

RESEARCH SUMMARY
ON
PUBLIC AND CULTURAL DIPLOMACY EDUCATION
TODAY'S GLOBAL LANDSCAPE

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OBJECTIVE

The purpose of this briefing paper is to outline the findings of a joint research project between Professor Carla Dirlikov Canales of the Fletcher School of Law and Diplomacy at Tufts University and Professor Federica Olivares, Director and Founder of the Master's Program in Cultural Diplomacy at Università Cattolica del Sacro Cuore, that explored the status quo of public and cultural diplomacy education today. The chief objectives of the research were to:

1. Compile a list of courses of all formats that deal with public and/or cultural diplomacy
2. Map the location of cultural and public diplomacy programs
3. Investigate how the disciplines of cultural and public diplomacy are linked to and overlap with other academic fields
4. Identify top scholars on cultural diplomacy
5. Catalog influential literature in the field of cultural diplomacy
6. Analyze the syllabi of the compiled courses to detect dominant themes in their content and discover which countries' approaches to these subject matters are studied in academia

METHODOLOGY

The research was conducted by Sophie Orosz, Advanced Research Associate at the Cultural Diplomacy Initiative at the Fletcher School of Law and Diplomacy at Tufts University, under the guidance of Professor Canales and Professor Olivares. Data was gathered via desk research in English and Hungarian using keywords during the summer of 2022.

DISCLAIMER

As the web search was conducted in English and Hungarian, there remain countries where cultural and public diplomacy education could have been better explored through research in local languages as information related to these subjects is often unavailable in English. It is important to note that the countries to which this situation applies include, among others: China, Russia, India, Japan, and South Korea - states whose cultural and public diplomacy efforts are otherwise extensively discussed.

FINDINGS 1.0

To understand the context in which cultural and/or public diplomacy is talked about in academia, identify cognate subject fields and their interrelated aspects, and map the location of relevant programs, three lists were drawn up:

1. Cultural Diplomacy Courses

This list consists of 41 offerings: 30 typically semester-long university courses that either address cultural diplomacy comprehensively, emphasize one of its dimensions, or locate it in the broader framework of diplomacy; five eight-week-long virtual programs; five two-week-long professional development programs; and one six-week-long online course.

2. Public Diplomacy Courses

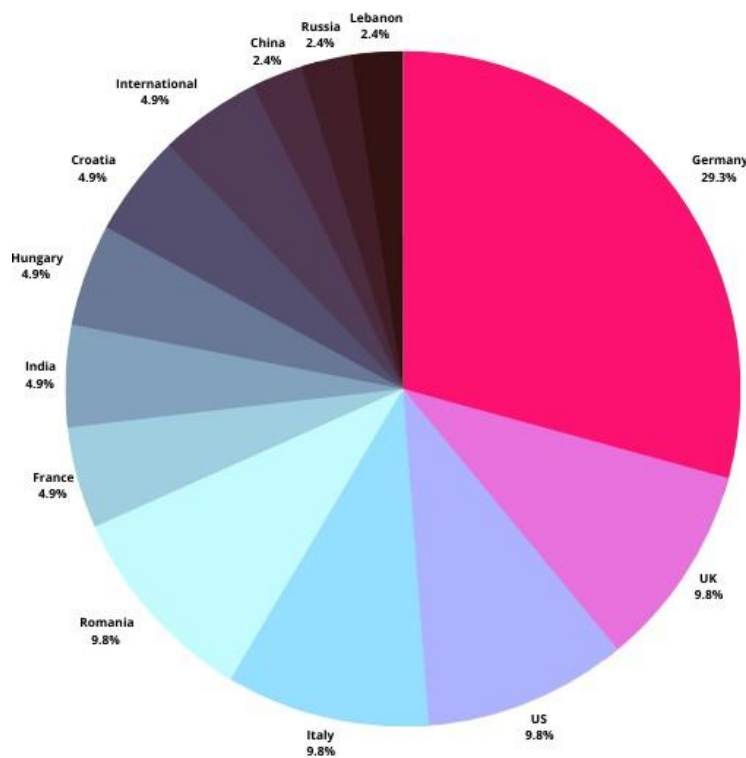
This category contains 42 offerings: 40 mostly semester-long university courses that either discuss public diplomacy in a more general sense, take a deep dive into one of its aspects, or place it in the broader perspective of diplomacy, and two six-week-long e-learning programs.

