



Course program and reading list

Semester 2 Year 2022

School: Sammy Ofer School of Communications B.A

Innovative diplomacy

Lecturer:

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

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

Course No.:	Course Type :	Weekly Hours :	Credit:
3063	Lecture	2	2

Course Requirements :	Group Code :	Language:
Final Paper	222306300	English



COURSE TOPICS & READING LIST

- **Introduction- What is innovative diplomacy? (Mandatory)**
 - Maayan Hoffman, Abba Eban Institute: Israeli diplomacy gets a boost of innovation, [JPost, November 2018](#)
 - Prosor, Ron. "Club Med for Terrorists". [The New York Times, August 24, 2014](#).

- **Innovative Diplomacy Vector (Mandatory)**
 - [Pascal Griset](#), Innovation Diplomacy: A New Concept for Ancient

- Practices?, [The Hague Journal of Diplomacy, 2020](#)
 - Baez, G. A. (26 May 2020). Post-corona, we're going to need new diplomacy. Modern Diplomacy. [Retrieved 31 August 2020](#)
 - Galvez, L. (6 April 2020). Looking at Public Diplomacy during CoronaVirus. DiploMarket. [Retrieved 31 August 2020](#)
 - William J. Burns and Linda Thomas Greenfield, The Transformation of Diplomacy- How to Save the State Department, [Foreign Affairs, 2020](#)
 - Yiftah Curiel, The Covid-19 Crisis and the Rise of Digital Diplomacy, [the Arena Magazine, May 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](#)
 - Kirsten Bound, Innovating Together? The Age of Innovation Diplomacy, [The Global Innovation Index, 2016](#)
 - Strategy for Denmark's Tech-Diplomacy 2021-2023, [Politico EU, February, 2021](#)

- **The Areas of Operation Vector (Mandatory)**
 - Ron Prozor, "New Partnership for Africa's Development", Speech at the [UN General Assembly, 2013](#).
 - "Rwanda, Israel, and Operation Protective Edge", Jonathan R. Beloff, [Israel Journal of Foreign Affairs 2016](#)
 - Israel Says Obama Admin Behind UN Resolution: Interview with Former Ambassador Ron Prozor. (28 December 2018). [Fox News. Retrieved 31 August 2020](#)
 - 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 Prozor, 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](#)
 - Swistek, G. (2012). The Nexus Between Public Diplomacy and Military Diplomacy in Foreign Affairs and Defense Policy. [Connections, 11\(2\), 79-86.](#)
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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 information

Mrs. Lital Shochat 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](#)
 - Prosor, Ron. "Club Med for Terrorists". [The New York Times, August 24, 2014.](#)
- **Innovative Diplomacy Vector**
 - [Pascal Griset](#), Innovation Diplomacy: A New Concept for Ancient Practices?,

[The Hague Journal of Diplomacy, 2020](#)

- Baez, G. A. (26 May 2020). Post-corona, we're going to need new diplomacy. *Modern Diplomacy*. [Retrieved 31 August 2020](#)
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- Strategy for Denmark's Tech-Diplomacy 2021-2023, *Politico EU*, February, 2021

- **The Areas of Operation Vector-**

- Ron Prosor, "New Partnership for Africa's Development", Speech at the [UN General Assembly, 2013](#).
- "Rwanda, Israel, and Operation Protective Edge", Jonathan R. Beloff, [Israel Journal of Foreign Affairs 2016](#)
- Israel Says Obama Admin Behind UN Resolution: Interview with Former Ambassador Ron Prosor. (28 December 2018). [Fox News](#). [Retrieved 31 August 2020](#)
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