

## Descriptif d'enseignement

Cours en ligne pour le Semestre 1 de 3<sup>ème</sup> année

*EU Public Diplomacy*

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### Titre en français : La diplomatie publique européenne

**Type de cours :** Cours en ligne

**Langue du cours/Language of instruction :** Français ou Anglais

### Professor

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Dr.

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### Course description – Targets

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Even super-powers have to share the world stage with a growing cast of states and non-states actors, all with influence enhanced by new information and communication technologies. The purpose of this course is first to develop attention to public diplomacy and, secondly, to think how Public diplomacy could be seen as various ways of increasing connections among people for two (or multiple) ways communications in order to shape perceptions and to change people's mind. Seen from China, Australia or USA, Europe seems to be a unique political structure with an elaborated decision-making's chain. Yet, seen from the EU, the perception is quite different. EU as a multi-level political object, with different scales of states (from Malta or Luxembourg to Germany), has a quite unique position to disseminate several stories involving joint goals for rallying the world to its norms and values. The EU public diplomacy should consequently be designed for its own area as for the external area. The course will raise questions regarding a common army (hard power), culture (soft power) or other components of the European way or leadership in the world.

### Online teaching method

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Zoom would be privileged. Teams as Meet could be used too.

### Assessment

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Evaluation will be based on oral and written work such as two oral presentations – a 25mn and a very brief one around 7/10 mn (35% and 25%), participation (10%), final in-class exams (30%). Weekly homework will average 2 hours (reading and op-eye report). Some group works will be prepared for simulation cases as for expos

### Course outline

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**W.1** Introducing to the Public diplomacy: Representations of Power, Informal Diplomacy, intellectual and ideational Diplomacy, Noon Politic... the circulation of values, the implementation of visions

**W.2** Shaping EU Influence. A discussion introducing to the EU Public Diplomacy (historical background, tools, challenges...) and of the extent to which political institutions (and civil society?), many economic and social forces may shape influence

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**W.3 SKILLS AND SCALES;** An exploration of the various factors that could contribute to the EU Public Diplomacy in order to impact decision Making. Several Case studies will be presented.

**W.4 CLOUDS OF INFLUENCES.** A discussion of how the Diplomacy is going digital (going dematerialized?), between hardware, norms, patterns and cyber space

**W.5 FROM THE ROOTS TO THE TOP.** A discussion of the EU Presidency of the Council of the EU and how it is related to the Nation Branding

**W.6 EXCHANGES AND AREAS (1):** Europe through the Eyes of ...

**W.7 EXCHANGES AND AREAS (2):** Europe through the Eyes of... or Presentations and evaluations

**W.8 Presentations and evaluations (1)**

**W.9 Presentations and evaluations (2)**

**W.10 PRESENTING ESPAS (European Strategy and Policy Analysis System),** with Frank Debie, EP 2025 Team Leader, Cabinet of the Secretary-General, European Parliament

**W.11 STRATEGIES AT LARGE:** (Presenting the EUISS (With Antonio Missiroli, Director of the EUISS

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**W.12 (Conclusion. EU Going Global, vehicles for visions?** A discussion of the Design for influencing and facilitating the circulations of ideas (as values and norms)

## Bibliography

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