

Tamkang University Academic Year 106, 1st Semester Course Syllabus

Course Title	PUBLIC DIPLOMACY	Instructor	KAR YEN LEONG
Course Class	TQGX2A DEPARTMENT OF GLOBAL POLITICS AND ECONOMICS (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 2 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
<p>To be equipped with a basic knowledge of economics and political science, to develop confidence in communicating professionally and academically in English in matters related to the global political economy; to acquire the capability to conduct further research individually and collectively with others; and ultimately to prepare oneself to become professionals and leaders with a global perspective for the international arena.</p>			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
<ul style="list-style-type: none"> A. Provide essential analytical abilities in the area of politics and economics B. Provide knowledge and skills to understand the current global issues C. Develop a high level of proficiency in verbal and written English required in the course of study and for communication purposes D. Develop ability to pursue research independently as well as in teams E. Provide basic knowledge on Taiwan's political and economic development 			
Course Introduction	<p>Public diplomacy represents the softer side of governmental policies as nations seek to influence citizens of other countries. Public diplomacy often includes notions of 'soft power' where through culture and exchanges, nations are brought closer together. In an age more reliant on force and coercion, public diplomacy has become a core tool which can bring about greater understanding and peaceful cooperation. It is thus imperative that students of foreign policy and international relations gain an understanding of public diplomacy so to be able to use it as a tool for peace and prosperity.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

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|-------------------------|-------------------------------------|---------------------------|
| (i) Cognitive Domain | : C1-Remembering, C2-Understanding, | C3-Applying, |
| | C4-Analyzing, C5-Evaluating, | C6-Creating |
| (ii) Psychomotor Domain | : P1-Imitation, P2-Mechanism, | P3-Independent Operation, |
| | P4-Linked Operation, P5-Automation, | P6-Origination |
| (iii) Affective Domain | : A1-Receiving, A2-Responding, | A3-Valuing, |
| | A4-Organizing, A5-Characterizing, | A6-Implementing |

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	After taking this course students should have a better understanding of the concepts of public diplomacy and soft power. These two concepts are at the very core of international relations and foreign policy analysis. With a better understanding of these two terms students will be equipped to become more effective analysts and practitioners.	C4	AB

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	After taking this course students should have a better understanding of the concepts of public diplomacy and soft power. These two concepts are at the very core of international relations and foreign policy analysis. With a better understanding of these two terms students will be equipped to become more effective analysts and practitioners.	Lecture, Discussion, Appreciation, Simulation, Practicum, Visit, Problem solving	Practicum, Report, Participation

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◇ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◇ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◇ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◇ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	106/09/18~ 106/09/24	Introduction: What' s Public Diplomacy?	Theoretical Foundations
2	106/09/25~ 106/10/01	Soft Power/Hard Power	Theoretical Foundations
3	106/10/02~ 106/10/08	The History of Public Diplomacy/Getting People to do what you want without them knowing it	Theoretical Foundations
4	106/10/09~ 106/10/15	Public Diplomacy: The US	Case Study
5	106/10/16~ 106/10/22	Public Diplomacy: China	Case Study
6	106/10/23~ 106/10/29	Public Diplomacy: Taiwan	Case Study
7	106/10/30~ 106/11/05	Public Diplomacy: Japan	Case Study
8	106/11/06~ 106/11/12	Public Diplomacy: Smart Power in the Asian Region	Case Study
9	106/11/13~ 106/11/19	East Asian pop culture as public diplomacy: Comparing Taiwan with China	Case Study
10	106/11/20~ 106/11/26	Midterm Exam Week	
11	106/11/27~ 106/12/03	Public Diplomacy: South Korea	Case study
12	106/12/04~ 106/12/10	How is public diplomacy viewed?	Reflections

13	106/12/11 ~ 106/12/17	Evaluating Softpower	Reflections
14	106/12/18 ~ 106/12/24	Practicum: Designing Public Diplomacy Fieldtrip Week Taiwan Ministry of Foreign Affairs (外交部) Taipei	Practicum
15	106/12/25 ~ 106/12/31	The future of public diplomacy in the age of the internet	Reflections
16	107/01/01 ~ 107/01/07	Evaluating Public Diplomacy	Reflections
17	107/01/08 ~ 107/01/14	Wrap up	
18	107/01/15 ~ 107/01/21	Final Exam Week	
Requirement	Please be on time. Tardiness will not be tolerated. Please also ensure that the use of technology and the internet in classroom is limited to 'research' and not for maintaining social relations. Plagiarism will also incur a penalty and will not be tolerated.		
Teaching Facility	Computer, Projector		
Textbook(s)			
Reference(s)	Waller, J. Michael (2007) The Public Diplomacy Reader Washington DC: The Institute of World Politics Press Nye, Joseph S (2012) Soft Power: The Means to Success in World Politics New York: PublicAffairs Yashushi, Watanabe, and David L. McConnell eds. (2008) Soft power Super Powers New York: ME Sharpe Inc.		
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 40.0 %</p> <p>◆ Other (Presentation) : 30.0 %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		