

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	PUBLIC DIPLOMACY	Instructor	KAR YEN LEONG
Course Class	TRJXB1A DEPARTMENT OF GLOBAL POLITICS AND ECONOMICS (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG5 Gender equality SDG16 Peace, justice and strong institutions SDG17 Partnerships for the goals		
Departmental Aim of Education			
<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			
<ul style="list-style-type: none"> A. Provide essential analytical abilities in the area of politics and economics(ratio:50.00) B. Provide knowledge and skills to understand the current global issues(ratio:35.00) C. Develop a high level of proficiency in verbal and written English required in the course of study and for communication purposes(ratio:5.00) D. Develop ability to pursue research independently as well as in teams(ratio:5.00) E. Provide basic knowledge on Taiwan's political and economic development(ratio:5.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:30.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:5.00) 8. A sense of aesthetic appreciation. (ratio:5.00) 			

Course Introduction	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.
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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	ABCDE	12345678	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	112/02/13 ~ 112/02/19	Introduction: What' s Public Diplomacy?	Theoretical Foundations

2	112/02/20 ~ 112/02/26	Soft Power/Hard Power	Theoretical Foundations
3	112/02/27 ~ 112/03/05	The History of Public Diplomacy/Getting People to do what you want without them knowing it	Theoretical Foundations
4	112/03/06 ~ 112/03/12	Public Diplomacy: The US	Case Study
5	112/03/13 ~ 112/03/19	Public Diplomacy: Taiwan	Case Study
6	112/03/20 ~ 112/03/26	Public Diplomacy: South Korea	Case Study
7	112/03/27 ~ 112/04/02	Public Diplomacy and Culture	
8	112/04/03 ~ 112/04/09	Public Diplomacy and Democracy	
9	112/04/10 ~ 112/04/16	East Asian pop culture as public diplomacy: Comparing Taiwan with China	Case Study
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Public Diplomacy: China	Case study
12	112/05/01 ~ 112/05/07	How is public diplomacy viewed?	Reflections
13	112/05/08 ~ 112/05/14	Evaluating Softpower	Reflections
14	112/05/15 ~ 112/05/21	Practicum: Designing Pubic Diplomacy	Practicum
15	112/05/22 ~ 112/05/28	The future of public diplomacy in the age of the internet/ Field Trip to the Office of Overseas Compatriot Affairs Office	Reflections/Field Trip
16	112/05/29 ~ 112/06/04	Evaluating Public Diplomacy	Reflections
17	112/06/05 ~ 112/06/11	Wrap up	
18	112/06/12 ~ 112/06/18	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		
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	<ul style="list-style-type: none"> ◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 40.0 % ◆ Other (Presentation) : 30.0 %
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>