

# COURSE SYLLABUS

Diplomacy in the 21<sup>st</sup> Century

Introduction to Modern Diplomacy: Principles, Practices and  
Actors

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Global Diplomatic Forum E-learning Course



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## Disclaimer and Acknowledgements

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Please familiarise yourself carefully with the Disclaimer and Acknowledgements documents made available on this course's platform prior to commencing the course for more information about the terms and conditions of use of the Global Diplomatic Forum on-line learning environment and acknowledgement of those organisations and associated experts for their authorisation to use text, audio and visual transcripts, webcasts and photographic imagery.

## Course Presentation

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The Diplomacy in the 21<sup>st</sup> Century online Course is a comprehensive introduction to diplomacy principles and practice provided by the Global Diplomatic Forum. The course combines theoretical lectures, and practical workshops. The course has been developed and delivered by world leading experts and engage institutional leaders who share their experience and expertise with the delegates.

The course follows latest trends for diplomatic education and aims to train the next generation of diplomatic leaders to succeed in the 21<sup>st</sup> Century diplomatic environment.

The online course on Diplomacy in the 21<sup>st</sup> century will introduce and enhance participants' understanding of the main aspects of Diplomacy, thus providing them with competitive edge and necessary foundations to effectively navigate future academic and professional career.

The format of the online course of Diplomacy in the 21<sup>st</sup> Century consists of a comprehensive set of online modules available to diplomats, trainee diplomats and students. The topics within the course will correspond directly to the diplomatic practices, therefore providing recipients with the most recent theoretical and practical knowledge in the area.

The overall goal of the training course is twofold: it's short-term perspective is aimed at supplying current and prospective diplomats with all practical training and knowledge necessary for their successful operations in the diplomatic sphere, while expanding our knowledge hub focused on modern diplomacy and capable of providing cutting-edge education to future generations of diplomats and civil servants.

## Course Outline and Contents

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### **Module 1:**

#### **Introduction to Diplomacy - Principles, Practice and Actors**

*(Week 1)*

1. Exploring Diplomacy: A Historical Lookback
2. Exploring Diplomacy: Actors
3. Exploring Diplomacy: Practices

### **Module 2:**

#### **Diplomacy Legal Framework : International Law & Diplomacy and Diplomatic Immunity**

*(Week2)*

1. Diplomatic Legal Framework: Diplomatic and Consular Law
2. The Law of Diplomatic Immunities

### **Module 3:**

#### **Economic and Trade Diplomacy**

*(Week 3)*

1. The Three Axes of Diplomacy
2. International Trade Organisations
3. Supporting Companies Abroad

### **Module 4:**

#### **Public Diplomacy, Soft Power and Smart Diplomacy**

*(Week 4)*

1. Public Diplomacy Foundations
2. Soft Power and Smart Power
3. Smart Diplomacy : Latest trends in Diplomacy

### **Module 5:**

#### **Digital Diplomacy**

*(Week 5)*

1. Conceptions & Misconceptions
2. Digital Public Diplomacy
3. AI and Diplomacy

### **Module 6:**

#### **Diplomatic Protocol and Etiquette**

*(Week 6)*

1. Diplomatic Communications
2. Protocol and Etiquette
3. Diplomatic Events

**Extra Lectures**

1. Multilateral Diplomacy Through a Diplomatic Journey
2. Career Advice

**The Course Outcome**

- Enhancing career advancement opportunities with up-to-date skills and knowledge
- Understanding the framework of modern diplomacy
- Acquiring an In-depth knowledge of relating diplomacy to the state of global affairs
- Grasping the process of diplomatic work in its current environment
- Mastering the skills of communications in diplomatic context with leaders
- Developing transferable knowledge and skills necessary to advance in every field

**Learning Objectives**

<b>Module</b>	<b>Learning objectives</b> At the end of each module, the participants will be able to:
<b>Module 1 (week 1)</b> <b>Introduction to Diplomacy - Principles, Practice and Actors</b>	<ul style="list-style-type: none"> <li>• Understanding the practical framework of modern diplomacy and its evolution</li> <li>• Relating Diplomacy to international relations theories</li> <li>• Garnering the knowledge needed to define the core thematic concepts within Diplomacy; communication, representation and negotiation</li> </ul>
<b>Module 6 (week 6)</b> <b>Diplomatic Protocol and Etiquette</b>	<ul style="list-style-type: none"> <li>• Understanding the importance of first impressions, precedence, cross-culture, gracious entertaining, and the importance of preparation</li> <li>• Managing your professional development and general awareness by delivering the basic tools required to conduct international relations and develop and maintain business</li> <li>• Grasping the protocol of events management and international meetings</li> </ul>

