

The Public Diplomacy Program

The Public Diplomacy Program, a joined program of the Communications and Government schools, the Abba Eban Institute of International Diplomacy and Act.IL, is designed for exceptional students, from all schools at the IDC, in their final year of B.A. studies. Each year, about 20 leading honor students take part in the program. The program which utilizes content from Government, Communication and Marketing, provides students with a deep understanding of today's interdisciplinary diplomatic landscape and teaches 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 public diplomacy practices nowadays is 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 professional in these five fields.

In addition to the rich academic content, students are also exposed to a variety of **practical tools** dealing with content creation, messages promotion, and the shaping of public opinion in the digital age, through various workshops throughout the program.

Students will be given the opportunity to apply the tools they have acquired throughout the program, and to acquire practical experience through **a unique internship at Act.IL** – a joint project of the IDC and Israeli American Council, that engages in pro-Israeli network in an attempt to optimize content creation for target audiences. **The project's vision is** to create an online community that will act to promote a positive influence on the international public opinion towards the State of Israel via social media platforms. The students of the Public Diplomacy Program will work as interns in the project and will receive practical experience in the creation and distribution of digital content, working directly with organizations that are active on campuses, and more. **For their work as interns** (in which the students will invest time and efforts beyond the academic courses) the students will **receive a scholarship**.

As part of the program, cooperation was established with the Abba Eban Institute for International Diplomacy, at the Lauder School of Government, Diplomacy and Strategy. The pro-active institute, led by Amb. Ron Prosor, strives to revolutionize Israel's foreign policy while strengthening its image on the world stage. In addition, the institute gives an innovative research perspective and hands on experience in the diplomatic world.

The program is being taught in English (all written assignments within the framework of the program can be submitted in Hebrew or English), it is spread over one academic year. The list of courses is described below.

Students, with a GPA of 85 or above are required to apply in order to join the program. The process of interviews and screening will be parallel to that of other special programs at the IDC.

Mandatory Courses

All program courses are only intended for the program participants. Other students will not be allowed to register for any of the courses (not even as a free listener).

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites	Final Course Assignment
Year-long Courses						
7674	Seminar: Public diplomacy during conflicts Pro. Tal Azran	6		6		Assignments
3441	Internship in Digital Public Diplomacy Mr. Tom Berman	2		3		Assignments
3442	Practical Tools in Public Diplomacy Workshop	4		4		Assignments
Fall Semester Courses						
7681	War of narratives: Israel in the arena of public diplomacy Ms. Miri Eisin	2		2		Practicum
Spring Semester Courses						
3452	Diplomacy, innovation and statesmanship	1		1		Assignments
3453	Digital diplomacy #war	1		1		
3063	Innovative diplomacy Amb. Ron Prozor Mr. Cohen Yaniv	1		2		Assignments
Total Credits				19		