



COURSE SYLLABUS
THE HISTORY AND THE EVOLUTION OF THE FIELD OF CULTURAL DIPLOMACY
2019 - 2020

1. Information about the program

1.1 Higher Education Institution	Babeş-Bolyai University, Cluj Napoca
1.2 Faculty	European Studies
1.3 Department	European Studies and Governance
1.4 Field of study	International Relations and European Studies
1.5 Study level	Master
1.6 Programme of study/Qualification	Cultural Diplomacy and International Relations

2. Information about the discipline

2.1 Module	THE HISTORY AND THE EVOLUTION OF THE FIELD OF CULTURAL DIPLOMACY						
2.2 Course holder	Prof. Dr. Mihai Manea						
2.3 Seminar holder	Prof. Dr. Mihai Manea						
2.4 Year of study	1	2.5 Semester	1	2.6. Type of assessment ¹	E	2.7 Type of module ²	OB

3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	2	3.1 of which for course	2	3.3 of which for seminar	1
3.4 Total no. of hours in the curriculum	14	3.5 of which for course	9	3.6 of which for seminar	5
Time distribution:					Hours
Study by using handbook, reader, bibliography and course notes					20
Additional library/specialised online research, field research					10
Preparation of seminars/laboratories, homework, projects, portfolios and essays					20
Tutoring					3
Examinations					3
Other activities:					
3.7 Total no. of hours for individual study					
3.8 Total no. of hours per semester					
3.9 No. of ETCS credit points					6

4. Prerequisites (where applicable)

4.1 of curriculum	•
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¹ E - exam, ME - multi-term examinations, C - collocutional examination/assessment test

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

4.2 of competencies	<ul style="list-style-type: none"> • Good command of the English language
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5. Conditions (where applicable)

5.1 For the development of the course	<ul style="list-style-type: none"> • Room with video-projector
5.2 For the development of the seminar/laboratory	<ul style="list-style-type: none"> • Room with video-projector • Attendance: minimum 75%

6. Specific skills acquired

Professional skills	<ul style="list-style-type: none"> • C1. The use of elementary notions of the cultural diplomacy in the study of European and international processes • C3. The use of analytical methodologies in the area of cultural diplomacy as a part of the international relations
Interdisciplinary/ Transversal skills	<ul style="list-style-type: none"> • CT1. To manage information pertaining to the resolution of complex tasks in context, also by using an international language at an advanced level and a second one, at an intermediate or advanced level • CT2. To apply effective multidisciplinary team work techniques at various hierarchical levels

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

7.1 General objective	<ul style="list-style-type: none"> • Introduction in the study of cultural diplomacy and its connection with the field of international relations • To familiarise students with the main aspects of the cultural diplomacy and his main stages
7.2 Specific objectives	<ul style="list-style-type: none"> • To become knowledgeable about the principal terms/notions and the stages of the cultural diplomacy • To conduct in-depth analyses regarding the evolution, management and leadership of cultural diplomacy • To identify the principles which lie at the basis of the functioning of European institutions

8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction. Definitions and theories	Presentation and feedback	<ul style="list-style-type: none"> -Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, <i>Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential</i>, London, Demos, 2007. -Marta Ryniejska, <i>Cultural diplomacy as a Form of International Communication</i>, Institute for Public Relations BledCom Special Prize, 2009. -H. Tuch, <i>Communication with the World</i>, US Public Diplomacy, New York, 1990. -P. M. Taylor, <i>Global Communications, International Affairs and the Media since 1945</i>, London, New York, Routledge, 2007.

