



## 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 International Relations, Foreign Policy and Management of Crises International Communication

### 2. Information about the discipline

2.1 Module	Strategies of Cultural Diplomacy						
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 <sup>1</sup>	C	2.7 Type of module <sup>2</sup>	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:					11
Study by using handbook, reader, bibliography and course notes					1
Additional library/specialised online research, field research					1
Preparation of seminars/laboratories, homework, projects, portfolios and essays					1
Tutoring					1
Examinations					0,5
Other activities: .....					
3.7 Total no. of hours for individual study	4,5				
3.8 Total no. of hours per semester	63				
3.9 No. of ETCS credit points	6				

### 4. Prerequisites (where applicable)

4.1 of curriculum	• none
4.2 of competencies	• none

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

<sup>2</sup> 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"><li>• none</li></ul>
5.2 For the development of the seminar/laboratory	<ul style="list-style-type: none"><li>• none</li></ul>

## 6. Specific skills acquired

Professional skills	<ul style="list-style-type: none"><li>• Assistance in the field of international cooperation</li><li>• Mediation between various interest and professional groups</li><li>• Facilitation of intercultural negotiation</li><li>• Management of international cultural relations</li></ul>
Interdisciplinary skills	<ul style="list-style-type: none"><li>• Meeting deadlines and carrying out tasks rigorously, efficiently and responsibly, by respecting the ethical principles of scientific research and correctly applying citation rules</li><li>• Applying team building techniques; developing interpersonal communication, negotiation and diplomatic skills and taking on specific roles during team work on specific case studies</li></ul>

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

7.1 General objective	The course proposes a specific strategy of promoting cultural diplomacy worldwide, through the interpretation of the cultural meanings and diplomatic implications of movies. Given the complex modalities and occurrences of cultural diplomacy, the aim of the class is that of exemplifying the meanings of film narratives and intercultural encounters and their role in shaping cultural diplomacy. Case studies and effective approaches will exemplify the above-mentioned connection.
7.2 Specific objectives	<ol style="list-style-type: none"><li>1. familiarising students with the most effective strategies of promoting cultural diplomacy;</li><li>2. analysing some specific cases of cultural diplomacy approaches in the context of cultural history.</li></ol>

## 8. Contents

8.1 Lecture	Teaching methods	Observations
Film and Cultural Diplomacy. Methodological considerations	Interactive lecture	
1956. The Teahouse of August Moon	Watching the movie	
1959. Hiroshima, Mon Amour	Watching the movie	
1964. Dr. Strangelove	Watching the movie	
1986. Gung Ho	Watching the movie	
1999. Tea with Mussolini	Watching the movie	
2002. L'Auberge Espagnole	Watching the movie	
2006. Ten Canoes	Watching the movie	
2008. Dambe: The Mali Project	Watching the movie	
2009. The Concert	Watching the movie	
2009. Invictus	Watching the movie	

2013. The Lunch Box	Watching the movie	
<p><b>General bibliography:</b></p> <p><b>Andrew, J. Dudley</b>, <i>The Major Film Theories</i>, London and New York: Oxford University Press, 2010.</p> <p><b>Arndt, Richard T.</b>, <i>The First Resort of Kings: American Cultural Diplomacy in the Twentieth Century</i>, Washington DC: Potomac Books, 2005.</p> <p><b>Bailyn, Bernard</b>, <i>Atlantic History: Concept and Contours</i>, Cambridge Mass.: Harvard University Press, 2005.</p> <p><b>Biltereyst, Daniel and Daniela Treveri Gennari (eds.)</b>, <i>Moralizing Cinema: Film, Catholicism and Power</i>, London and New York: Routledge, 2015.</p> <p><b>Erlandsson, Susanna</b>, <i>Personal Politics in the Postwar World: Western Diplomacy Behind the Scenes</i>, London: Bloomsbury Academic, 2022.</p> <p><b>Huttunen, Miia</b>, <i>Politicised Cinema: Post-War Film, Cultural Diplomacy and UNESCO</i>, London and New York: Routledge, 2022.</p> <p><b>Mitter, Rana; Major, Patrick (eds.)</b>, <i>Across the Blocs: Cold War Cultural and Social History</i>, London: Frank Cass, 2004.</p> <p><b>Nilsen, Sarah</b>, <i>Projecting America, 1958: Film and Cultural Diplomacy at the Brussels World's Fair</i>, North Carolina and London: McFarland &amp; Company, Inc., 2011.</p> <p><b>Toje, Asle</b>, <i>America, the EU and Strategic Culture: Renegotiating the Transatlantic Bargain</i>, London and New York: Routledge, 2008.</p>		

8.2 Seminar / Laboratory	Teaching methods	Observations
Introduction. Cultural styles and cultural diplomacy. Film and cultural diplomacy.	Discussions	
The Teahouse of August Moon (1956) and its relevance for the field of cultural diplomacy	Discussions	
Hiroshima, Mon Amour (1959) and its relevance for the field of cultural diplomacy	Discussions	
Dr. Strangelove (1964) and its relevance for the field of cultural diplomacy	Discussions	
Gung Ho (1986) and its relevance for the field of cultural diplomacy	Discussions	
Tea with Mussolini (1999) and its relevance for the field of cultural diplomacy	Discussions	
L'Auberge Espagnole (2002) and its relevance for the field of cultural diplomacy	Discussions	
Ten Canoes (2006) and its relevance for the field of cultural diplomacy	Discussions	
Dambe: The Mali Project (2008) and its relevance for the field of cultural diplomacy	Discussions	
The Concert (2009) and its relevance for the field of cultural diplomacy	Discussions	
Invictus (2009) and its relevance for the field of cultural diplomacy	Discussions	
The Lunch Box (2013) and its relevance for the field of cultural diplomacy	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:

<p>Cultural and public diplomacy have been probably some of the most effective international resources in the service of global peace and promoting cooperation between states, peoples and communities. 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.</p>
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## 10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course	The master students will reflect upon the role and impact of filmic narratives upon the field of cultural diplomacy.	Essay (2000 words)	100%
10.5 Seminar	The students will watch and comment upon the proposed films which forms the groundwork of the essay to be handed in at the end of the semester.	Participation and discussions	
10.6 Minimum standard of performance			
Obtaining the minimal passing grade, 5.			

Date

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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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