<p><b>Module 2 ( week 2)</b></p> <p><b>Diplomacy Legal Framework : International Law &amp; Diplomacy and Diplomatic Immunity</b></p>	<ul style="list-style-type: none"> <li>• Grasping Basic principles of international law and Understanding sovereignty and its significance</li> <li>• Distinguishing immunity and jurisdiction</li> <li>• Comprehending State immunity and its limitation and applying state immunity to practical cases</li> </ul>
<p><b>Module 3( week 3)</b></p> <p><b>Economic and Trade Diplomacy</b></p>	<ul style="list-style-type: none"> <li>• Grasping the concept of economic diplomacy and distinguishing from the promotion of trade</li> <li>• Understanding the framework of negotiating the international rules and norms of behaviour governing international economic behaviour, including technology</li> <li>• Having awareness of the Impact of Technology and Techplomacy on Economic Diplomacy</li> </ul>
<p><b>Module 4 (week 4)</b></p> <p><b>Public Diplomacy, Soft Power and Smart Diplomacy</b></p>	<ul style="list-style-type: none"> <li>• Developing in depth knowledge of the main elements of public diplomacy</li> <li>• Learning the best practices of public diplomacy</li> <li>• Understanding the main pillars of Smart Diplomacy and their practical impact on diplomacy</li> </ul>
<p><b>Module 6 (week 6)</b></p> <p><b>Digital Diplomacy</b></p>	<ul style="list-style-type: none"> <li>• Understand the conceptions and misconceptions that inform and shape the theory and practice of digital diplomacy;</li> <li>• Familiarise themselves with the contextual ingredients of the digital medium and recognise the factors that can help diplomats build and extend their influence online;</li> <li>• Recognise the opportunities that AI may offer to diplomacy and reflect on the possible solutions that can help MFAs overcome some of the challenges of AI integration</li> </ul>

## Methodology

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The course will be delivered via the e-Learning platform [FutureLearn](#) (instructions on using this platform will be emailed to you with course invitation to the platform). This didactic tool will allow the students to view the course contents and thus achieve the course's learning objectives through

a self-paced learning routine supported by various multimedia content (hosted and linked videos and podcasts), optional and required readings, discussion boards, assessments, and a wealth of other materials. Designed to fit the busy schedules of full-time professionals specifically to diplomatic personnel, participants will acquire knowledge through multi-faceted methodology comprising traditional reading materials, external sources of information in form of videos and podcasts, interactive discussion board allowing for communication with other participants and experts alike and webinars with guest lecturers.

**The course content and materials will be available online** (see Course Outline and Contents section for more details). The course is divided into 6 modules

All four modules contain the same structural elements:

- Contents
- Learning Objectives
- Lesson Material (text, video, documents, and lexicon terms)
- Assessment
- Discussion Board

## Grading Policy and Course Completion

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Students are eligible for a course certificate upon successful course completion. Successful completion requires:

- **At least 70% passing grade on EACH of the four module-based assessments** (7 out of 10 questions answered correctly); you may take each assessment **three times** (questions will be randomly drawn from a predefined question bank and therefore the content of assessment will change with each attempt);

**Before moving to the next module**, you should:

- (a) carefully go through all of the core module texts,
- (b) take the module-based assessments, and
- (c) participate in the weekly Discussion Board forums. ( optional)
- (d) you will be also encouraged to read/view/listen to the optional external links to further develop your knowledge on the given module's topic (e.g. links to articles, webinars, podcasts or websites and additional documents).

Global Diplomatic Forum's e-learning Committee is responsible for the final decision regarding certificates in consultation with the module leaders (experts). Global Diplomatic Forum reserves



the right to award certificates of completion only to those participants who will be deemed “eligible” through the aforementioned pre-requisites. Global Diplomatic Forum urges all participants to take a clear note of the above requirements. Should you require further clarification, please do not hesitate to contact the Global Diplomatic Forum Team.

