

## **THE PUBLIC DIPLOMACY PROGRAM**

Reichman University's Public Diplomacy Program provides its excellent students with effective, innovative and proactive professional tools, for public diplomacy in the 21st Century. The program inspires academic excellence, creative and critical thinking, and a Zionist driven approach, providing its students with both the practical and theoretical aspects of public diplomacy. Through its unique combination of interdisciplinary ways of thinking, academic excellence, and practical experience, the program equips students with the best tools to succeed in the diverse employment market of public diplomacy.

The Public Diplomacy Program is a joint program of the Communications and Government schools, and the Abba Eban Institute for International Diplomacy. It utilizes content from Government, Communication and Marketing, providing students with a deep understanding of today's interdisciplinary diplomatic landscape and teaching them how to deal with a variety of challenges in the diplomatic and advocacy arenas in this contemporary Information Age. Each year, about 20 honors students take part in the program. Based on the understanding that, nowadays, public diplomacy practices are 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 extensive academic knowledge, students are also introduced 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 are given the opportunity to apply the skills they learnt throughout the program, and to acquire practical experience through a unique internship at RiseApp – a non-profit platform developed in Reichman University, addressing the needs of the global Jewish community. Unlike traditional content creation platforms, RiseApp uses advanced machine learning and AI to aggregate and recommend high-quality, personalized Jewish and pro-Israel content from across the web. The platform's mission is to empower and

unite the Jewish community by providing a one-stop-shop for tailored content and local events, fostering a sense of community and engagement.

The students of the Public Diplomacy Program at Reichman University work as interns in this project, gaining practical experience in content curation, digital distribution, and community engagement. RiseApp also aims to counter movements that call for the delegitimization of Israel by providing accurate, impactful information and fostering a positive public opinion

Public Diplomacy students' have the opportunity to learn from the various experts at the Abba Eban Institute for International Diplomacy - a pro-active institute, led by Amb. Mark Regev, that strives to revolutionize Israel's foreign policy while strengthening its image on the world stage. The institute provides the students an insight to its innovative research perspective alongside a more "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 Reichman University.

### 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 |
|-------------|-------------|---------------|------------------|---------------------|---------------|
|-------------|-------------|---------------|------------------|---------------------|---------------|

#### Year-long Courses

|      |                                               |   |  |   |  |
|------|-----------------------------------------------|---|--|---|--|
| 7674 | Seminar: Public diplomacy during conflicts    | 6 |  | 6 |  |
| 7550 | Internship in Digital Public Diplomacy        | 2 |  | 2 |  |
| 3900 | Practical tools workshop for public diplomacy | 4 |  | 3 |  |

#### Fall Semester Courses

|      |                                                     |   |  |   |  |
|------|-----------------------------------------------------|---|--|---|--|
| 7890 | A Multidisciplinary Perspective on Public Diplomacy | 1 |  | 1 |  |
| 3453 | Digital diplomacy #war                              | 1 |  | 1 |  |
| 7736 | Intelligence, Diplomacy and National Security       | 2 |  | 2 |  |

#### Spring Semester Courses

|      |                                                                    |   |  |   |  |
|------|--------------------------------------------------------------------|---|--|---|--|
| 7681 | War of narratives: Israel in the arena of public diplomacy         | 2 |  | 2 |  |
| 7761 | U.S. & Us: A journey to the keystone of Israel's foreign relations | 2 |  | 2 |  |

|               |  |  |  |           |  |
|---------------|--|--|--|-----------|--|
| Total Credits |  |  |  | <b>19</b> |  |
|---------------|--|--|--|-----------|--|