

**The Ohio State University**  
**Colleges of the Arts and Sciences New Course Request**

International Studies

Academic Unit

International Studies

Book 3 Listing (e.g., Portuguese)

550 Cultural Diplomacy

| Number | Title              | UG | Level | Credit Hours |
|--------|--------------------|----|-------|--------------|
|        | Cultural Diplomacy |    | UG    | 5            |

18-Character Title Abbreviation \_\_\_\_\_

Summer \_\_\_\_\_ Autumn \_\_\_\_\_ Winter \_\_\_\_\_ Spring **X** Year 2007  
 Proposed effective date, choose one quarter and put an "X" after it; and fill in the year. See the OAA curriculum manual for deadlines.

**A. Course Offerings Bulletin Information**

Follow the instructions in the OAA curriculum manual. If this is a course with decimal subdivisions, then use one New Course Request form for the generic information that will apply to all subdivisions; and use separate forms for each new decimal subdivision, including on each form the information that is unique to that subdivision. If the course offered is less than a quarter or a term, please complete the Flexibly Scheduled/Off Campus/Workshop Request form.

Description (*not to exceed 25 words*):

*Cultural Diplomacy* is the exchange of information, ideas, and values among nations and peoples. Public and private mechanisms for these exchanges are explored.

Quarter offered: AU,WI,SP Distribution of class time/contact hours: 2 1.5 hr. class

Quarter and contact/class time hours information should be omitted from Book 3 publication (yes or no):

Prerequisite(s): Sophomore or higher, or permission of instructor

Exclusion or limiting clause: NA

Repeatable to a maximum of NA credit hours.

Cross-listed with: NA

Grade Option (Please check): Letter  S/U  Progress  What course is last in the series? \_\_\_\_\_

Honors Statement: Yes  No  GEC: Yes  No  Admission Condition  
 Off-Campus: Yes  No  EM: Yes  No  Course: Yes  No

Other General Course Information: NA

(e.g. "Taught in English." "Credit does not count toward BSBA degree.")

**B. General Information**

Subject Code 450901 Subsidy Level (V, G, T, B, M, D, or

P) \_\_\_\_\_ P \_\_\_\_\_

If you have questions, please email Jed Dickhaut at [dickhaut.1@osu.edu](mailto:dickhaut.1@osu.edu).

1. Provide the rationale for proposing this course:  
 See attached rationale.

2. Please list Majors/Minors affected by the creation of this new course. Attach revisions of all affected programs.  
 This course is (check one):  Required on major(s)/minor(s) A choice on major(s)/minors(s)  
 An elective within major(s)/minor(s)  A general elective:

3. Indicate the nature of the program adjustments, new funding, and/or withdrawals that make possible the implementation of this new course.

Already offered under IS 501 Selected Topics.

4. Is the approval of this request contingent upon the approval of other course requests or curricular requests?

Yes  No  List:

5. If this course is part of a sequence, list the number of the other course(s) in the sequence: \_\_\_\_\_

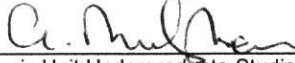
6. Expected section size: 25 Proposed number of sections per year: 2

7. Do you want prerequisites enforced electronically (see OAA manual for what can be enforced)? Yes  No

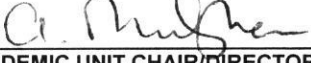
8. This course has been discussed with and has the concurrence of the following academic units needing this course or with academic units having directly related interests (*List units and attach letters and/or forms*):  
Not Applicable

9. Attach a course syllabus that includes a topical outline of the course, student learning outcomes and/or course objectives, off-campus field experience, methods of evaluation, and other items as stated in the OAA curriculum manual and e-mail to [asccurrofc@osu.edu](mailto:asccurrofc@osu.edu).

**Approval Process** The signatures on the lines in ALL CAPS ( e.g. ACADEMIC UNIT) are required.

1.  Anthony Mughan 11/9/06  
Academic Unit Undergraduate Studies Committee Chair Printed Name Date

2. \_\_\_\_\_ Printed Name Date

3.  Anthony Mughan 11/9/06  
ACADEMIC UNIT CHAIR/DIRECTOR Printed Name Date

4. After the Academic Unit Chair/Director signs the request, forward the form to the ASC Curriculum Office, 105 Brown Hall, 190 West 17<sup>th</sup> Ave. or fax it to 688-5678. Attach the syllabus and any supporting documentation in an e-mail to [asccurrofc@osu.edu](mailto:asccurrofc@osu.edu). The ASC Curriculum Office will forward the request to the appropriate committee.