## Study Planning

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Below table provides guidance on which parts of the course are deemed mandatory.

Activity	Mandatory
Interactive Course	Yes
External Links and Readings	No, though highly recommended
Module Assessments	Yes
Discussion Forums	Yes

The distinctive feature of this learning course is that it is an entirely **online based** learning experience. As such it can not only be accessed from any part of the world but also at any point of time (within allocated availability period specified above in the Course Outline and Contents section) thus creating a true self-paced learning environment. Upon start of the course, training materials will be gradually made available to you through Global Diplomatic Forum’s partner portal - FutureLearn. The course contents will also provide links to external web resources such as references, documents and multimedia.

The Global Diplomatic Forum’s team will be at your disposal to provide guidance and help you participate and **contribute actively** to the discussion forums, which are an important learning opportunity of this course. You will also be able to communicate with the course manager who will moderate the discussion board as well as answer module related questions (through both the posts on the Discussion Board and e-mail).

The online training provides numerous **advantages** over traditional learning methods. Particularly it allows for:

- the adjustment of the schedule and pace of your learning according to your specific requirements
- complete freedom in choice of the study location - as long as you are able to access internet connected computer

- expanding your network through engaging in discussion with fellow participants and module leaders
- having lectures with the world's leading experts

Online courses require more self-discipline and pro-active preparation in order to successfully meet the course's requirements and learning objectives.

Another important characteristic of the online course that needs to be duly noted is that it is asynchronous. What that effectively means is that the interaction between course participants and module leaders will take place intermittently and may incur a time delay – thus it is imperative to establish a course study routine that suits best individual work schedule, family commitments, internet connection speed, etc.

## Learning Content

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The complete set of modules and respective course materials **will be made available instantaneously on the FutureLearn portal. Modules and materials will be released on a weekly basis and will become available to participants regardless of successful completion of previous module and passing the assessment.** Learning materials are organised as follows:

The course material constitutes the core mandatory learning activity. The various module lessons contain main course text as well as links to external websites (e.g. with relevant articles, publications etc.) documentation, videos and podcasts, questions and case studies. All modules have few lectures with the module leader and a guest lecturer. The course and individual module contents have been designed to be accessible and approachable by wide demographic of participants, regardless of their level of knowledge on the topic providing opportunity to both acquire the basics and further elaborate on existing expertise.

## Course Leaders

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### Dr Jennifer Cassidy

#### Module 1: Introduction to Diplomacy - Principles, Practice and Actors

Dr. Jennifer A Cassidy is a Departmental Lecturer in Global Governance and Diplomacy at the University of Oxford. She was awarded her DPhil from the University of Oxford which centred on the evolving topic of Digital Diplomacy. Her work looked exclusively at how diplomats and Ministries of Foreign Affairs use social media platforms during times of political crises.

In 2017, Jennifer produced the first edited volume on Gender and Diplomacy: Theory and Practice (Routledge). The volume provides a detailed discussion of the role of women in diplomacy and crafts for its readers a global narrative of understanding relating to their current and historical role within it.

Jennifer has served as a diplomatic attaché to Ireland's Department of Foreign Affairs and Trade Headquarters (United Nations in New York and Head Quarters in Dublin) and the European External Action Service to the Kingdom of Cambodia.

Jennifer regularly contributes to public debate, providing political commentary and analysis to international media outlets on issues surrounding Brexit, digital diplomacy, and the role of gender in the political and diplomatic sphere.



### Prof Craig Barker

#### Module 2 : Diplomacy Legal Framework - International Law & Diplomacy and Diplomatic Immunity

Prof. Craig Barker is the Dean of the School of Law and Social Sciences and a Professor of International Law. Appointed in 2015, Prof. Barker was previously Professor of International Law at the Sussex Law School, University of Sussex where he served as Director of Research (2004-8), Director of External Relations (2008-9), and Head of Department (2009-12). He was Director of the Centre for Responsibilities, Rights and the Law from 2012-15.

