

The Public Diplomacy Program



"Public Diplomacy in the 21st century has a wider, more diverse target audience, the message carriers are different, and the set of platforms used for message delivery are altering every day, as we speak.

The challenge of the traditional governmental system is to adapt to these changes, and our students can be one of the most significant agents of change in that field in the years to come".

Ambassador Ron Prosor

The Public Diplomacy Program

2026-2027

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

2026-2027

The Public Diplomacy Program, taught fully in English, is a joint program of the Communications and Government schools, and the Abba Eban Institute for Diplomacy and Foreign Relations.

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.

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 professionals in these five fields.

The Public Diplomacy Program

2026-2027

THE PROGRAM'S ACADEMIC CURRICULUM (19 CREDITS)



ANNUAL SEMINAR:
PUBLIC DIPLOMACY DURING CONFLICTS
PROF. MORAN YARCHI
2026-2027 (6 CREDITS)



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 do 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.

WAR OF NARRATIVES:
ISRAEL IN THE PUBLIC DIPLOMACY ARENA
DR. MICHAL HATUEL-RADOSHITZKY
2026-2027 (2 CREDITS)



The course will review the security dilemmas of Israel in a public diplomacy framing. During the semester, the main security challenges will be presented from differing viewpoints, to give a well-rounded overview of the dilemmas and implications that security related events have on Israeli Public Diplomacy.

The areas will include: the Northern borders (Syria and Lebanon), the Palestinian Territories (Gaza and the West Bank), Jerusalem, Egypt, and any other relevant areas.

(2 CREDITS)

Grounded in theory and original research, the course will introduce students to both "classic" and contemporary paradigms in the field, providing them with the most up-to-date knowledge with which to reflect on both the historical and future role of intelligence as an instrument of sovereign democratic power, especially in the context of strategic communications and armed conflicts of the post-modern era, the battle of the narrative, and in view of the need to ensure the integrity and independence of intelligence analysis.

U.S. & US:
HOW THE DIFFERENT PRESIDENTS SHAPED ISRAEL-U.S.
RELATIONS
AMBASSADOR MARK REGEV
2026-2027
(2 CREDITS)



The course will look at the development of U.S.-Israel ties from President Harry Truman's recognition of Israel in 1948 to the contemporary relationship between Joe Biden and Benjamin Netanyahu.

We will review the evolution of the U.S.-Israel relationship from the early humanitarian support for a "safe haven" for the Jews, to Israel becoming a Cold War ally and strategic partner of the United States.

The focus will be on the different Democrat and Republican presidents, the domestic and international challenges each faced, and seek to understand the process that led to the creation of the U.S.-Israel alliance that exists today.

#WAR

BRIGADIER GENERAL RONEN MANELIS

(1 CREDIT)

2026-2027



In recent years, much has changed in the characteristics of the media, social networks, technologies, and wars. In fact, social networks have changed the battlefield and the battlefield has changed social networks – making the ‘image war’ a salient aspect of today’s conflicts. Terrorist organisations have effectively turned social media into server tools, which also requires traditional armies to initiate a long line of changes. This is what the modern war looks like and it is happening right now on our phones and computers.

During the course, we will address the world of influence (information operations and warfare), operational capabilities, and unique events while discussing digital assets, audiences, brands, "fake news", and rumours.

INFLUENCERS WORKSHOP (4 CREDITS)

2026-2027



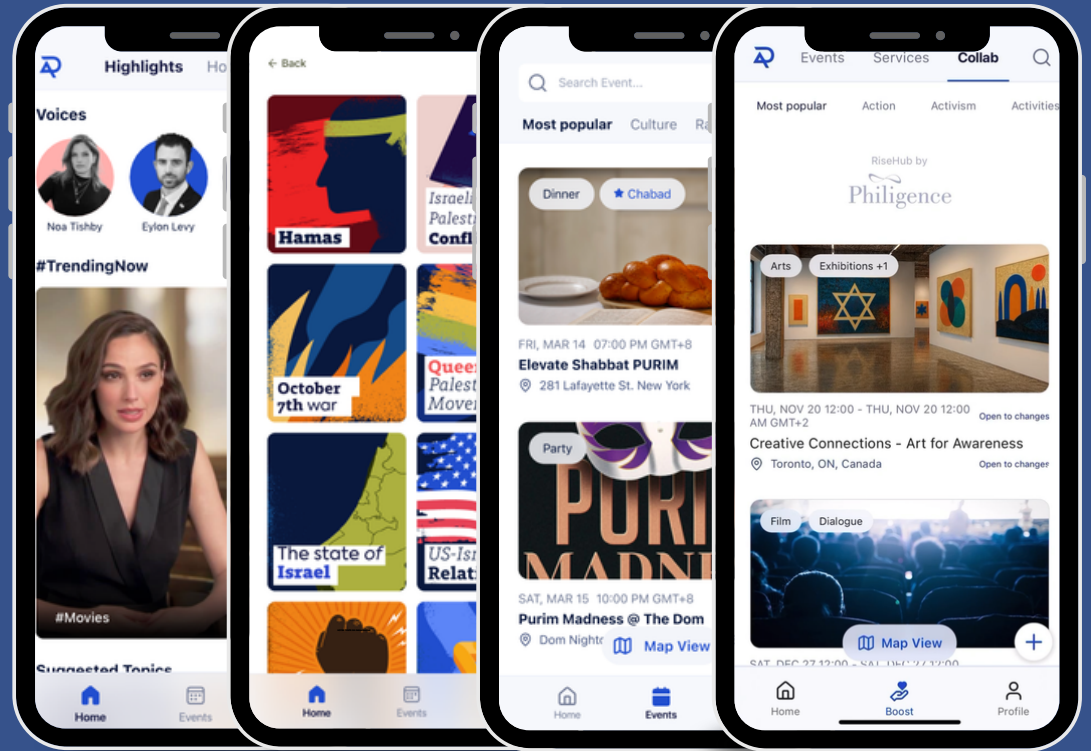
In light of the growing challenges to Israel's image on the global stage, there is a growing need to develop a deeper understanding in the fields of digital influence and effective public diplomacy. In today's reality, people with strong digital skills and strategic communication understanding, have the power to shape narratives and drive engagement across social media platforms. This workshop is designed to equip students with the knowledge, tools, and experience to do just that.

