

Course description

	“Public Diplomacy in Digital Space”
Department responsible for the course	Institute of History & International Relations Postgraduate Program in International Relations
Lecturer	Dr. Alexander Marchukov amarchukov@sfedu.ru
Semester when the course unit is delivered	Autumn semester
Teaching hours per week	2
Level of course unit (for ex., Second cycle – Master level)	Master Level
ECTS credits	5
Admission requirements	
Course objectives (aims)	<p>The primary objective of the course is to learn public diplomacy in digital space in theory and practice. It is purposed to help students to:</p> <ul style="list-style-type: none"> - examine key digital diplomacy concepts and analytical tools; - learn digital diplomacy practices in different countries; - examine challenges of digital diplomacy and ways to overcome them.
Course contents	<p>The main aim of the course is studying of public diplomacy in digital space as a direction of foreign policy. It is designed to give graduate students a holistic picture of digital diplomacy as well as develop an ability to compare different digital diplomacy practices.</p>
Learning outcomes	<p>On successful completion of the course, students are expected to:</p> <ul style="list-style-type: none"> - demonstrate a knowledge of comparative digital diplomacy analysis in terms of its origins, goals, concepts, and analytical tools; - demonstrate a knowledge of the external influences on and major trends affecting digital diplomacy of the selected countries (the United States, Germany, Russia, etc.); - Seek out key information on digital diplomacy in national settings. <p>Be able to:</p> <ul style="list-style-type: none"> - use Political Science methodology to analyze digital diplomacy, - to draft recommendations on digital diplomacy formulation; - evaluate outcomes of implementation of digital diplomacy programs.
Planned learning	<ul style="list-style-type: none"> • Lectures

activities and teaching methods (for ex., lectures with a variety of examples and practice)	<ul style="list-style-type: none"> • Problem-based learning • Flipped classroom
Assessment methods and criteria	<ul style="list-style-type: none"> • Attendance and Class Participation (at least 18 out of 60 maximum score) • Oral Presentation (at least 20 out of 60 maximum score) • Written exam (2500 Word Essay) (at least 22 out of 40 maximum score).
Course literature (recommended or required)	<ul style="list-style-type: none"> - Digital Diplomacy. Theory and Practice. Ed. by. C. Bjola and M. Holmes. Routledge, 2014. - The Digitalization of Public Diplomacy. Ed. by I. Manor. Palgrave Macmillan, 2019.

/