, disruptive changes, and an ever-growing number of actors – Diplomacy in the 21st century is struggling to remain effective and influential.

So how can diplomacy catch up and adapt? Do we have the right tools for the job? What are today’s diplomatic arenas? And who are the actors operating in it? How can we turn diplomatic challenges into opportunities?
This hands-on course answers all of the above, allowing students a glimpse into the future of diplomacy – from new concepts, to new method, to innovative practices.

1 (New concepts - we will dive into the fundamentals of Innovative Diplomacy according to the Abba Eban Institute’s Model, that is comprised of:

a. New practices in diplomacy
   Implementation of new approaches in the diplomatic arena.

b. Technology - new key for diplomacy
   Implementation of technological tools and methods in the diplomatic process.

c. Diplomatic startup
   Leveraging Israel’s technological innovation as a means to promote international relations between people and countries on all levels - government, business, academic and civil society.

2 (New methods – we will explore the tools and success stories behind new concepts such as Diplomatic Warfare and Digital Diplomacy, and will discuss the emerging role of public diplomacy in the information age.

3 (Innovative practices – from the use of Big Data and face recognition in Diplomacy to the dissemination of Israeli technologies as a soft power mechanism – students will have the opportunity to learn about diplomatic innovations directly from the practitioners and experts in their fields – in the academia, tech sector and government.

Grading

COURSE ASSIGNMENTS
• Attendance & active participation
• Final presentation – Stakeout speech
• Final Paper

COURSE GRADING
• Mandatory Attendance (Up to 2 absences allowed)
• Final presentation - 25%
• Final paper- 75% (submission instructions will be provided in class)

Teaching Assistant

Contact Mrs. Lital Shochat
information Chertow
E-mail:
lital.shochat@idc.ac.il

Reading List

• Introduction- the nexus between Innovative Diplomacy and influence
  ◦ Maayan Hoffman, Abba Eban Institute: Israeli diplomacy gets a boost of innovation, JPost, November 2018

• Innovative Diplomacy Vector
  ◦ William J. Burns and Linda Thomas Greenfield, The Transformation of Diplomacy- How to Save the State Department, Foreign Affairs, 2020
• Alan Rosenbaum, Abba Eban Institute introduces innovative diplomacy award, JPost, September 2019
• Alan Rosenbaum, The Diplomatic Toolbox of Tomorrow, JPost, August 2019
• Jos Leijten, Exploring the future of innovation diplomacy, European Journal of Futures Research, 2017
• Strategy for Denmark's Tech-Diplomacy 2021-2023, Politico EU, February, 2021

• The Areas of Operation Vector-
  ◦ Mitchell Barak, “Hasba-Robots:” Avoiding Israel Advocacy’s Most Common Mistakes, the Arena Magazine, May 2018
  ◦ Emanuele Ottolenghi, Stop Iran funding? Hezbollah’s Financial Activities Should be Israel’s Top Priority, the Arena Magazine, December 2019
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• From Theory to Practice Vector-
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