



COURSE SYLLABUS

1. Information about the programme

1.1 Higher Education Institution	Babeș-Bolyai University
1.2 Faculty	European Studies Faculty
1.3 Department	International Relations and German Studies
1.4 Field of study	International Relations and European Studies
1.5 Study level	MA
1.6 Programme of study/ Qualification	Cultural Diplomacy and International Relations

2. Information about the discipline

2.1 Module	The History and Evolution of the Field of Cultural Diplomacy						
2.2 Course holder	Lecturer Gabriel C. Gherasim, PhD						
2.3 Seminar holder	Lecturer Gabriel C. Gherasim, PhD						
2.4 Year of study	I	2.5 Semester	1	2.6. Type of assessment ¹	ME.	2.7 Type of module ²	OB

3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	3	3.1 of which for course	2	3.3 of which for seminar	1
3.4 Total no. of hours in the curriculum	42	3.5 of which for course	28	3.6 of which for seminar	14
Time distribution:					13
Study by using handbook, reader, bibliography and course notes					2
Additional library/specialised online research, field research					2
Preparation of seminars/laboratories, homework, projects, portfolios and essays					3
Tutoring					2
Examinations					1
Other activities:					
3.7 Total no. of hours for individual study	3				
3.8 Total no. of hours per semester	36				
3.9 No. of ETCS credit points	6				

4. Prerequisites (where applicable)

4.1 of curriculum	• none
4.2 of competencies	• none

5. Conditions (where applicable)

¹ E - exam, ME - multi-term examinations, C - collocutional examination/assessment test

² OB - core module, OP - elective module, F - extracurricular module

5.1 For the development of the course	• none
5.2 For the development of the seminar/laboratory	• none

6. Specific skills acquired

Professional skills	<ul style="list-style-type: none"> • Understanding the new field of cultural diplomacy • Acknowledging the role of cultural diplomacy as an asset for diplomacy in general • Communication skills and criticism • Strategic thinking
Interdisciplinary skills	<ul style="list-style-type: none"> • Meeting deadlines and carrying out tasks rigorously, efficiently and responsibly, by respecting the ethical principles of scientific research and correctly applying citation rules • Applying team building techniques; developing interpersonal communication, negotiation and diplomatic skills and taking on specific roles during team work on specific case studies

7. Course objectives (based on list of acquired skills)

7.1 General objective	The course attempts to highlight the progressive evolution, proper specificity and growing impact of the field of cultural diplomacy, alongside the more comprehensive areas of traditional and public diplomacy, respectively.
7.2 Specific objectives	<ol style="list-style-type: none"> 1. familiarizing students with the most relevant references to the field of cultural diplomacy; 2. highlighting the characteristics of cultural diplomacy as a specific approach within the general field of diplomacy.

8. Contents

8.1 Lecture	Teaching methods	Observations
Week 1. Introduction. Diplomacy - traditional, public, cultural. Historical and conceptual delineations.	Interactive lecture 28.09.2020	3 hours
Week 2. A cultural history of pre-modern cultural diplomacy.	Interactive lecture 05.10.2020	3 hours
Week 3. History of cultural diplomacy, 1870s-1930s.	Interactive lecture 12.10.2020	3 hours
Week 4. Institutionalization of world cultural diplomacy and the foundation of UNESCO.	Interactive lecture 19.10.2020	3 hours
Week 5. Public diplomacy and cultural diplomacy: theoretical distinctions, strategic intersections and (im)practical autonomies.	Interactive lecture 26.10.2020	3 hours
Week 6. Cultural diplomacy and cultural relations: actors, procedures and goals.	Interactive lecture 02.11.2020	3 hours
Week 7. Paradigms of cultural globalization.	Interactive lecture 09.11.2020	3 hours
Week 8. Cultural diplomacy and theories of international relations.	Interactive lecture 16.11.2020	3 hours

