

## Descriptif d'enseignement / *Course descriptions*

3<sup>ème</sup> année internationale / International undergraduate program  
*Semestre1*

### Titre du cours - *Course title*

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#### **Eu public Diplomacy**

**Type de cours** : Séminaire d'ouverture

**Langue du cours/Language of instruction** : English

### Enseignant(s) – *Professor(s)*

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lecturer

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### Résumé du cours – Objectifs - *Course description – Targets*

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Even super-powers have to share the world stage with a growing cast of states and non-states actors, all with influence enhanced by new information and communication technologies.

The purpose of this course is first to develop attention to public diplomacy and, secondly, to think how Public diplomacy could be seen as various ways of increasing connections among people for two (or multiple) ways communications in order to shape perceptions and to change people's mind.

Seen from China, Australia or USA, Europe seems to be a unique political structure with an elaborated decision-making's chain. Yet, seen from the EU, the perception is quite different.

EU as a multi-level political object, with different scales of states (from Malta or Luxembourg to Germany), has a quite unique position to disseminate several stories involving joint goals for rallying the world to its norms and values. The EU public diplomacy should consequently be designed for its own area as for the external area. The course will raise questions regarding a common army (hard power), culture (soft power) or other components of the European way or leadership in the world

### Evaluation - *Assessment*

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Evaluation will be based on oral and written work such as two oral presentations – a 25mn and a very brief one around 7/10 mn (35% and 25%), participation (10%), final in-class exams (30%).

Weekly homework will average 2 hours (reading and op-eye report).

### Plan – Séances - *Course outline*

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## **Bibliographie** - *Bibliography* :

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CARPENTIER-TANGUY Xavier, Europe at the Forefront of french thinking? Intellectual, cultural and entrepreneurial Diplomacy. Working with Think Tanks on Smart Power.[http://www.etudeseuropeennes.eu/images/stories/Variations\\_europennes/Article\\_XCT\\_-\\_Smart\\_power\\_EN\\_REV\\_1.pdf](http://www.etudeseuropeennes.eu/images/stories/Variations_europennes/Article_XCT_-_Smart_power_EN_REV_1.pdf)

HELD David, McGREWS Anthony, the great Globalization Debate: an introduction (Cambridge: Polity Press, 2003), pp. 3-4

LAIDI Zaiki, Norms over Force: The Enigma of European Power, Palgrave MacMillan, 2008.

NYE Joseph, The future of Power (New York: Public Affairs, 2011), p;XIII

“The global race for Influence and Attraction: the Role of the State”, University of Cambridge/YouGovCambridge Programme, online commentary, September 25, 2013