

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	PUBLIC DIPLOMACY	Instructor	CUEVAS TALENS ADRIAN
Course Class	TRJXB1A DEPARTMENT OF GLOBAL POLITICS AND ECONOMICS (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG16 Peace, justice and strong institutions SDG17 Partnerships for the goals		
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			
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.			
Subject Departmental core competences			
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			
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	To cultivate a foundational understanding of economics, political science, and international relations, to strengthen confidence in professional and academic communication in English with a focus on global political and diplomatic issues, to develop skills for independent and collaborative research, and ultimately to prepare participants to excel as informed professionals and leaders in the field of public diplomacy with a global perspective.	
<p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>		
No.	Teaching Objectives	objective methods
1	By the end of this course, students will understand public diplomacy, soft power, hard power, and international politics. As a cornerstone of 21st-century international relations, public diplomacy is vital for shaping foreign policy. This knowledge will prepare students to excel as analysts, policymakers, and practitioners.	Cognitive
2	By the end of this course, students will understand public diplomacy, soft power, hard power, and international politics. As a cornerstone of 21st-century international relations, public diplomacy is vital for shaping foreign policy. This knowledge will prepare students to excel as analysts, policymakers, and practitioners.	Cognitive
3	Upon completing this course, students will gain a deeper understanding of the principles of public diplomacy and soft power, which are fundamental to the field of international relations and the analysis of foreign policy. With a solid grasp of these concepts, students will be better prepared to become more proficient analysts and practitioners in the 21st century global political landscape.	Cognitive

4	Upon completing this course, students will gain a deeper understanding of the principles of public diplomacy and soft power, which are fundamental to the field of international relations and the analysis of foreign policy. With a solid grasp of these concepts, students will be better prepared to become more proficient analysts and practitioners in the 21st century global political landscape.	Cognitive
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The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
2	ABCDE	12347	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
3	ACE	12345	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
4	ABCDE	12345678	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	114/02/17 ~ 114/02/23	Introduction: Class Methodology and Public Diplomacy Concept	
2	114/02/24 ~ 114/03/02	Theoretical Foundations: Soft Power/Hard Power	
3	114/03/03 ~ 114/03/09	Basis of Public Diplomacy	
4	114/03/10 ~ 114/03/16	History of Public Diplomacy	
5	114/03/17 ~ 114/03/23	Case Study: U.S.A. Public Diplomacy	

6	114/03/24 ~ 114/03/30	Case Study: European Union Public Diplomacy	
7	114/03/31 ~ 114/04/06	Case Study: Russian Public Diplomacy	
8	114/04/07 ~ 114/04/13	Case Study: Taiwan Public Diplomacy	
9	114/04/14 ~ 114/04/20	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
10	114/04/21 ~ 114/04/27	Case Study: Japanese and Korean Public Diplomacy	
11	114/04/28 ~ 114/05/04	Public Diplomacy and Music	
12	114/05/05 ~ 114/05/11	Public Diplomacy and Culture	
13	114/05/12 ~ 114/05/18	Public Diplomacy for the XXI century	
14	114/05/19 ~ 114/05/25	Public Diplomacy: Space for Superpowers competition	
15	114/05/26 ~ 114/06/01	Political Designing and Assessing of Public Diplomacy	
16	114/06/02 ~ 114/06/08	Final Remarks	
17	114/06/09 ~ 114/06/15	Final Exam/Final Assessment Week (teachers can adjust the week as needed)	
18	114/06/16 ~ 114/06/22	Flexible Teaching Week: Generally, no in-person classes; teachers may arrange teaching activities or final assessments, among other options.	
Key capabilities		self-directed learning Social Participation Interdisciplinary	
Interdisciplinary		In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching	
Distinctive teaching		Project implementation course	
Course Content		Logical Thinking AI application	
Requirement			

Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts
References	Justin Hart, Empire of Ideas: The Origins of Public Diplomacy and the Transformation of US Foreign Policy. New York: Oxford University Press, 2013. Philip M. Taylor, "Public Diplomacy and Strategic Communications", in Nancy Snow and Philip M. Taylor (eds.), Routledge Handbook of Public Diplomacy. Routledge, 2009. Nancy Snow, "Rethinking Public Diplomacy", in Nancy Snow and Philip M. Taylor (eds.), Routledge Handbook of Public Diplomacy, Routledge, 2009.
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other 〈Class performance〉 : 20.0 %</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>