

PUBLIC DIPLOMACY

1	Course Title:	PUBLIC DIPLOMACY
2	Course Code:	ULI5136
3	Type of Course:	Optional
4	Level of Course:	Second Cycle
5	Year of Study:	1
6	Semester:	2
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Doç. Dr. KADER ÖZLEM
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	Doç. Dr. Kader ÖZLEM Uludağ Üniversitesi İktisadi ve İdari Bilimler Fakültesi Uluslararası İlişkiler Bölümü Siyasi Tarih Anabilim Dalı 16059 Görükle-BURSA Tel: 0224 294 11 56 e-mail: kaderoziem@uludag.edu.tr
17	Website:	
18	Objective of the Course:	Public Diplomacy, also known as Diplomacy 2.0, emerged to support traditional diplomacy in interstate relations. In addition, Public Diplomacy, which manifests itself as a foreign policy technique, tries to ensure national interests by influencing the public opinion of the target countries. This course examines the transfer of knowledge in the theoretical framework of Public Diplomacy, as well as its applications in the context of country examples.
19	Contribution of the Course to Professional Development:	To provide basic information about public diplomacy to students and to contribute to the department courses they will take during their master education in this context. To be able to analytically determine the historical basis of current international developments by reading the sources in Turkish and foreign literature.
20	Learning Outcomes:	
	1	Have knowledge about the concepts of public diplomacy and soft power.
	2	Learns the tools and methods used by public diplomacy.
	3	Have knowledge about the institutions of different countries that carry out public diplomacy and their methods.
	4	Learns the application areas of public diplomacy.
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21	Course Content:	
	Course Content:	

Week	Theoretical	Practice
1	Presentation of course content and course materials	
2	Progress of Diplomacy	
3	The Emergence of Public Diplomacy	
4	Public Diplomacy in Conceptual and Theoretical Perspectives	
5	Soft Power and Public Diplomacy Relationship	
6	Public Diplomacy Tools and Techniques	
7	Public Diplomacy Application Areas	
8	Digital Diplomacy and Public Diplomacy Relationship	
9	Public Diplomacy of the USA	
10	Public Diplomacy of the EU	
11	Russia's Public Diplomacy	
12	China's Public Diplomacy	
13	Turkey's Public Diplomacy	
14	General evaluation	

22	Textbooks, References and/or Other Materials:	Barış Özdal, R. Kutay Karaca, Diploması Tarihi 1, 4. Baskı, Dora Yayınları, 2020. Barış Özdal, R. Kutay Karaca, Diploması Tarihi 2, 3. Baskı,
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Activities		Number	Duration (hour)	Total Work Load (hour)
Theoretical		20	2.00	28.00
Practicals/Labs		0	0.00	0.00
Self study and preparation		0	0.00	0.00
Homeworks		20	2.00	40.00
Projects		0	0.00	0.00
TERM LEARNING ACTIVITIES		NUMBER	WEIGHT	
Field Studies		0	0.00	0.00
Midterm Exams		0	0.00	0.00
Others		0	0.00	0.00
Home work project		0	0.00	0.00
Final Exams		1	20.00	20.00
Total Work Load				88.00
Total work load/ 30 hr		1	100.00	2.93
ECTS Credit of the Course				3.00
Success Grade				
Contribution of Final Exam to Success Grade		100.00		
Total		100.00		
Measurement and Evaluation Techniques Used in the Course		In the assessment and evaluation of the course, besides the final exam, self-evaluations during the semester are considered.		

24	ECTS / WORK LOAD TABLE
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ÖK2	0	0	0	4	5	1	0	0	0	0	0	0	0	0	0	0
ÖK3	0	0	0	0	0	0	2	3	4	0	0	0	0	0	0	0
ÖK4	0	0	0	0	0	0	0	0	0	5	1	2	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			