<p>2. Instruments of cultural diplomacy. Implications and consequences</p>	<p>Visual support presentation feedback</p>	<p>-Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential, London, Demos, 2007. -Marta Ryniejska, Cultural diplomacy as a Form of International Communication, Institute for Public Relations BledCom Special Prize, 2009. -H. Tuch, Communication with the World, US Public Diplomacy, New York, 1990. -P. M. Taylor, Global Communications, International Affairs and the Media since 1945, London, New York, Routledge, 2007.</p>
<p>3. Soft-power and cultural diplomacy</p>	<p>Visual support presentation feedback</p>	<p>-Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential, London, Demos, 2007. -Marta Ryniejska, Cultural diplomacy as a Form of International Communication, Institute for Public Relations BledCom Special Prize, 2009. -H. Tuch, Communication with the World, US Public Diplomacy, New York, 1990. -P. M. Taylor, Global Communications, International Affairs and the Media since 1945, London, New York, Routledge, 2007.</p>
<p>4. Core elements of cultural diplomacy</p>	<p>Visual support presentation feedback</p>	<p>-Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential, London, Demos, 2007. -Marta Ryniejska, Cultural diplomacy as a Form of International Communication, Institute for Public Relations BledCom Special Prize, 2009. -H. Tuch, Communication with the World, US Public Diplomacy, New York, 1990. -P. M. Taylor, Global Communications, International Affairs and the Media since 1945, London, New York, Routledge, 2007.</p>
<p>5. Cultural diplomacy – A unique way for international cooperation</p>	<p>Visual support presentation feedback</p>	<p>-Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential, London, Demos, 2007. -Marta Ryniejska, Cultural diplomacy as a Form of International Communication, Institute for Public Relations BledCom Special Prize, 2009. -H. Tuch, Communication with the World, US Public Diplomacy, New York, 1990. -P. M. Taylor, Global Communications, International Affairs and the Media since 1945, London, New York, Routledge, 2007.</p>
<p>6. Cultural diplomacy –Up to 1945</p>	<p>Visual support presentation feedback</p>	<p>-Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential, London, Demos, 2007. -Marta Ryniejska, Cultural diplomacy as a Form of International Communication, Institute for Public Relations BledCom Special Prize, 2009. -H. Tuch, Communication with the World, US Public Diplomacy, New York, 1990. -P. M. Taylor, Global Communications, International Affairs and the Media since 1945, London, New York, Routledge, 2007.</p>
<p>7. Cultural diplomacy – 1945-1980</p>	<p>Visual support presentation feedback</p>	<p>-Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential, London, Demos, 2007. -Marta Ryniejska, Cultural diplomacy as a Form of International Communication, Institute for Public Relations BledCom Special Prize, 2009. -H. Tuch, Communication with the World, US Public</p>

		Diplomacy, New York, 1990. -P. M. Taylor, Global Communications, International Affairs and the Media since 1945, London, New York, Routledge, 2007.
8. Cultural diplomacy- 1980-1991	Visual support presentation feedback	-Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential, London, Demos, 2007. -Marta Ryniejska, Cultural diplomacy as a Form of International Communication, Institute for Public Relations BledCom Special Prize, 2009. -H. Tuch, Communication with the World, US Public Diplomacy, New York, 1990. -P. M. Taylor, Global Communications, International Affairs and the Media since 1945, London, New York, Routledge, 2007.
9. Cultural diplomacy – new trends after 1991	Visual support presentation feedback	-Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential, London, Demos, 2007. -Marta Ryniejska, Cultural diplomacy as a Form of International Communication, Institute for Public Relations BledCom Special Prize, 2009. -H. Tuch, Communication with the World, US Public Diplomacy, New York, 1990. -P. M. Taylor, Global Communications, International Affairs and the Media since 1945, London, New York, Routledge, 2007.
10. Cultural institutes and organizations- important instruments of cultural diplomacy	Visual support presentation feedback	-Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential, London, Demos, 2007. -Marta Ryniejska, Cultural diplomacy as a Form of International Communication, Institute for Public Relations BledCom Special Prize, 2009. -H. Tuch, Communication with the World, US Public Diplomacy, New York, 1990. -P. M. Taylor, Global Communications, International Affairs and the Media since 1945, London, New York, Routledge, 2007.
11. Next generation cultural diplomacy	Visual support presentation feedback	-Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential, London, Demos, 2007. -Marta Ryniejska, Cultural diplomacy as a Form of International Communication, Institute for Public Relations BledCom Special Prize, 2009. -H. Tuch, Communication with the World, US Public Diplomacy, New York, 1990. -P. M. Taylor, Global Communications, International Affairs and the Media since 1945, London, New York, Routledge, 2007.
10. Cultural Diplomacy in a Changing and Challenging World	Visual support presentation feedback	Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential, London, Demos, 2007. -Marta Ryniejska, Cultural diplomacy as a Form of International Communication, Institute for Public Relations BledCom Special Prize, 2009. -H. Tuch, Communication with the World, US Public Diplomacy, New York, 1990. -P. M. Taylor, Global Communications, International Affairs and the Media since 1945, London, New York, Routledge, 2007.
11. Private and public sector in cultural diplomacy	Visual support presentation feedback	Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential, London, Demos, 2007.

