



Summer Institute 2007

Advanced Training in Public Diplomacy

June 17 – 29, 2007

OVERVIEW

This innovative training program is an opportunity for professionals to collaborate and immerse themselves in the increasingly critical study of public diplomacy. Geared toward officials posted in ministries such as foreign affairs, defense, and homeland security; agencies such as intelligence and economics; internationally focused non-governmental organizations and private sector companies, the program approaches public diplomacy in a multi-disciplinary manner. Taught by some of the world's most distinguished public diplomacy experts, graduates will receive an invaluable two weeks of instruction and an official USC Public Diplomacy Certificate.

INSTRUCTORS

Professor Nick Cull, PhD
Professor Eytan Gilboa, PhD
Professor Kelton Rhoads, PhD

COURSE STRUCTURE

Each day of the Institute will consist of two sessions:

Session 1: 9:00 AM – 12:00 PM
Lunch: 12:00 PM – 2:00 PM
Session 2: 2:00 PM – 5:00 PM

There will be a program Orientation and Welcome Reception on the evening of Sunday, June 17, at 5:00 PM. There will be a Closing Ceremony immediately following the last session on Friday, June 29 which will include dinner, a keynote address and the presentation of certificates. Additionally, there will be social and educational off-site visits to augment learning in the classroom.

OUTLINE OF CLASSES

Opening Session

Part One: Approaching Public Diplomacy

1. Definitions and Approaches
2. International Advocacy
3. Cultural Diplomacy
4. International Broadcasting
5. International Exchange

Part Two: The New Public Diplomacy

1. Soft Power
2. Nation Branding
3. E-Image & Cyber-Public Diplomacy
4. Information Management
5. Variants of Public Diplomacy

Part Three: Media Diplomacy

1. Models of Media Diplomacy
2. Framing Foreign Policy
3. "The CNN Effect"
4. Media & Peace-building
5. Media & the War on Terror

Part Four: The Psychology of Influence

1. The Social Science of International Influence
2. Persuasion I - Relationships
3. Persuasion II - Credibility
4. Persuasion III – Logic and Reason
5. Compliance Tactics

Part Five: Special Events: Visits and Guest Lectures

1. Corporate Public Diplomacy
2. Public Relations
3. Measuring and Interpreting Public Opinion
4. Editorial policy: Visit at the LA Times.

Closing Session

COURSE REQUIREMENTS

Participation: All participants are expected to actively take part in class discussions based on the assigned readings and their own prior knowledge and experience.

EXPECTED RESULTS

By the end of the course, participants will be able to:

- Reflect on the challenges facing contemporary public diplomacy and the range of strategies available
- Analyze the impact upon public diplomacy from the new communications technologies and globalization
- Utilize cutting-edge social science research in real-time public diplomacy practice

A course reader containing all of the required readings will be presented to participants upon arrival.

Participants are also urged to follow current events and issues in John Brown's public diplomacy press review, which appears on the USC Center on Public Diplomacy website at <http://uscpublicdiplomacy.com/index.php>.

PARTICIPANT UNIVERSITY PRIVILEGES

USC I.D. Card

The USC I.D. Card provides access to University:

- Housing and laundry rooms (where housing is applicable)
- Parking structures
- Recreational facilities for a nominal fee

Library Access

- 24-hour library access with USC I.D. (Leavey Library only)
- Printing services (Leavey Library)
- Free USC high-speed internet
- Book lending available with USC I.D.

USC CERTIFICATE AND RECORD OF STUDIES

Graduates of the Summer Institute will receive an official USC Public Diplomacy Certificate and a record of studies.

TUITION

Tuition for the Summer Institute is \$5500 per person. The Institute offers reduced tuition rates for two or more persons from the same organization or ministry.

For questions regarding group rates, please contact pdsommer@usc.edu.

ADMISSION REQUIREMENTS

In order to be eligible to participate in the Institute, you must hold an undergraduate degree from an accredited university. A minimum of three years of experience in the field of public diplomacy is also required.

For inquiries about program eligibility, please contact pdsummer@usc.edu.

HOW TO APPLY

The electronic application for the Summer Institute can be found on the Center on Public Diplomacy website (<http://uscpublicdiplomacy.com/index.php/about/summer>). All applications must be submitted online via this system.

The deadline to apply for the Summer Institute is Monday, April 2, 2007.

The deadline for payment and USC housing is Monday, April 30, 2007.

You can expect notification of your acceptance into the program on Friday, April 6, 2007.

(Please note that the visa processing time varies by country and can take up to 60 days, so if you will be studying with a visa please plan accordingly.)

ACCOMODATIONS

Participants may choose to stay at any location in Los Angeles. However, for those who wish to stay close to the campus, we offer both on-campus and off-campus housing and dining options.

On campus: Webb Tower Apartments

Webb Tower is a popular on-campus apartment building that houses mostly undergraduate students. This newly renovated building offers comfortable, fully furnished one-bedroom and studio apartments, which come complete with linens, a desk, free high-speed internet and two Ethernet jacks. Each unit is air-conditioned and has a full kitchen, living room (TV not included), and bathroom, with laundry facilities on the first floor. Webb is just steps away from a variety of dining options at Café 84.