This year-long workshop provides students with both theoretical foundations and practical tools in the field of digital influence while focusing on Israel's public diplomacy. Through lectures and hands-on sessions with top academics and professionals from relevant fields, students will gain comprehensive insights into how online influence operates, and how it can be used strategically.

PRACTICAL INTERNSHIP

2 CREDITS

2026-2027



RiseApp's mission is to empower and unite the global Jewish community by offering a one-stop platform of curated, high quality Jewish content and events, personalized to each user's interests and location as well as expert-led content addressing critical issues.

- Gain hands-on experience in strategic planning and decision-making.
- Contribute to the development of an innovative platform.
- Meet with experienced business professionals.
- Participate in exclusive workshops with influential leaders from diverse fields.

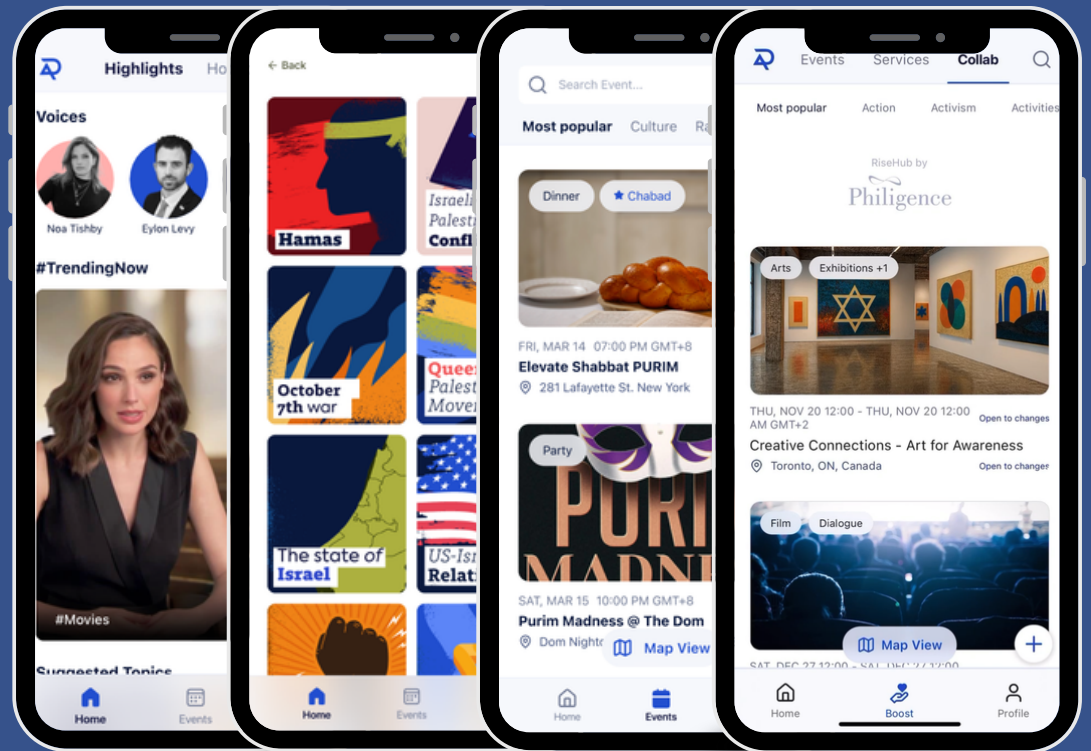
[Download RiseApp today!](#)

[Visit our website](#)

PRACTICAL INTERNSHIP

2 CREDITS

2026-2027



Further guidelines and detailed requirements will be stipulated at the beginning of the internship period.

Students should be advised that academic credits for the internship are not given automatically, but depends upon the successful completion of all duties and requirements stipulated.

Students must attend and actively participate in all workshops, and fulfil their internship assignments.