5. \_\_\_\_\_ Printed Name Date

6. \_\_\_\_\_ Printed Name Date

7. \_\_\_\_\_ Printed Name Date

8. \_\_\_\_\_ Printed Name Date

9. \_\_\_\_\_ Printed Name Date

10. \_\_\_\_\_ Printed Name Date

## New Course Proposal

### **CULTURAL DIPLOMACY**

International Studies 550

The terms *cultural diplomacy* or “soft power” are used to describe the exchange of information, ideas, art, values and beliefs among nations and their peoples. While “hard power” focuses on political diplomacy, foreign trade, military might and propaganda, *cultural diplomacy* deals primarily with non-government organizations and individuals. *Cultural diplomacy* promotes the appreciation of different national and regional cultural traditions, reduces the tensions of cultural fragmentation and globalization, safeguards peace, defends human rights, balances economic interests and protects sustainable resources.

This course starts by examining different definitions of cultural and public diplomacy employed by U.S. agencies and international organizations like the Department of State, the European Union, the British Council, and the Goethe Institute. Students will then study several scholarly publications dealing with the historical development of *cultural diplomacy*, with the current debates about “soft power, and with issues of cultural internationalisms. Several units will be devoted to specific case studies, including initiatives like Business for Diplomatic Action, the EU as model for a new cultural diplomacy, the recent rise of Anti-Americanism, the image of the U.S. in contested regions of the world like the Middle East, and current activities of the Office of the Undersecretary of State for Public Diplomacy and Public Affairs. During the course of the term, participants have an opportunity to meet at least two guest speakers – including a Diplomat in Residence through the U.S. Department of State, a lecturer from an international organization like the Goethe Institut, the Maison Française, or the Instituto Cervantes or a scholar.

International Studies 550  
SPRING 2007

**CULTURAL DIPLOMACY**  
Alexander Stephan

Time: M, W 9:30-11:18 AM  
Credits: 5

**Syllabus**

**Course Description**

The terms *cultural diplomacy* or “soft power” are used to describe the exchange of information, ideas, art, values and beliefs among nations and their peoples. While “hard power” focuses on political diplomacy, foreign trade, military might and propaganda, *cultural diplomacy* deals primarily with non-government organizations and individuals. *Cultural diplomacy* promotes the appreciation of different national and regional cultural traditions, reduces the tensions of cultural fragmentation and globalization, safeguards peace, defends human rights, balances economic interests and protects sustainable resources.

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**Required reading (books/film):**

Frank Ninkovich, *The Diplomacy of Ideas: U.S. Foreign Policy and Cultural Relations, 1938-1950*. Chicago: Imprint Publications 1995.

Joseph S. Nye, Jr., *Soft Power: The Means to Success in World Politics*. New York: Public Affairs 2004.

Akira Iriye, *Cultural Internationalism and World Order*. Baltimore: Johns Hopkins University Press 1997.

Jan Melissen, *Wielding Soft Power: The New Public Diplomacy*, Clingendael: Netherlands Institute of International Relations, 2005.

*L'Auberge Espagnole* (film, 2003)

**Written homework:**

John H. Brown, "Public Diplomacy Press Review," five 2-page written analyses of news reports; typed, double-spaced, 1 inch margins]

**Oral Report:**

one 5 minute oral report or role playing exercise

**Grading:**

20% Midterm

30% Final

30% five 2-page written analyses of news reports (total 10 pages)

20% oral report/role playing, discussion, attendance

| A   | A-    | B+    | B     | B-    | C+    | C     | C-    | D+    | D     | E   |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|
| 93+ | 92-90 | 89-88 | 87-83 | 82-80 | 79-78 | 77-73 | 72-70 | 69-68 | 67-60 | 59- |

*Office hours:* to be announced

**Academic Integrity.** As defined by University Rule 3335-31-02, plagiarism is the representation of another's works or ideas as one's own; it includes the unacknowledged word for word use and/or paraphrasing of another person's work, and/or the inappropriate unacknowledged use of another person's ideas. Plagiarism is one of the most serious offenses that can be committed in an academic community; as such, it is the obligation of this department and its instructors to report all cases of suspected plagiarism to the Committee on Academic Misconduct. After the report is filed, a hearing takes place and if the student is found guilty, the possible punishment ranges from failing the class to suspension or expulsion from the university. Although the existence of the internet makes it relatively easy to plagiarize, it also makes it even easier for instructors to find evidence of plagiarism. It is obvious to most teachers when a student turns in work that is not his or her own and plagiarism search engines make documenting the offense very simple.

- Always cite your sources (your TA and/or professor can help with this).
- Always ask questions before you turn in an assignment if you are uncertain about what constitutes plagiarism.
- Always see your TA or professor if you are having difficulty with an assignment.

To preserve the integrity of OSU as an institution of higher learning, to maintain your own integrity, and to avoid jeopardizing your future, DO NOT PLAGIARIZE!

