

**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

Cultural Diplomacy

UG

5

18-Character Title Abbreviation

Level

Credit Hours

Summer

Autumn X

Winter

Spring

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 2-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.

	Anthony Mughan		
1. Academic Unit Undergraduate Studies Committee Chair	Printed Name		Date
2. Academic Unit Graduate Studies Committee Chair	Printed Name		Date
	Anthony Mughan		
3. <b>ACADEMIC UNIT CHAIR/DIRECTOR</b>	<b>Printed Name</b>		<b>Date</b>
4. <b>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 <a href="mailto:asccurrofc@osu.edu">asccurrofc@osu.edu</a>. The ASC Curriculum Office will forward the request to the appropriate committee.</b>			
5. <b>COLLEGE CURRICULUM COMMITTEE</b>	<b>Printed Name</b>		<b>Date</b>
6. <b>ARTS AND SCIENCES EXECUTIVE DEAN</b>	<b>Printed Name</b>		<b>Date</b>
7. Graduate School (if appropriate)	Printed Name		Date
8. University Honors Center (if appropriate)	Printed Name		Date
9. Office of International Education (if appropriate)	Printed Name		Date
10. <b>ACADEMIC AFFAIRS</b>	<b>Printed Name</b>		<b>Date</b>

## 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.

**CULTURAL DIPLOMACY**  
Alexander Stephan

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

## 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.

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.

### 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

### Week 1 (September 19-21)

- W 19 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)

### Week 2 (September 24-28)

- M 24 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 26 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]

### Week 3 (October 1-5)

- M 1 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 3 U. S. Cultural Diplomacy during the Cold War: Part II
- Ninkovich, *The Diplomacy of Ideas*, pp. 87-183.

### Week 4 (October 8-12)

- M 8 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 10 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]

### Week 5 (October 15-19)

- M 15 Culture, Diplomacy, and Internationalism

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

W 17 Cultural Diplomacy and Globalism  
Review for Midterm

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

### Week 6 (October 22-26)

#### M 22 MIDTERM EXAMINATION

W 24 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]

### Week 7 (October 29 – November 2)

M 29 Guest lecture: Diplomat in Residence (Department of State)

W 31 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>

### Week 8 (November 5-9)

M 5 Student Diplomats #1

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

W 7 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.

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>

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

### Week 9 (November 12-16)

M 12 VETERAN'S DAY, No Class

W 14 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].

### **Week 10 (November 19-23, Thanksgiving)**

M 19 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://wwwc.house.gov/international\\_relations/109/hug111005.pdf](http://wwwc.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 21 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>

### **Week 11 (November 26-30)**

M 26 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 28 Summary, final discussion, review for final examination.

### **FINAL EXAMINATION: To Be Announced**

#### **Academic Misconduct**

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct ([http://studentaffairs.osu.edu/info\\_for\\_students/csc.asp](http://studentaffairs.osu.edu/info_for_students/csc.asp)).

#### **Disability Services**

**Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.**

**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>.

Department of Germanic  
Languages and Literatures  
498 Hagerty Hall  
1775 College Road  
Ohio State University  
Columbus, OH 43210-1340  
Tel. 614-292-6985  
Fax 614-292-8510  
e-mail: [stephan.30@osu.edu](mailto:stephan.30@osu.edu)

Senior Fellow  
Mershon Center for the Study  
of International Security and Public Policy  
1501 Neil Avenue  
Columbus, OH 43201-2602  
Tel. 614-247-6068  
Fax 614-292-2407