

Tamkang University Academic Year 108, 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"> ◆ General Course ◆ Selective ◆ One Semester
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>			
Subject Departmental core competences			
<p>A. Provide essential analytical abilities in the area of politics and economics(ratio:50.00)</p> <p>B. Provide knowledge and skills to understand the current global issues(ratio:50.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:60.00)</p> <p>3. A vision for the future. (ratio:30.00)</p> <p>5. Independent thinking. (ratio:10.00)</p>			
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 correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
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 practioners.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	135	Lecture, Discussion, Practicum, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Introduction: What' s Public Diplomacy?	Theoretical Foundations
2	108/09/16 ~ 108/09/22	Soft Power/Hard Power	Theoretical Foundations
3	108/09/23 ~ 108/09/29	The History of Public Diplomacy/Getting People to do what you want without them knowing it	Theoretical Foundations
4	108/09/30 ~ 108/10/06	Public Diplomacy: The US	Case Study
5	108/10/07 ~ 108/10/13	Public Diplomacy: China	Case Study
6	108/10/14 ~ 108/10/20	Public Diplomacy: Taiwan	Case Study
7	108/10/21 ~ 108/10/27	Public Diplomacy and Culture	

8	108/10/28 ~ 108/11/03	Public Diplomacy and Democracy	
9	108/11/04 ~ 108/11/10	East Asian pop culture as public diplomacy: Comparing Taiwan with China	Case Study
10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	Public Diplomacy: South Korea Fieldtrip to Taiwan Ministry of Foreign Affairs 外交部`	Case study
12	108/11/25 ~ 108/12/01	How is public diplomacy viewed?	Reflections
13	108/12/02 ~ 108/12/08	Evaluating Softpower	Reflections
14	108/12/09 ~ 108/12/15	Practicum: Designing Pubic Diplomacy	Practicum
15	108/12/16 ~ 108/12/22	The future of public diplomacy in the age of the internet	Reflections
16	108/12/23 ~ 108/12/29	Evaluating Public Diplomacy	Reflections
17	108/12/30 ~ 109/01/05	Wrap up	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
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		
Textbooks and Teaching Materials			
References	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	◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 40.0 % ◆ Other <Presentation> : 30.0 %		
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		