**Students With Disabilities.** Students who wish to have an accommodation for disability are responsible for contacting the professor as soon as possible. The Office for Disability Services (150 Pomerene Hall; 292-3307; 292-0901 TDD) verifies the need for accommodations and assists in the development of accommodation strategies.

**Week 1 (September 20-22)**

W 20 Introduction (introduction, syllabus, goals of course, materials)

- John H. Brown, "Public Diplomacy Press Review," [johnhbrown30@hotmail.com](mailto:johnhbrown30@hotmail.com) (subscribe for this daily newsletter during the duration of this course)

F 22 Discussion sections

**Week 2 (September 25-29)**

M 25 Government agencies, research and resource centers

- U. S. Department of State (search for "cultural diplomacy"), <http://www.state.gov>
- Council on Foreign Relations, <http://cfr.org>
- Business for Diplomatic Action, <http://www.businessfordiplomaticaction.org/index.php>
- Public Diplomacy, United States Information Agency Alumni Association, <http://www.publicdiplomacy.org>
- Center on Public Diplomacy, University of Southern California, <http://www.uscpublicdiplomacy.com/>
- The Public Diplomacy Institute, George Washington University, <http://pdi.gwu.edu>
- Institute for the Study of Diplomacy, Georgetown University, <http://isd.georgetown.edu>
- European Union Culture Portal, [http://europa.eu.int/comm/culture/portal/index\\_en.htm](http://europa.eu.int/comm/culture/portal/index_en.htm)
- European Cultural Foundation, <http://www.eurocult.org>
- Counter Point/British Council, <http://www.counterpoint-online.org/splash.html>
- Goethe Institute, <http://www.goethe.de/enindex.htm>

W 27 Cultural Diplomacy, Public Diplomacy, Propaganda: Terms, Concepts, Definitions, Historical Survey

- "What is Public Diplomacy?" (Public Diplomacy Web Site, USIA Alumni Association), <http://www.publicdiplomacy.org/1.htm>
- "What is Public Diplomacy?" (Center on Public Diplomacy, University of Southern California), [http://uscpublicdiplomacy.com/index.php/about/whatis\\_pd](http://uscpublicdiplomacy.com/index.php/about/whatis_pd)

- “Cultural Diplomacy; The Linchpin of Public Diplomacy,” Report of the Advisory Committee on Cultural Diplomacy, U.S. Department of State, September 2005, <http://www.state.gov/documents/organization/54374.pdf>
- Richard T. Arndt, “Cultural Diplomacy from the Bronze Age to World War I.” In R. T. A., *The First Resort of Kings: American Cultural Diplomacy in the Twentieth Century*. Washington, D.C.: Potomac Books, 2005, pp. 1-23.

[John H. Brown, “Public Diplomacy Press Review,” 1<sup>st</sup> written analysis of news report, due today, 2 pages]

F 29 Discussion sections

**Week 3 (October 2-6)**

M 2 U. S. Cultural Diplomacy during the Cold War: Part I

- Frank Ninkovich, *The Diplomacy of Ideas: U.S. Foreign Policy and Cultural Relations, 1938-1950*. Chicago: Imprint Publications 1995, pp. 1-86.

W 4 U. S. Cultural Diplomacy during the Cold War: Part II

- Ninkovich, *The Diplomacy of Ideas*, pp. 87-183.

F 6 Discussion sections

**Week 4 (October 9-13)**

M 9 Soft Power I

- Joseph S. Nye, Jr., *Soft Power: The Means to Success in World Politics*. New York: Public Affairs 2004, pp. 1-72.

W 12 Soft Power II

- Nye, *Soft Power*, pp. 73-147.

[John H. Brown, “Public Diplomacy Press Review,” 2nd written analysis of news report, due today, 2 pages]

F 13 Discussion sections

**Week 5 (October 16-20)**

M 16 Culture, Diplomacy, and Internationalism

- Akira Iriye, *Cultural Internationalism and World Order*. Baltimore: Johns Hopkins Press 1997, pp. 1-90.

W 18 Cultural Diplomacy and Globalism  
Review for Midterm

- Iriye, *Cultural Internationalism and World Order*, pp. 91-185.

F 20 Discussion sections (review for Midterm)

**Week 6 (October 23-27)****M 23 MIDTERM**

## W 25 Brand America: Business for Diplomatic Action

- Keith Reinhardt, "Hearing on the 9/11 Commission Recommendations on Public Diplomacy: Defending Ideals and Defining the Message" (Testimony Before the House Subcommittee on National Security, Emerging Threats, and International Relations), [http://www.businessfordiplomaticaction.org/take/written\\_testimony.pdf](http://www.businessfordiplomaticaction.org/take/written_testimony.pdf)
- Simon Anholt and Jeremy Hildreth, *Brand America: The Mother of all Brands*. London: Cyan Books 2004, pp. 6-25, 156-177.

