

DIGITAL DIPLOMACY

1	Course Title:	DIGITAL DIPLOMACY
2	Course Code:	ULU4119
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	4
6	Semester:	7
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	
12	Language:	English
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: kaderozlem@uludag.edu.tr
17	Website:	
18	Objective of the Course:	Digital technologies have revolutionised the world of diplomacy. Digital technologies can impact diplomacy practices and the way governments contact foreign audience and other countries. Even though the goals of diplomacy remain similar, new media platforms should make us reconsider the structure and processes of diplomacy. Today, it is easier to governments to reach wide international audience and adjust their messages to online communities and harness online audience for diplomatic efforts. In addition, countries can overcome the obstacles of classic diplomacy while using for instance virtual embassies. However, social media enhance the power of non-governmental players who can impact diplomatic efforts. Therefore, digital diplomacy presents many options for global engagement, but also new challenges. Thus, analyzing the impact of new media on diplomacy and international communication as well as the ability of these technologies to reinforce networks and contacts are a new front in the study of digital diplomacy and diplomacy studies in general. The course will present students will relevant theoretical and empirical aspects of digital diplomacy while discussing case studies from different countries. The course will also present current examples of diplomats harnessing digital media for diplomatic efforts. The students will analyze different digital platforms including cellular applications, social media, virtual reality and augmented reality glasses and more.
19	Contribution of the Course to Professional Development:	The students in the course can develop a mini-scale project with Ministries of Foreign Affairs around the world as well as High Tech companies and research institutes. The course will provide the students with tools for analyzing the impact of new media on diplomacy as well as applied tools required for putting together digital diplomacy campaigns.
20	Learning Outcomes:	
		1 Learning about different digital platforms

	2	Critically analyze the effect of new media on digital diplomacy		
	3	Getting tools to develop digital diplomacy campaigns		
	4	Know different digital platforms used for managing campaigns of digital diplomacy		
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21	Course Content:			
	Course Content:			
Week	Theoretical	Practice		
1	Presentation of course content and course materials			
2	Introduction of Digital Diplomacy			
3	Technology discourse and diplomacy			
4	Digital nativity and diplomacy			
Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical		14	3.00	42.00
7	The effect of social media on diplomacy			
Practicals/Labs		0	0.00	0.00
8	Diplomacy and computer games	14	2.00	28.00
Self study and preparation				
Homeworks		0	0.00	0.00
Projects		0	0.00	0.00
10	Diplomasinin geleceđi: Telenresence			
Field Studies		0	0.00	0.00
11	Self-diplomacy	1	40.00	40.00
Midterm Exams				
Others		0	0.00	0.00
13	Türkiye's Digital Diplomacy	1	40.00	40.00
Final Exam				
Total Work Load				150.00
Total work load/ 30 hr				5.00
22	Textbooks, References and/or Other	Andreas Sandro Digital Diplomacy: Conversations on		
ECTS Credit of the Course				5.00
		Publishers,2015. Corneliu Bjola, Marcus Holmes, Digital Diplomacy Theory and Practice, Routledge,2015. Manor, I. The Digitalization of Ambassadors. In The Digitalization of Public Diplomacy Cham, Switzerland: Palgrave Macmillan,2019. Gilboa, E. Digital Diplomacy. In C. M. Constantinou, P. Kerr, & P. Sharp (Eds.), The SAGE Handbook of Diplomacy London, UK: SAGE,2016.		
23	Assesment			
TERM LEARNING ACTIVITIES		NUMBE R	WEIGHT	
Midterm Exam		1	40.00	
Quiz		0	0.00	

Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade	40.00	
Contribution of Final Exam to Success Grade	60.00	
Total	100.00	
Measurement and Evaluation Techniques Used in the Course	Lecture, discussion, question-answer methods and techniques are applied in the teaching of the course.	

24 ECTS / WORK LOAD TABLE

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	1	2	3	0	0	0	0	0	0	0	0	0	0	0	0	0
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			