



COURSE SYLLABUS

1. Information about the programme

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

2. Information about the discipline

2.1 Module	Cultural Diplomacy Strategies						
2.2 Course holder	Lecturer Gabriel Gherasim, PhD						
2.3 Seminar holder	Lecturer Gabriel Gherasim, PhD						
2.4 Year of study	II	2.5 Semester	4	2.6. Type of assessment ¹	C.	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	36	3.5 of which for course	24	3.6 of which for seminar	12
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

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

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

5. Conditions (where applicable)

5.1 For the development of the course	<ul style="list-style-type: none"> • none
5.2 For the development of the seminar/laboratory	<ul style="list-style-type: none"> • none

6. Specific skills acquired

Professional skills	<ul style="list-style-type: none"> • Assistance in the field of international cooperation • Mediation between various interest and professional groups • Facilitation of intercultural negotiation • Management of international cultural relations
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 propose a general introduction to the various strategies of promoting cultural diplomacy worldwide. Given the complex modalities and occurrences of cultural diplomacy, the aim of the class is that of familiarizing students with certain strategic views and practices in the field in relation to the topic of international relations. Case studies and effective approaches will exemplify the ways in which cultural diplomacy could contribute to better inter and multicultural relations.
7.2 Specific objectives	<ol style="list-style-type: none"> 1. familiarising students with the most effective strategies of promoting cultural diplomacy; 2. analysing some specific cases of cultural diplomacy approaches in recent political history and international relations.

8. Contents

8.1 Lecture	Teaching methods	Observations
1. Introduction. What is cultural diplomacy? Methodological considerations.	Interactive lecture	
2. Overview of American cultural diplomacy evolution and developments.	Interactive lecture	
3. Models and metaphors of cultural diplomacy in the post-war period: UNESCO, the Fulbright program and the Marshall Plan.	Interactive lecture	
4. Cultural diplomacy as imagology: American iconographies in the European public sphere.	Interactive lecture	
5. Grand Strategy as cultural diplomacy: the American case.	Interactive lecture	

6. Americanization as grand strategy in cultural diplomacy.	Interactive lecture	
7. Competing strategies of cultural diplomacy: Pax Americana and Pax Europea.	Interactive lecture	
8. Propaganda for American Exceptionalism through cultural diplomacy.	Interactive lecture	
9. The universal language of cultural diplomacy: on the global world order idea.	Interactive lecture	
10. Cultural diplomacy and the political: on the soft power strategy.	Interactive lecture	
11. Information Age and cultural diplomacy.	Interactive lecture	
12. General recap of American public/ cultural diplomacy in Europe in the twentieth century.	Interactive lecture	

Bibliography:

Arndt, Richard T., *The First Resort of Kings: American Cultural Diplomacy in the Twentieth Century*, Washington DC: Potomac Books, 2005.

Bailyn, Bernard, *Atlantic History: Concept and Contours*, Cambridge Mass.: Harvard University Press, 2005.

Bound, Kirsten et al., *Cultural Diplomacy*, London: Demos, 2007.

Ilgen Thomas L. (ed.), *Hard Power, Soft Power and the Future of Transatlantic Relations*, Burlington: Ashgate Publishing Company, 2006.

Klausen, Jytte, *War and Welfare: Europe and the United States, 1945 to the Present*, New York: St. Martin's Press, 1998.

Lenczowski, John, *Full Spectrum Diplomacy and Grand Strategy: Reforming the Structure and Culture of US Foreign Policy*, Lanham: Lexington Books, 2011.

Lundestad, Geir, *The United States and Western Europe since 1945*, New York: Oxford University Press, 2003.

Mitter, Rana; Major, Patrick (eds.), *Across the Blocs: Cold War Cultural and Social History*, London: Frank Cass, 2004.

Toje, Asle, *America, the EU and Strategic Culture: Renegotiating the Transatlantic Bargain*, London and New York: Routledge, 2008.

Woods, Randall B., *J. William Fulbright, Vietnam, and the Search for a Cold War Foreign Policy*, Cambridge: Cambridge University Press, 1998.

8.2 Seminar / Laboratory	Teaching methods	Observations
<p>Week 1. Introduction: methodological considerations on the approach of cultural diplomacy in the transatlantic space.</p> <p>Week 2. Case study in cultural diplomacy: the creation of US Division of Cultural Relations (1938).</p> <p>Week 3. Case study in cultural diplomacy: the Fulbright program (1946).</p> <p>Week 4. Case study in cultural diplomacy: UNESCO, international cooperation and world public diplomacy.</p> <p>Week 5. Case study in cultural diplomacy: the Agency for International Development (1961) and the US human resources public diplomacy.</p> <p>Week 6. Case study in cultural diplomacy: the American Peace Corps (1961).</p> <p>Week 7. Project presentations. Analyses and discussions.</p> <p>Week 8. Project presentations. Analyses and discussions.</p> <p>Week 9. Project presentations. Analyses and discussions.</p> <p>Week 10. Project presentations. Analyses and discussions.</p>		

Week 11. Project presentations. Analyses and discussions.		
Week 12. Project presentations. Analyses and discussions.		

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

Cultural and public diplomacy have been probably the most effective international resources in the service of global peace and promoting mutual cooperation between states. Recently, non-state actors, private institutions and NGOs have contributed to the ever growing role of cultural diplomacy in the world, so that, potentially, any public institution should be interested about and able to manage the more and more diverse aspects and strategies in the field.

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 reflect upon the role and impact of cultural diplomacy in international relations worldwide.	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.	Oral presentations and discussions	40%
10.6 Minimum standard of performance			
Obtaining the minimal passing grade, 5.			

Date Course holder signature Seminar holder signature

Date of departmental approval Head of department signature