3. Master's Degree Programs

This inventory lists 18 master's degree programs that either deal with cultural and/or public diplomacy specifically or blend these subject areas with other academic disciplines.

1.1 Cultural Diplomacy Courses:

- The academic programs¹ that feature courses from this list are, in numerous cases, of International Relations, less frequently of International Studies, and sporadically of International Affairs or Politics/Political Science. It should be mentioned, however, that these courses are included in programs from a wide range of other disciplines, from Italian Studies to Theater and Performance Studies.
- Roughly two-thirds of the academic programs that cover cultural diplomacy lead to a master's degree.
- The academic programs that offer courses from this list are often part of one (or multiple) of the following organizational units²: Arts, Culture(s), International Affairs, Political Science, and less commonly: Communication Studies, Social Sciences, and International Studies. It should be pointed out, however, that many of these programs are interdisciplinary - hence, they also belong to a broad spectrum of other academic units not listed here.
- In most courses, the language of instruction is English.
- The chart below shows the location of the universities and institutes offering cultural diplomacy courses.³



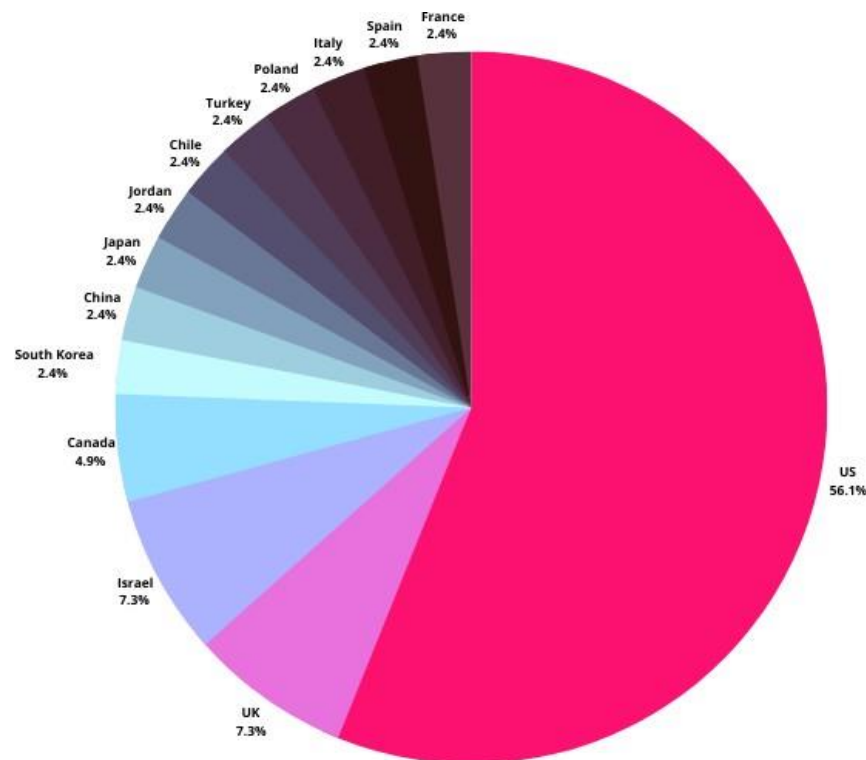
¹ The academic programs include both graduate and undergraduate programs.

² These organizational units are faculties, schools, and departments.