		<p>-Marta Ryniejska, <i>Cultural diplomacy as a Form of International Communication</i>, Institute for Public Relations BledCom Special Prize, 2009.</p> <p>-H. Tuch, <i>Communication with the World</i>, US Public Diplomacy, New York, 1990.</p> <p>-P. M. Taylor, <i>Global Communications, International Affairs and the Media since 1945</i>, London, New York, Routledge, 2007.</p>
12. E.U. strategy for international cultural relations	Visual support presentation feedback	<p>Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, <i>Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential</i>, London, Demos, 2007.</p> <p>-Marta Ryniejska, <i>Cultural diplomacy as a Form of International Communication</i>, Institute for Public Relations BledCom Special Prize, 2009.</p> <p>-H. Tuch, <i>Communication with the World</i>, US Public Diplomacy, New York, 1990.</p> <p>-P. M. Taylor, <i>Global Communications, International Affairs and the Media since 1945</i>, London, New York, Routledge, 2007.</p>
13. Next generation cultural diplomacy	Visual support presentation feedback	<p>Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, <i>Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential</i>, London, Demos, 2007.</p> <p>-Marta Ryniejska, <i>Cultural diplomacy as a Form of International Communication</i>, Institute for Public Relations BledCom Special Prize, 2009.</p> <p>-H. Tuch, <i>Communication with the World</i>, US Public Diplomacy, New York, 1990.</p> <p>-P. M. Taylor, <i>Global Communications, International Affairs and the Media since 1945</i>, London, New York, Routledge, 2007.</p>
14. Revision and feedback	Debate	Various
<p>Compulsory Bibliography</p> <p>-Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, <i>Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential</i>, London, Demos, 2007.</p> <p>-Marta Ryniejska, <i>Cultural diplomacy as a Form of International Communication</i>, Institute for Public Relations BledCom Special Prize, 2009.</p> <p>-H. Tuch, <i>Communication with the World</i>, US Public Diplomacy, New York, 1990.</p> <p>-P. M. Taylor, <i>Global Communications, International Affairs and the Media since 1945</i>, London, New York, Routledge, 2007.</p> <p>-Simon Mark, <i>A Greater Role for Cultural Diplomacy</i>, Col. Discussion Papers in Diplomacy, The Netherlands Institute for International Relations Clingendael, 2009.</p> <p>-Milton G. Cummings, <i>Cultural Diplomacy and the US Government, A Survey</i>, Washington, D.C., CAA, 2003.</p> <p>-Fox Roberts, <i>Cultural Diplomacy at the Crossroads, Cultural Relations in Europe and Wider World</i>, London, The British Council, 1999.</p> <p>-Shaun Riordan, <i>The New Diplomacy, Themes for the 21st century</i>, Cambridge, Polity, 2003.</p> <p>-Geoffrey Wiseman, <i>Pax Americana, Bumping into Diplomatic Culture</i>, în "International Studies Perspectives", No. 6, 2005, p. 409-430.</p> <p>-William Glade, <i>Issues in the Genesis and Organization of Cultural Diplomacy, A Brief Critical History</i>, în "The Journal of Arts Management, Law and Society", Vol. 39, 4, 2009, pp. 240-259.</p>		
8.2 Seminar		
	Teaching methods	Observations
1. Introduction and requirements Cultural diplomacy as an instrument of public diplomacy and international cooperation	Brainstorming Text analyses, factsheets	

2. Culture and diplomacy – a way to connect peoples	Brainstorming Timeline Individual presentations	
3. Soft-power and the impact on cultural diplomacy	Brainstorming Text analyses, factsheets	
4. Main instruments of the cultural diplomacy	Brainstorming Text analyses, factsheets	
5. US and USSR during the Cold War – actions of the cultural diplomacy	Brainstorming Text analyses, factsheets	
6. Cultural Institutes and the promotion of peace and understanding among peoples	Brainstorming Timeline Group presentations	
7. Cultural Diplomacy and Peace in International relations	Brainstorming Timeline Group presentations	
Compulsory Bibliography		
<p>-Simon Mark, <i>A Greater Role for Cultural Diplomacy</i>, Col. Discussion Papers in Diplomacy, The Netherlands Institute for International Relations Clingendael, 2009.</p> <p>-Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, <i>Cultural diplomacy, Culture is a central component of international relations. It's time to unlock its full potential</i>, London, Demos, 2007.</p> <p>-Marta Ryniejska, <i>Cultural diplomacy as a Form of International Communication</i>, Institute for Public Relations BledCom Special Prize, 2009.</p>		

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

- The course aims to provide students with essential knowledge regarding the evolution of the cultural diplomacy. It also includes details about the connection between culture and diplomacy, in order for students to understand the role of culture as a unique instrument for reconciliation and mutual understanding.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course	Written exam	Accuracy, structure, terminology	60
10.5 Seminar/Laboratory	Activity and attendance	Continuous evaluation: quality of presentations, answers, projects, group work	30 + 10 points
10.6 Minimum standard of performance			
<ul style="list-style-type: none"> • Attendance requirements met • A minimum of 3 bibliographical sources consulted (2 for course, 1 for seminar) • Knowledgeable about two subjects out of three at the final evaluation 			

Date
signature
1 September 2019

Course holder signature
Mihai Manea

Seminar holder
Mihai Manea

Date of departmental approval
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Head of department signature
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