Prof. Barker has taught extensively in the areas of domestic and international law, as well as international politics. He is a leading international expert on issues relating to

diplomatic law and diplomatic immunity. As a generalist international lawyer, Prof. Barker has taught and written on a diverse range of topics including immunities from jurisdiction, terrorism, use of force by States, international criminal law and international commercial law. He is a regular contributor to local, national and international media. Prof. Barker is a qualified solicitor having completed his training with Dickson Minot WS in 1993.



## Shaun Riordan

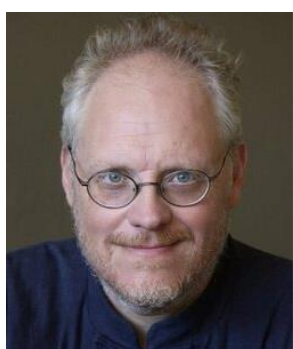
### Module 3 : Economic and Trade Diplomacy

Shaun Riordan is Director of the Department for Diplomacy and Cyberspace in the European Institute of International Studies and a senior visiting fellow of the Netherlands Institute of International Relations, “Clingendael”.

He is also an independent geopolitical risk consultant.

A former British diplomat, he served in New York, Taiwan, Beijing and Madrid, as well as the departments of counter-terrorism and the Eastern Adriatic in the Foreign Office. Shaun has taught at diplomatic academies in the Dominican Republic, Spain, Armenia and Bulgaria.

He is the author of “Cyberdiplomacy: Managing Security and Governance Online” (Polity, 2019), “Adios a la Diplomacia” (Siglo XXI, 2005) and “The New Diplomacy” (Polity, 2003). He maintains a blog ([www.shaunriordan.com](http://www.shaunriordan.com)) and can be followed at @shaun\_riordan



## Prof Nicholas Cull

### Module 4 : Public Diplomacy Foundation

Professor Nicholas J. Cull. A pioneer scholar and educator in the field of public diplomacy, Nick Cull is a historian of the role of mass communication in foreign policy. Professor of Communication , Global Communication Policy Fellow, Center for Communication Leadership and Policy at the University of Southern California.

Nicholas J. Cull is originally from the U.K. His BA (International History and Politics) and PhD (History) were both from the University of Leeds. He also

studied at Princeton as a Harkness Fellow of the Commonwealth Fund of New York. He taught at Birmingham University and at University of Leicester where, as one of the U.K.'s youngest full professors, he launched the Center on American Studies in 1997.

Moving to USC in 2005, he was the founding director of the master's program in public diplomacy and part of the team recognized by the Department of State with the Benjamin Franklin award. From 2004 to 2019, Cull served as president of the International Association for Media and History. He has provided advice and training in public diplomacy to a number of foreign ministries and cultural agencies around the world including those of the U.S., U.K., Canada, Mexico, Switzerland and the Netherlands. His many books include *Public Diplomacy: Foundations for Global Engagement in the Digital Age* (Polity, 2019).



## Younes El Ghazi

### Module 4 : Smart Diplomacy

Younes El-Ghazi, Chief Executive Officer and Founder of the Global Diplomatic Forum

Younes founded the Global Diplomatic Forum with an international syndicate of experts representing different stakeholders operating in the diplomatic field. He has launched the concept of Smart Diplomacy examining how diplomacy will evolve in the 21st century.

He has led the development of the Young Diplomats Forum as the world leading event for young and aspiring diplomats, which takes place twice every year in London and across the globe. Moreover, he designed leadership diplomatic courses in Digital Diplomacy, Consular Affairs and Technology, Public Diplomacy in the 21st Century – all delivered by world leading experts.

Younes launched several annual initiatives including London Diplomatic Summit, Career in International Affairs forum, Asia Diplomatic Summit, Middle East Diplomatic Forum and others.

Besides the global Diplomatic Forum, Younes is a member of the Advisory Board of the International Organisation for Security and Intelligence in Canada. Younes holds a master's degree in Diplomatic Studies. He has written about UK Foreign Policy, the EU as a diplomatic power, innovation in diplomacy, role of non-state actors in diplomacy, and women in international affairs.



## Prof. Corneliu Bjola

### Module 5 : Digital Diplomacy

Corneliu Bjola is Associate Professor in Diplomatic Studies at the University of Oxford and Head of the Oxford Digital Diplomacy Research Group. He also serves as a Faculty Fellow at the Center on Public Diplomacy at the University of Southern California and as a Professorial Lecturer at the Diplomatic Academy of Vienna. His research focuses on the impact of digital technology on the conduct of diplomacy with a focus on strategic communication, digital influence, data analytics and methods for countering digital propaganda.