³ Percentages are calculated in the following way: every course from the list is worth the value of one unit, which is assigned to the corresponding country where the university/institute that offers the course is based (even if the course is held online). In the cases of courses that are organized through a collaborative partnership between two institutions (in different countries): the value of a half unit is assigned to both countries where the institutions are based. As the United Nations Institute for Training and Research (UNITAR) is the training arm of the United Nations, with offices spanning across the globe, and the Institute for the Study of Global Antisemitism and Policy (ISGAP) is a global research center, they are classified as "International" in the chart. One unit represents 2.44%.

1.2 Public Diplomacy Courses:

- The academic programs⁴ that feature courses from this category are, in several instances, of Communication Studies and occasionally of Political Science or International Relations. Besides these cases, the courses are also taught in programs from a great variety of other disciplines, ranging from German and European Studies to Diplomatic Studies.
- Roughly two-thirds of the academic programs that deal with public diplomacy lead to a master's degree.
- The academic programs that include courses from this category are often part of one (or more) of the following organizational units⁵: Social Sciences, Arts & Sciences, and Communication Studies. It must be emphasized, however, that the majority of these programs are crossing disciplinary borders in their design - hence, they also belong to a wide range of other academic units not listed here.
- In most courses, the language of instruction is English.
- The chart below displays the location of the universities and organizations offering public diplomacy courses.⁶



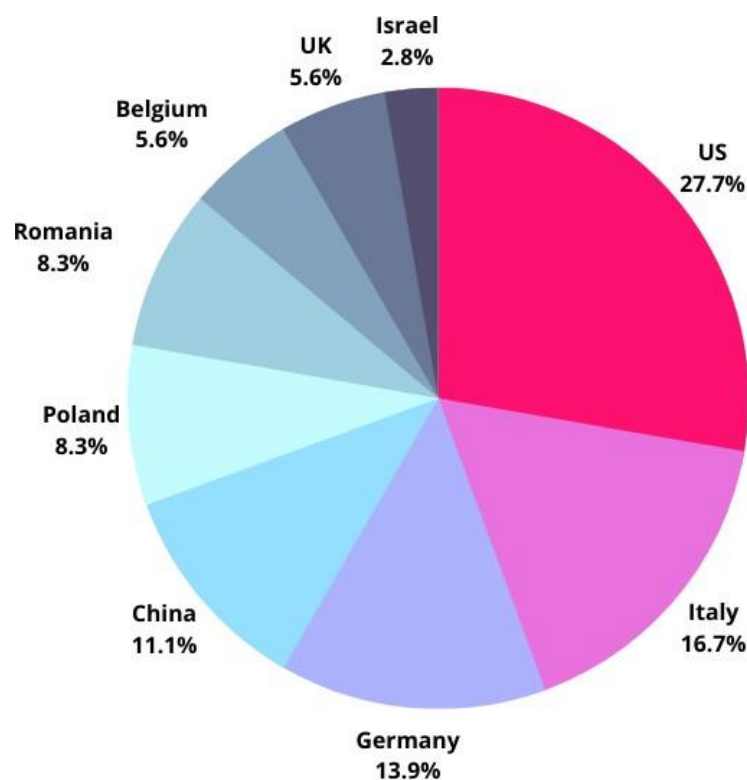
⁴ The academic programs include both graduate and undergraduate programs.

⁵ These organizational units are faculties, schools, and departments.

⁶ Percentages are calculated in the following way: every course from the list is worth the value of one unit, which is assigned to the corresponding country where the university/organization that offers the course is based (even if the course is held online). In the cases of courses that are organized through a collaborative partnership between two institutions (in different countries): the value of a half unit is assigned to both countries where the institutions are based. One unit represents 2.38%