[John H. Brown, "Public Diplomacy Press Review," 3<sup>rd</sup> written analysis of news report, due today, 2 pages]

## F 27 Discussion sections

**Week 7 (October 30 – November 3)**

## M 30 Guest lecture: Diplomat in Residence (Department of State)

## W 1 Europe as Model?

- Pascal Fontaine, *Europe in 12 Lessons* (2003) [http://europa.eu.int/comm/publications/booklets/eu\\_glance/22/en.pdf](http://europa.eu.int/comm/publications/booklets/eu_glance/22/en.pdf)
- Martin Rose and Nick Wadham-Smith, "Mutuality, Trust and Cultural Relations," British Council/Counter Point 2004, <https://secure.counterpoint-online.org/cgi-bin/search.cgi?qt=mutuality>

## F 3 Discussion sections

**Week 8 (November 6-10)**

## M 6 Student Diplomats #1

- **L'Auberge Espagnole** (film, 2003)  
[or lecture by visiting scholar/practitioner, if funding is available]

## W 8 Student Diplomats #2

- **L'Auberge Espagnole**, continued  
[or discussion of lecture by visiting scholar]
- Jan Melissen, *Wielding Soft Power: The New Public Diplomacy*, Clingendael: Netherlands Institute of International Relations, 2005.

[John H. Brown, "Public Diplomacy Press Review," 4<sup>th</sup> written analysis of news report, due today, 2 pages]

## F 10 Diskussion sections

**Week 9 (November 13-17)**



## M 13 Is There a Common European Culture??

- “Europe as a Cultural Project. Final Report of the Reflection Group of the European Cultural Foundation” (2005), pp. 1-45, <http://www.eurocult.org/pdfdb/publications/reflectgroupdec04.pdf>
- Jürgen Habermas/Jacques Derrida, “February 15, or What Binds Europeans Together: A Plea for a Common Foreign Policy, Beginning in the Core of Europe” (2003) (hand-out)
- “Statement of Principles” (Goethe-Institut), <http://www.goethe.de/uun/auz/gru/enindex.htm>

## W 15 The Ugly American? Antiamericanism and Cultural Diplomacy # 1

- Tony Judt, “A New Master Narrative? Reflections on Contemporary Anti-Americanism,” in T. J., *With US or Against US: Studies in Global Anti-Americanism*. New York: Palgrave Macmillan 2005, pp. 11-33.
- Marianne Debouzy. “Does Mickey Mouse Threaten French Culture? The French Debate over Eurodisneyland” (2003) [hand-out].

## F 17 Diskussion sections

**Week 10 (November 20-22, Thanksgiving)**

## M 20 Antiamericanism and Cultural Diplomacy # 2

- Karen Hughes, Undersecretary of State for Public Diplomacy and Public Affairs, “Public Diplomacy Testimony.” Committee on International Relations, U. S. House of Representatives, [http://www.house.gov/international\\_relations/109/hug111005.pdf](http://www.house.gov/international_relations/109/hug111005.pdf)
- *Arts & Minds: Cultural Diplomacy Amid Global Tensions*, S. 1-5, 8-22, 35-44, <http://www.culturalpolicy.org/pdf/ArtsMinds.pdf>

## W 22 Hard vs. Soft Power

- “National Security Strategy of the United States of America.” September 2002, Preamble, sections VI, VIII, IX, <http://www.whitehouse.gov/nsc/nss.pdf>.
- “writers on america,” Introduction, Abinader, Alvarez, Butler, Pinsky, <http://usinfo.state.gov/products/pubs/writers>

## F 24 (Thanksgiving)

**Week 11 (November 27 – December 1)**

## M 27 U.S. Public Diplomacy and the Middle East

- Edward P. Djerejian, “Changing Minds, Winning Peace,” <http://www.state.gov/documents/organization/24882.pdf>
- John Brown, “Changing Minds, Winning Peace: Reconsidering the Djerejian Report,” <http://ics.leeds.ac.uk/papers/vp01.cfm?outfit=pmt&requesttimeout=500&folder=7&paper=1719>

[John H. Brown, "Public Diplomacy Press Review," 5<sup>th</sup> written analysis of news report, due today, 2 pages]

W 29 Summary, final discussion, review

F 1 Discussion sections (review, preparation for final examination)

Final: to be announced

**Alexander Stephan** is Professor of German, Ohio Eminent Scholar and Senior Fellow of the OSU Mershon Center for the Study of International Security. He is currently editing several books dealing with American culture and anti-Americanism in Germany, Europe and other regions of the world. For additional information on these book projects, related conferences, Stephan's CV, and a list of publications, consult his web site at <http://people.cohums.ohio-state.edu/stephan30>.

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