Week 9. Nicolson's interpretation of diplomatic cultures in Europe.	Interactive lecture 23.11.2020	3 hours
Course bibliography: Adams, Robin and Rosanna Cox (eds.), <i>Diplomacy and Early Modern Culture</i> , New York: Palgrave Macmillan, 2011. Anderson, M.S., <i>The Rise of Modern Diplomacy 1450-1919</i> , London and New York: Routledge, 1993. Appadurai, Arjun, <i>Modernity at Large: Cultural Dimensions of Globalization</i> , Minneapolis: University of Minnesota Press, 1996. Balzacq, Thierry; Frédéric Charillon and Frédéric Ramel (eds.), <i>Global Diplomacy: An Introduction to Theory and Practice</i> , Cham: Springer, 2020. Berridge G. R.; Maurice Keens-Soper and T. G. Otte, <i>Diplomatic Theory from Machiavelli to Kissinger</i> , New York: Palgrave Macmillan, 2001. Bjola, Corneliu and Markus Kornprobst, <i>Understanding International Diplomacy: Theory, Practice and Ethics</i> , London and New York: Routledge, 2018. Bjola, Corneliu and Stuart Murray (eds.), <i>Secret Diplomacy: Concepts, Contexts and Cases</i> , London and New York: Routledge, 2016. Bolewski, Wilfried, "Diplomatic Processes and Cultural Variations: The Relevance of Culture in Diplomacy", in <i>The Whitehead Journal of Diplomacy and International Relations</i> , Winter/Spring, 2008, 145-160. Kozymka, Irena, <i>The Diplomacy of Culture: The Role of UNESCO in Sustaining Cultural Diversity</i> , New York: Palgrave Macmillan, 2014. Lebow, Richard Ned, <i>A Cultural Theory of International Relations</i> , Cambridge: Cambridge University Press, 2008. Lull, James (ed.), <i>Culture in the Communication Age</i> , London and New York: Routledge, 2001. Mitter, Rana and Patrick Major (eds.), <i>Across the Blocs: Cold War Cultural and Social History</i> , London: Frank Cass, 2004. Watkins, John, "Toward a New Diplomatic History of Medieval and Early Modern Europe", in <i>Journal of Medieval and Early Modern Studies</i> , 38(1): 2008, 1-14. Watson, Adam, <i>Diplomacy: The Dialogue Between States</i> , London and New York: Routledge, 1982. Weisbrode, Kenneth, <i>Old Diplomacy Revisited: A Study in the Modern History of Diplomatic Transformations</i> , New York: Palgrave Macmillan, 2014.		

8.2 Seminar / Laboratory	Name
Week 10. Case studies in cultural diplomacy. Project presentations. 30.11.2020 (day-off)	
Week 11. Case studies in cultural diplomacy. Project presentations. 07.12.2020	
Week 12. Case studies in cultural diplomacy. Project presentations. 14.12.2020	
Week 13. Case studies in cultural diplomacy. Project presentations. 04.01.2021	
Week 14. Case studies in cultural diplomacy. Project presentations. 11.01.2021	

Seminar bibliography (additional books will be available upon request):

Akli, Madalina, "The Role of Study-Abroad Students in Cultural Diplomacy: Toward an International Education as Soft Action", in *International Research and Review*, 2(1):2012, 32-48.
Barnhisel, Greg, *Cold War Modernists: Art, Literature, and American Cultural Diplomacy*, New York: Columbia University Press, 2015.
Becard, Danielly Silva Ramos and Paulo Menechelli Filho, "Chinese Cultural Diplomacy: instruments in China's strategy for international insertion in the 21st Century", in *Revista Brasileira de Política Internacional*, 62(1):2019, 1-20.
Buckley, Sandra (ed.), *Encyclopedia of Contemporary Japanese Culture*, London and New York: Routledge, 2002.