Cost: \$650/person for the length of the program

To view room layouts for the one-bedroom and studio apartments, please visit:

<http://housing.usc.edu/building/building.aspx?PageBuildingCode=WTO>

Off campus: The Radisson Hotel Midtown

The Radisson Hotel Midtown boasts 240 newly remodeled rooms. All rooms are well-appointed and comfortably large. The amenities include: a large desk, computer/fax hook up, direct phone line capability, cable TV, On-demand movies, coffee maker, hair dryer, iron and ironing board, and safe deposit box. Some of the rooms come equipped with mini refrigerators. Internet access is available for the rate of \$9.95 per day. Guests are given free access to the hotel's fitness facilities and large swimming pool. The Radisson is conveniently located across the street from the USC campus.

Cost: \$1560/person for the length of the program

Visit the Radisson's website at: <http://www.radisson-midtown.com>

Dining: On-Campus Meal Plan

A meal plan is available for participants who wish to take their meals at USC. The plan provides \$50 per day in discretionary dining funds, good at any venue on campus. Vegetarian and kosher options are available at select campus locations.

Cost: \$600/person

TRANSPORTATION

Participants are responsible for arranging their own travel to, from and around Los Angeles. If you will be flying into the city, the Center on Public Diplomacy can arrange transport to and from Los Angeles International Airport (LAX).

Once you have confirmed travel arrangements, or if you would like assistance planning your trip, please contact pdsummer@usc.edu.

The Center on Public Diplomacy will provide transportation to the program's social and cultural events in the greater Los Angeles area. A rental car or public transportation is suggested for those who wish to explore the city during their free time. For maps, bus routes or car rental information, please contact pdsummer@usc.edu.

INSURANCE COVERAGE

Because of the high cost of health care in the United States, all participants must be covered by adequate health and accident insurance while in this country. You are not required to obtain University health coverage, but must carry comparable health insurance. Failure to do so may lead to termination of your Exchange Visitor status.

The Exchange Visitor regulations specify a minimum level of coverage.

- Medical benefits of at least \$50,000 per accident or illness
- Repatriation of remains in the amount of \$7500
- Expenses associated with medical evacuation of the Exchange Visitor to his or her home country in the amount of \$10,000
- A deductible not to exceed \$500 per accident or illness.

VISAS

Who needs a visa?

Non-Americans and those without green cards who wish to participate in the Summer Institute must obtain J-1 Scholar status at the University and apply for an Exchange Visitor Visa.

How do you obtain a visa?

The Institute will provide you with all of the necessary documents, but you will need to check details for the submission of visas at the closest U.S. embassy.

Please note that visa processing periods vary greatly by country, so early application to the program and early application for a visa are strongly recommended.

SUMMER INSTITUTE 2006

The Summer Institute 2006 was a definitive success. Based on a scale of 1 to 5, with 5 the highest, students gave the program an overall rating of 4.79.

Participants particularly praised the simulated group exercises, the relevance of the topics covered and how the course was structured to achieve clearly-stated goals. Delegates also extolled the camaraderie they experienced among course participants and professors.

Areas for improvement included off-site visits and a more concise course reader – both of which have been incorporated to make the Summer Institute 2007 better than ever.

FACULTY BIOGRAPHIES

Nicholas Cull, PhD

Professor and Director of the Master's Program in Public Diplomacy

Nicholas Cull comes to the United States from the United Kingdom. His research and teaching interests are broad and inter-disciplinary, centering on the developing academic discipline of Public Diplomacy, the role of culture, information, news and propaganda in foreign policy. He is author of the forthcoming *American Propaganda and Public Diplomacy, 1945-1989: The United States Information Agency and the Cold War* (Cambridge University Press, 2007). His first book, *Selling War*, (Oxford University Press, 1995) was named by Choice Magazine as one of the then best academic books of that year. He is the co-editor of *Propaganda and Mass Persuasion: A Historical Encyclopedia, 1500-present* (2003) which was one of Book List magazine's reference books of the year, and co-editor of *Alambrista and the U.S.-Mexico Border: Film, Music, and Stories of Undocumented Immigrants* (2004). He is the president of the International Association for Media and History, and has worked closely with the British Council's Think Tank, Counterpoint.

Eytan Gilboa, PhD

Visiting Professor of Public Diplomacy

Professor of International Communication, Bar-Ilan University

Eytan Gilboa is a professor of international communication and senior research associate at the Begin-Sadat Center for Strategic Studies, Bar-Ilan University. Currently, he serves as a Visiting Professor of Public Diplomacy at the University of Southern California. He is also a commentator on world television networks and contributes op-ed articles to newspapers around the world. He received his Ph.D. from Harvard University and has been a visiting professor in several leading American and European universities including Harvard, UCLA, Georgetown, Tufts, and the University of Hamburg. In 2002, he was a Shorenstein Fellow at the Kennedy School of Government at Harvard University. Dr. Gilboa has won several significant awards including the 2001 *Best Article Award* of the International Communication Association. He has written extensively on media diplomacy and public diplomacy and is the Editor of *The USC Public Diplomacy*

Annual. His most recent publications include *Media and Conflict: Framing Issues, Making Policies, Shaping Opinions* (2002); articles published in *Political Communication, Critical Studies in Media Communication, Harvard International Journal of Press Politics* and *Georgetown Journal of International Affairs*; and chapters published in: P. Seib (Ed.), *Media and Conflict in the 21st Century* (2005); and J. Oetzel & S. Ting-Toomey (Eds.), *The SAGE Handbook of Conflict Communication* (2006).

