

**Направление подготовки:** «Международные отношения»

**МОП:** 41.04.05. «Международные отношения и дипломатия»

**Дисциплина:** Б1.В.ДВ.03.01. Публичная дипломатия

**Аннотация**

**Трудоемкость:** 2 ECTS, 72 академических часа

**Форма итогового контроля:** зачет

**Краткое содержание.** The goal of the proposed course is to examine the theory, tools and practice of U.S. public diplomacy, as well as how public diplomacy is used by multilateral and non-governmental organizations to pursue their interest. The course will examine how US political system impacts on the practice of public diplomacy in the 21st century. We will try to understand how social media and different international actors impact on US public diplomacy. Theory and case studies will be used to address issues which are important for understanding contemporary US public diplomacy. The course will overview the theory of public diplomacy, including definitions and discussions of the latter's relationship to public relations, propaganda and other marketing tools used for public persuasion and information dissemination. The role of “soft power” and “smart power” will be examined, plus the course will try to explain how above mentioned “types of power” influence foreign public perception. The course will also look at “hard power,” and try to understand how it impacts public diplomacy. The course will also examine the role non-governmental actors, celebrities and lobbyists and their impact on US public diplomacy. Contemporary world politics also will be discussed from public diplomacy perspective.

**Relationship to other disciplines.** The discipline " Public diplomacy "is closely related to disciplines such as “World politics and mass media”, “Negotiation process in international relations”, etc.

**Requirements for the initial level of knowledge and skills of students:** Student must fluently speak english, understand geopolitics and current international processes.