

SUBJECT CARD

1. Basic information

Subject	Public Diplomacy
Faculty	Faculty of Law
Field of studies	International Relations
Specialization	international business
PRK level	6 PRK
Education level	first-cycle studies
Form of studies	full-time studies
Group of activities	—
Number of ECTS points	3
Type of subject	obligatory
Total number of hours	30 h
Didactic cycle	2024/2025 winter
Academic semester	2
Academic year	1
Education profile	general academic
Year of implementation	2024/2025
Language of instruction	English
Teacher(s)	dr hab. Beata Molo

Semester, number of ECTS points, type of subject, number of hours

Semester	Discussion class
2	30 godz. 3 ECTS

2. General objectives

C1	familiarising students with the genesis, concepts and models of public diplomacy; presenting the methods and means of public diplomacy; characterising the public diplomacy of selected countries: USA, China, UK, France, and Germany.
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3. Introductory requirements

none

4. Learning outcomes

K1	Knowledge: knows the genesis, definitions and models of public diplomacy; has knowledge of the methods and means of public diplomacy; knows the specifics of public diplomacy of the USA, China, India, Japan, UK, France, and Germany
S1	Skills: can describe the genesis and essence of public diplomacy and characterise models, methods and means of public diplomacy; can identify the specifics of public diplomacy of the USA, China, India, Japan, UK, France, and Germany
S1	Social competence: is aware of improving his/her knowledge of public diplomacy

5. Course program

Discussion class (30 h)

Code	Detailed description of the topic blocks (semester: 2)
Kon1	1. Public Diplomacy: Genesis, Definitions and Models. 2. Soft Power, Smart Power and Public Diplomacy. 3. Public Diplomacy in the Age of 'Post-reality'. 4. Citizen diplomacy. 5. Cities as Public Diplomacy Actors. 6. Corporate Diplomacy. 7. Cultural Diplomacy. 8. Digital Public Diplomacy. 9. Public Diplomacy of the United States. 10. China's Public Diplomacy. 11. India's Public Diplomacy. 12. Japan's Public Diplomacy. 13. United Kingdom's Public Diplomacy. 14. France's Public Diplomacy. 15. Germany's Public Diplomacy.

6. Didactic methods

Discussion class	
M6	Discussion
M13	E-learning methods
M16	Group work
M17	Multimedia presentation
M19	Case study
M20	Lecture

7. Student workload

Number of hours under supervision	Student workload
Discussion class	30 h
Including e-learning:	0 h

Student's own work	
	45 h

Total workload	
Total number of hours for the course	75 h
Total number of ECTS points	3 ECTS

8. Conditions for course completion

Course completion criteria

In this course students are required to attend the classes (90%, at least), read the course materials regularly and participate class discussions.

Final Grade Components:

50%: Class Participation/Being Active in Classes, Class Presentation (Group Project/PowerPoint Presentation), E-Learning;

50%: Final Examination (Test: 20 Multiple-Choice Questions).

Discussion class	
Grade 5:	- full problem-solving and factual answer, - test: 37-40 points.
Grade 4,5:	- full problem-solving and factual answer with minor factual mistakes, - test: 33-36 points.
Grade 4:	- general problem-solving and factual answer, - test: 29-32 points.
Grade 3,5:	- extended knowledge and interpretation of facts, - test: 25-28 points.
Grade 3:	- basic knowledge of facts and their general interpretation, - test: 20-24 points.

9. Literature

Basic literature

1. The Frontiers of Public Diplomacy. Hegemony, Morality and Power in the International Sphere, (Ed.) Colin R. Alexander, Taylor & Francis: 2021.
2. A Research Agenda for Public Diplomacy, (Ed.) Eytan Gilboa, Elgar Research Agendas: 2023, <http://dx.doi.org/10.4337/9781802207323>
3. Routledge Handbook of Public Diplomacy, (Eds.) Nancy Snow and Nicholas J. Cull, Taylor & Francis: 2020.

Supplementary literature

1. Parama Sinha Palit, New Media and Public Diplomacy. Political Communication in India, the United States and China, Routledge: 2023.

11. Information about academic teachers

The person responsible for the card

dr hab. Beata Molo (e-mail: bmolo@uafm.edu.pl)

Teacher(s) conducting the subject

dr hab. Beata Molo (e-mail: bmolo@uafm.edu.pl)