Only then, interns may gain two credits for the internship.

EXTRACURRICULAR ACTIVITIES

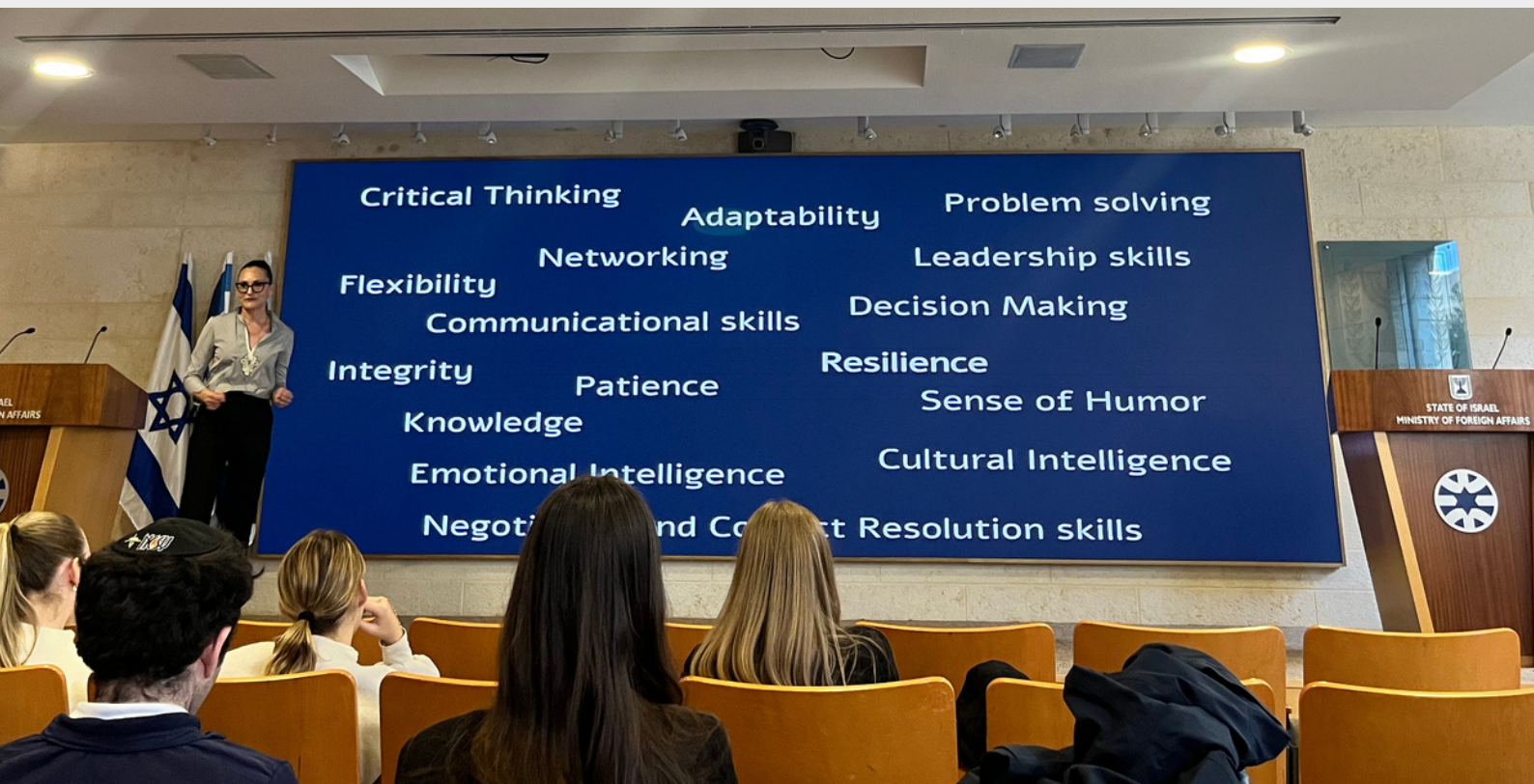
What else awaits you this year?

2026-2027

- Abba Eban Institute Practical Experiences
- Various Guest Speakers
- Numerous meaningful workshops in your internship to enrich your diplomatic toolkit

And if the geopolitical status allows:

- An inspiration day at the Ministry of Foreign Affairs
- Seminars
- Additional study tours



HOW TO APPLY TO THE PUBLIC DIPLOMACY PROGRAM

Application requirements:

2026-2027

- Academic excellence: 85 GPA or above
 - High level English skills
 - Wide geopolitical awareness and interest in current events
 - Personal skills: high social skills, ability to work in a group, creativity and curiosity
 - Unique and exceptional experience in the Public Diplomacy field will also be considered
-
- Applications should be submitted by March 27, 2026, at: [Application Public Diplomacy Program 2026-2027](#)
 - Grade transcript
 - Short cover letter (max. 300 words)
 - CV
 - Digital photo ID
 - The screening process takes place during the second semester.
 - For any additional questions, please contact the Head of the Program, Prof. Moran Yarchi, at: moran.yarchi@gmail.com