Kelton Rhoads, PhD
Adjunct Professor, Communications & Psychology
Director, Working Psychology

Kelton Rhoads currently serves as adjunct professor of Communications & Psychology at the University of Southern California's Annenberg School for Communication, and also at the U.S. Air Force's Joint Special Operations University. He has also served as Senior Mentor for PSYOP forces at the JFK Special Warfare Center and School in Ft. Bragg, NC. He holds a doctorate in Social Psychology, with an emphasis in Influence, from Arizona State University. Rhoads has studied and practiced persuasion for years as a grant writer, a public relations officer, and a director of marketing and communications. Since the mid 1990s, he has consulted for various government and defense agencies, political campaigns, banking firms, non-profit organizations, educational agencies, public relations firms, and medical entities, helping people apply the principles of influence to real-world situations.

Joshua S. Fouts
Director, USC Center on Public Diplomacy and the Summer Institute

Joshua S. Fouts is the director of the University of Southern California Center on Public Diplomacy, a cross-disciplinary research, teaching and training center. He is director of the "Public Diplomacy in Virtual Worlds" project along with Annenberg School communication professor Douglas Thomas. Prior to joining the Center on Public Diplomacy in 2003, he was co-founder and director of the USC Annenberg Online Journalism & Communication Program, a center for the study of the global impact of the Internet-based journalism on policy, journalism, ethics, and society. He was also editor of the program's flagship effort, OJR, the Online Journalism Review, which he grew from a small University Web site to an internationally recognized leader in the field of online journalism, read by almost 50,000 readers monthly, rivaling the per article readership of many respectable U.S. newspapers. Before joining USC, he spent half a decade at the Voice of America where he was Deputy Chief-of-Staff. Fouts is a member of the Public Diplomacy Council at the George Washington University.

LOCATION

The University of Southern California (USC)

USC was established in 1880 and is the oldest private research university in the Western United States. Through its 17 professional schools and the College of Letters, Arts, and Sciences, the university offers cutting-edge education. Highly-ranked and prestigious schools such as the Annenberg School for Communication, Marshall School of Business, Viterbi School of Engineering, Keck School of Medicine, Gould School of Law, Thornton School of Music, and Schools of Cinema-Television, Theatre, and

Architecture all contribute to the vibrancy and rigor of the university, and make it uniquely suited as a home for the Center.

The Annenberg School for Communication

The USC Annenberg School for Communication is among the nation's leading institutions devoted to the study of journalism and communication, and their impact on politics, culture and society. With an enrollment of more than 1,500 graduate and undergraduate students, the USC Annenberg offers B.A., M.A., and Ph.D. degrees in journalism, communication, and public relations. The school boasts an outstanding faculty that includes prize-winning journalism professionals and renowned communication scholars who are distinguished by their teaching ability and research excellence. Their enthusiasm and expertise in these dynamic fields help Annenberg alumni to fill top posts throughout the communication and media industries – as well as in government, education and nonprofit agencies around the world.

The USC School of International Relations

The USC School of International Relations (SIR), within the College of Letters, Arts & Sciences, is the one of the first institutions in the United States and the world devoted to the study of international relations and is a founding member of the Association of Professional Schools of International Affairs. The School offers concentrations in culture, gender, and global society; international political economy; foreign policy analysis; and security & diplomacy. The Center for International Studies, the School's research arm, hosts visiting fellows and public seminars on faculty research throughout the academic year. The SIR offers the following degree programs: a BA in IR, a Progressive BA/MA, three joint Master's degrees in IR and Law, IR & Public Policy, and IR & Policy Planning, the new MA in Public Diplomacy with the Annenberg School and a joint doctoral degree in Politics and International Relations with the Department of Political Science.

The USC Center on Public Diplomacy

The Center was established in January 2005 as a partnership between the Annenberg School for Communication and the School of International Relations at the University of Southern California. It is a joint research, teaching and professional training organization dedicated to furthering the study and practice of public diplomacy. The Center offers the first graduate degree in Public Diplomacy, conducts research on various aspects of public diplomacy, and publishes the exclusive *USC Public Diplomacy Annual*.

Los Angeles, California

Los Angeles' unique location as the headquarters for Hollywood and the Pacific Rim enhance its strategic value to public diplomacy. In addition, the city's diverse population and international representation – nearly 100 consulates reside here – give the Center a global perspective. As an entertainment, economic, technological, and cultural hub, Los Angeles offers an opportunity to study and pursue public diplomacy in broad and non-conventional ways.

CONTACT INFORMATION

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To apply: <http://uscpublicdiplomacy.com/index.php/about/summer>