- Carta, Caterina and Richard Higgott (eds.)**, *Cultural Diplomacy in Europe: Between the Domestic and the International*, Cham: Springer, 2020.
- Childs, Peter and Mike Storry (eds.)**, *Encyclopedia of Contemporary British Culture*, London and New York: Routledge, 1999.
- Chitty, Naren et al (eds.)**, *The Routledge Handbook of Soft Power*, London and New York: Routledge, 2017.
- Cooper, Andrew F. and Timothy M. Shaw (eds.)**, *The Diplomacies of Small States: Between Vulnerability and Resilience*, London and New York: Palgrave Macmillan, 2009.
- Cultural Diplomacy Magazine**, Winter 2010.
- Du Cros, Hilary and Bob McKercher**, *Cultural Tourism*, second edition, London and New York: Routledge, 2015.
- Frigo, Daniela and Adrian Belton**, *Politics and Diplomacy in Early Modern Italy: Structure of Diplomatic Practice, 1450-1800*, Cambridge: Cambridge University Press, 2000.
- Glover, Nikolas**, *National Relations: Public Diplomacy, National Identity and the Swedish Institute, 1945-1970*, Lund: Nordic Academic Press, 2011.
- Goda, Natália and Michaela Čiefova**, "Cultural Diplomacy of Selected Countries in a Comparative Perspective", in *Folia Geographica*, 61(2):2019, 172–189.
- Hartig, Falk**, *Chinese Public Diplomacy: The Rise of the Confucius Institute*, London and New York: Routledge, 2016.
- Hennings, Jan**, *Russia and Courtly Europe: Ritual and the Culture of Diplomacy, 1648–1725*, Cambridge: Cambridge University Press, 2016.
- Hughes, Alex and Keith Reader (eds.)**, *Encyclopedia of Contemporary French Culture*, London and New York: Routledge, 1998.
- Hutchings, Robert and Jeremi Suri (eds.)**, *Modern Diplomacy in Practice*, Cham: Springer, 2020.
- Lepădatu, Florina**, "Assessing the Dimension of Romania's Public Diplomacy in China: 'Treasures of Romania' in Beijing and Chengdu", in *Global Media Journal*, 18(34):2020, 1-8.
- McKercher, B.J.C. (ed.)**, *Routledge Handbook of Diplomacy and Statecraft*, London and New York: Routledge, 2012.
- Ministry of Foreign Affairs, Japan**, *Japanese Diplomacy and International Situation in 2017*, Tokyo, 2018.
- Moliterno, Gino (ed.)**, *Encyclopedia of Contemporary Italian Culture*, London and New York: Routledge, 2000.
- Mukharji, Aroop**, *Diplomas and Diplomacy: The History of the Marshall Scholarship*, New York: Palgrave Macmillan, 2016.
- Otmazgin, Nissim K.**, "Geopolitics and Soft Power: Japan's Cultural Policy and Cultural Diplomacy in Asia", in *Asia-Pacific Review*, 19(1):2012, 37-55.
- Pamment, James and Karin G. Wilkins (eds.)**, *Communicating National Image Through Development and Diplomacy*, Cham: Springer, 2018.
- Robertson, Justin and Maurice A. East (eds.)**, *Diplomacy and Developing Nations*, London and New York: Routledge, 2005.
- Rodgers, Eamonn (ed.)**, *Encyclopedia of Contemporary Spanish Culture*, London and New York: Routledge, 1999.
- Rugh, William A. (ed.)**, *The Practice of Public Diplomacy: Confronting Challenges Abroad*, London and New York: Palgrave Macmillan, 2011.
- The Standing Senate Committee on Foreign Affairs and International Trade**, *Cultural Diplomacy at the Front Stage of Canada's Foreign Policy*, Ottawa, June 2019.
- Wang, Jian (ed.)**, *Soft Power in China: Public Diplomacy through Communication*, London and New York: Palgrave Macmillan, 2011.
- Wright, Scott and Will Higginbotham**, "Delineating and Assessing Cultural Relations: The Case of Asialink", in *International Journal of Communication*, 13(2019), 1487–1506.

9. The correspondence between the content of the course and the expectations of the academic community, professional associations and representative employers in the field:

More and more associated to what has been called 'citizen diplomacy', the study of historical evolution and gradual development of plural occurrences in the field of cultural diplomacy not only diversifies diplomatic practices in general, but also contributes to the know-how policies of various cultural institutions and non-governmental organizations which aim to be active in the field of cultural diplomacy.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course	Based on course lectures, the master students will deliver a <i>research paper</i> based on a case study analysis regarding relevant practices and policies in the field of cultural diplomacy.	Research paper	60%
10.5 Seminar	The students will present a research project which forms the groundwork of the final research paper to be handed in at the end of the semester.	Power-point oral presentations of the research project and discussions	40%
10.6 Minimum standard of performance			
Obtaining the minimal passing grade, 5, resulting from the accumulation of the two mandatory exam activities.			

Date
28.09.2020

Course holder signature
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Seminar holder signature
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Date of departmental approval
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Head of department signature
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