1.3 Master's Degree Programs:

- Approximately one-third of the programs deal with cultural and/or public diplomacy exclusively without drawing much of their content from relevant but distinct fields. The other two-thirds of the programs connect these subject areas with other disciplines: blending them with International Relations or Communication Studies (including its global, intercultural, and international dimensions) or, in specific cases, with Globalization Studies, Cultural Policy and Relations, Diplomacy and Global Governance, and International Economics and Business Studies.
- The programs in the list are usually part of one (or more) of the following organizational units:⁷ Communication, Political Sciences, Social Sciences, Public Affairs, International Relations, and Media. Nevertheless, as most of them are interdisciplinary in nature, they belong to a diverse range of other academic units not listed here.
- Out of 18 master's programs, only two offer double degrees: the Public and Cultural Diplomacy program offered by the University of Siena in partnership with Hebron University and the International Relations and Public Diplomacy program administered by the University of Siena in collaboration with the Jagiellonian University.
- Except for the Beijing Foreign Studies University's Master's Program in Public Diplomacy Management⁸, all master's programs are taught in English.
- The chart below illustrates the location of the master's degree programs.⁹



⁷ These organizational units are faculties, schools, and departments.

⁸ I haven't found sufficient information on the BFSU's Master's Program in Public Diplomacy Management to determine the language of instruction.

⁹ Percentages are calculated in the following way: every program is worth the value of one unit, which is assigned to the corresponding country where the program is based. When a program is organized through a collaborative partnership between two institutions in different countries, the value of a half unit is assigned to both countries where the institutions are based. One unit represents 5.6%

FINDINGS 2.0

In order to identify top scholars and influential literature in the field of cultural diplomacy, the bibliographies of over 40 offerings were analyzed. These bibliographies are made up of typically semester-long university courses that are either exclusively about cultural diplomacy or place the subject matter in the broader context of public diplomacy or diplomacy. The evaluation produced the following results:

2.1 Top Scholars:

1. **Joseph S. Nye Jr.**, University Distinguished Service Professor, Emeritus and former Dean of the Harvard's Kennedy School of Government
2. **Nicholas J. Cull**, Professor of Public Diplomacy and Founding Director of the Master's Program in Public Diplomacy at the University of Southern California
3. **Ambassador Cynthia P. Schneider**, Ph.D. Distinguished Professor in the Practice of Diplomacy School of Foreign Service, Co-Director of the Laboratory for Global Performance and Politics at Georgetown University
4. **Richard T. Arndt**, Ph.D. Adjunct Instructor of Political Science at Marquette University
5. **Jessica E. Gienow-Hecht**, Professor of History, Chair of the Department of History at the John F. Kennedy Institute for North American Studies at Freie Universität Berlin
6. **Giles Scott-Smith**, Professor of Transatlantic Relations and New Diplomatic History, Dean of Leiden University College The Hague

2.2 Top Literature:

1. Finn., Helena K. 2003. "The Case for Cultural Diplomacy: Engaging Foreign Audiences." *Foreign Affairs*. November 1, 2003. <https://www.foreignaffairs.com/world/case-cultural-diplomacy-engaging-foreign-audiences>.
2. Nye, Joseph S., Jr. 2004. *Soft Power: The Means to Success in World Politics*. New York: PublicAffairs.
3. Snow, Nancy, and Philip M. Taylor, eds. 2008. *Routledge Handbook of Public Diplomacy*. 1st edition. Routledge.
4. Arndt, Richard T. 2005. *The First Resort of Kings: American Cultural Diplomacy in the Twentieth Century*. Potomac Books Inc.
5. Schneider, Cynthia P. 2004. "Culture Communicates: US Diplomacy That Works." *Discussion Papers in Diplomacy*, no. 94. Netherlands Institute of International Relations 'Clingendael'.
6. Advisory Committee on Cultural Diplomacy. 2005. "Cultural Diplomacy: The Linchpin of Public Diplomacy." U.S. Department of State. September 15, 2005. <https://2009-2017.state.gov/pdcommission/reports/54256.htm>.

FINDINGS 3.0

To determine central themes in cultural and public diplomacy education, the curricula of 72 courses (drawn from the larger pool of cultural and public diplomacy courses specified above) and 15 master's degree programs (selected from the list of master's degree programs) were analyzed.