He has authored or edited six books, including the twin volumes on Countering Online Propaganda and Violent Extremism: The Dark Side of Digital Diplomacy (2018) and Digital Diplomacy: Theory and Practice (2015). His work has been published in the European Journal of International Relations, Review of International Studies, Ethics and International Affairs, International Negotiation, Cambridge Review of International Affairs, Global Policy, Journal of Global Ethics and the Hague Journal of Diplomacy. @cbjola www.cbjola.com



## Kathleen Jones

### Module 6: Diplomatic Protocol and Etiquette

Kathleen Jones is a multilingual Certified International Etiquette Consultant and Cross-Culture Training Specialist.

As the Founder and Director of Etiquette & Decorum she provides her consultancy services to a wide range of international clients in the format of Modular Finishing School and Executive Education Programs presented in a modern, informative and entertaining manner.

Her International background and education, and her previous professional experience in Oil and Gas Trading spanning Europe, Africa, Asia and the Middle East have given her first-hand experience in dealing with and understanding culturally deemed “acceptable” and “unacceptable” behaviours, and have led her to develop an awareness of the need to set basic social and life skills on which multi-cultural individuals can build on and become effective leaders.

She is fluent in several languages and is passionate about the Art of Living, International Communication Codes, Children’s Education, and Women Empowerment.

Kathleen is also Ambassador for She Can He Can, a non-profit Monaco-based organisation whose principal aim is to raise awareness on the importance of Gender Equality and redefining leadership, and the Vice President of Zonta Club Monaco working on Gender Equality through service and advocacy.

## Guest Lecturers

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## Lord Hannay Guest Lecturer

### Multilateral Diplomacy Through a Diplomatic Journey

Lord Hannay is Chair of the UN All-Party Parliamentary Group. A career diplomat, he joined the UK Diplomatic Service in 1959, with initial postings to Tehran and Kabul. He was involved in the negotiations that led to the UK’s entry into the European Communities and then served at the UK embassy in Washington DC (1984-5) before becoming Permanent Representative to the European Economic Community (1985-90). From 1990 until 1995 he was UK ambassador to the United Nations.

Between 1996 and 2003, he was UK Special Representative for Cyprus and, in 2004, served on the UN Secretary-General’s High Level Panel on Threats, Challenges and Change, which proposed reforms including the Human Rights Council and Peacebuilding Commission. In 2001 he was created a life peer and in 2003 he was made a Companion of Honour. He co-chairs the parliamentary group on global security and non-proliferation and is also a member of the Top Level Group of UK Parliamentarians for Multilateral Nuclear Disarmament and Non-Proliferation.

Lord Hannay's most recent book "Britain's Quest for a Role: A Diplomatic Memoir from Europe to the UN" was published in October 2012 and provides frontline information and insights into Britain's complex relations with Washington and Europe. The book has recently been reviewed by The Economist and the New Statesman



## Ted Whiteside

Former Deputy Assistant Secretary General for Public Diplomacy and a retired Career Diplomat at the Foreign Service of Canada

*Career Advice Lecture*

Currently an Adjunct Professor in International Relations in Rome; formerly Deputy Assistant Secretary General for Public Diplomacy, at NATO; earlier Secretary of the North Atlantic Council, and Director of the NATO Summit Task Force; background as Director in Arms Control and Disarmament; career as a Canadian diplomat

He is a Graduate of the NATO Defense College, did postgraduate studies in International Politics in Brussels, and holds an M.A. from the University of Montréal and a B.A. from York University. He was awarded the Meritorious Service Medal by the Governor General of Canada for the negotiations conducted with the Federal Republic of Germany

### Technical Support

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For any technical issue or coordination matter, you may contact the Global Diplomatic Forum Team by sending a message through the FutureLearn platform.

You may also contact us by email. Email support is available 24/7. Given the global scope of the course emails will be answered within 24 hours.

#### **Global Diplomatic Forum Team**

Mr Marcin Dadura

Senior Associate

E-mail: [m.dadura@gdforum.org](mailto:m.dadura@gdforum.org)

Support hours: 8am to 5pm (CET)