The tables below anatomize the syllabi in the following manner: recurring topics are grouped under different categories that are then divided into subsections depending on which courses they belong to - public diplomacy, cultural diplomacy, or both. Master's degree programs discuss most subjects these shorter courses cover but study other topics they do not - these are indicated in separate rubrics.

3.1 Fundamentals

Cultural Diplomacy (“CD”) Courses	Both	Public Diplomacy (“PD”) Courses
<ul style="list-style-type: none"> • Legal framework / cultural policies 	<ul style="list-style-type: none"> • Definitions and theoretical foundations • History: origins and evolution of the fields (with a focus on the 20th-21st centuries) • Contemporary applications and future trends • The evaluation and ranking of programs • State and non-state actors (individuals, terrorist organizations, corporations, NGOs, global governance institutions, international organizations, etc.) • Interactions and partnerships between the public and private sectors • Instruments • Models / case studies • The practitioner’s toolkit • Operational framework • Issues / constraints • Domestic context 	<ul style="list-style-type: none"> • Planning and execution of PD campaigns • Traditional and non-traditional tools • Prof. Nick Cull’s taxonomy: the five core elements of PD • (Global) public opinion • PD and the media • From propaganda to PD
Master’s Programs		
Culture in different contexts and countries		

3.2 Context and Cognate Fields

CD Courses	Both	PD Courses
<ul style="list-style-type: none"> • International cultural relations and cooperation • International trade / trade diplomacy 	<ul style="list-style-type: none"> • International relations • CD as a dimension of PD • Soft, hard, smart, and sharp power • Similarities and distinctions between CD/PD and propaganda • Foreign policy • Traditional diplomacy • National security • International economics 	<ul style="list-style-type: none"> • International communication • Strategic communication • Crisis communication • New public diplomacy • PD and public affairs • PD and (international) public relations
Master’s Programs		
Intercultural dialogue		

3.3 Resources and Channels

CD Courses	Both	PD Courses
<ul style="list-style-type: none"> • Cultural heritage / heritage diplomacy 	<ul style="list-style-type: none"> • Advocacy • Citizen diplomacy • Nation branding • City diplomacy • Sports diplomacy • Science diplomacy • Music • Arts • High and popular culture • Food • Exhibitions • Education and training • Literature • Exchange programs (cultural / educational / professional / business / military / youth / virtual) • Tourism • Journalism • Cinema / film / TV • Corporate diplomacy • Business diplomacy • Listening 	<ul style="list-style-type: none"> • International broadcasting • Diaspora diplomacy • Digital diplomacy • Celebrity diplomacy • Entertainment

3.4 Objectives

CD Courses	Both	PD Courses
<ul style="list-style-type: none"> • CD and sustainable development 	<ul style="list-style-type: none"> • CD/PD beyond national interests • Advancing peace • Promoting human rights • Combating terrorism • Countering violent extremist ideology • CD/PD and conflict resolution 	<ul style="list-style-type: none"> • Countering disinformation

3.5 Particular Topics

CD Courses	Both	PD Courses
<ul style="list-style-type: none"> • UNESCO and its most important conventions • Jazz diplomacy 	<ul style="list-style-type: none"> • COVID-19 • Globalization • Global migration • CD/PD during the Cold War • CD/PD after 9/11 • The role of the UN • The Fulbright Program • The CD/PD of NATO 	<ul style="list-style-type: none"> • Combating anti-Americanism • The operational structure of PD at the U.S. State Department • PD in the new media

	<ul style="list-style-type: none"> • The impact of technological change and social media on CD/PD 	<ul style="list-style-type: none"> • The United States Information Agency
Master's Programs		
Religion and CD		

3.6 Countries and Regions of the World

CD Courses	Both	PD Courses
	<ul style="list-style-type: none"> • United States • Soviet Union • China • European Union • Europe • United Kingdom • Japan • Venezuela • India • France • South Korea 	<ul style="list-style-type: none"> • Russia • Germany • Israel • Middle East