COURSE SYLLABUS

Digital Diplomacy

International Relations in the Digital Age

Global Diplomatic Forum E-learning Course

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Disclaimer and Acknowledgements

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 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

Developed and delivered by some of the world's leading experts who will share their expertise and experiences with participants in an engaging platform, the course follows the latest trends for diplomatic education and aims to train the next generation of diplomatic leaders to succeed in a 21st Century diplomatic environment.

The Online Course trains diplomats beyond the use of social media to develop and implement strategies with tangible impact on the delivery of their objectives.

The online course in Digital Diplomacy will introduce and enhance participants' understanding of the main aspects of Digital Diplomacy, thus providing them with competitive edge and necessary foundations to effectively navigate in Cyberspace.

The format of the online course in Digital Diplomacy consists of a comprehensive set of online modules available to diplomats and trainee diplomats. The topics within the course will correspond directly to the pillars of the Digital Diplomacy concept, therefore providing recipients with the most recent theoretical and practical knowledge in the area of Digital and Cyber Diplomacy as well as Cybersecurity and Artificial Intelligence.

The Online Course in Digital Diplomacy is a practical course that covers topics focusing on different aspects of contemporary electronic and scientific communication perceived through the prism of diplomacy and are aimed at enhancing the understanding of the globalised and interdependent issues as well as to strengthen the skills relevant to operating within digital sphere.

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 a digital sphere, while the long-term objective is to create the knowledge hub focused on digital diplomacy and capable of providing cutting-edge education to future generations of diplomats and civil servants.

Course Outline and Contents

Module 1:
Digital and Cyber Diplomacy
(Week 1)

1.0.: Overview of the Topic

1.1.: Diplomacy: As A Form of Institutionalised Communication Representation (digital diplomacy)

1.2.: Exploring Digital Diplomacy: Emergence, Actors, Definitions and Practice
      1.2.1 Definitional Framework
      1.2.2 Actors: the MFA and technological change
      1.2.3 Practice

1.3.: Digital Diplomacy, Soft Power and Virtual Enlargement: An Inclusive Relationship?

1.4.: Diplomatic Crisis Communication: Practice, Impact and Digital Capabilities
    1.4.1 Digital Diplomacy Myths

Estimated learning time: 8 – 10 hours

Guest Lecture with Sean Evins, Head of Government & Politics at Facebook Europe:

Module 2:
Artificial Intelligence
(Week 2)

2.0.: Conceptualising Artificial Intelligence
    2.0.1 Definition of AI
    2.0.2 Good Old-Fashioned AI vs Machine & Deep Learning
    2.0.3 AI Typology: capability- vs memory-based

2.1.: Diplomacy and AI
    2.1.1 Integration entry points
    2.1.2 Integration exit points

Estimated learning time: 8 – 10 hours

Guest Lecture with Casper Klynge, Vice President European Government Affairs, Microsoft (Former Tech Ambassador of Denmark):

Module 3:
Cybersecurity
(Week 3)

3.1.: Cyber security 101
    3.1.1   Cyber-threats: cyber-incidents, -crime, -warfare
    3.1.2   Technologies and systems
    3.1.3   People
    3.1.4   Organisations, states and cybersecurity
    3.1.5   Putting it together: simulating a cyber incident

3.2.: Cyber-policy & cyber-diplomacy
    3.2.1   National cybersecurity strategies
    3.2.2   UN Norms & Values and Confidence Building Measures (CBMs)
    3.2.3   Sovereignty and Strategic Autonomy in the Digital Age
    3.2.4   Lessons and challenges for the development of global norms and CBMs

3.3.: Capita Selecta
    3.3.1   Ethics
    3.3.2   Cybersecurity markets
    3.3.3.   Future perspectives

Estimated learning time: 8 – 10 hours

Guest Lecture with Ambassador Sorin Ducaru, Director, European Union Satellite Centre:

Module 4:
Building Blocks of the Shifting World Order in a Digital Age

(Week 4)

4.1.: Geopolitics: If Not a US-led World Order, Who's in Charge?

4.2.: Politics: Democracy or Dictatorship, Does It Even Matter Anymore?

4.3.: Economies: Can the Global Economy Cope with Populism, Automation, Unemployment and COVID-19?

4.4.: Society: Are we Globalists or Nationalists – Can We Be Both?

Estimated learning time: 8 – 10 hours

Guest Lecture with Shaun Riordan, Former British diplomat and Director of Chair for Diplomacy and Cyberspace, EIIS:

Learning Objectives

Module	Learning objectives At the end of each module, the participants will be able to:
Module 1 (1 week) **Digital and Cyber Diplomacy**	▪ Have a detailed understanding of the concept of Digital Diplomacy. ▪ Garner the knowledge needed to define the concept of Digital Diplomacy. ▪ Through varied and illustrative readings provided, you will learn the reasoning for how you choose to define this concept. ▪ Justification of digital diplomacy definition will arise from an understanding and in class discussions of the plethora of existing and varied definitional frameworks created by scholars and practitioners alike. ▪ Have a comprehensive understanding on the seminal question within this topic and practice: Is Digital Diplomacy an Evolution or a Revolution. ▪ Able to name, understand and recognise clearly the key myths and misperceptions relating to the practice and conversations surrounding Digital Diplomacy. ▪ Have a detailed understanding of the role that social media plays as a new communication toolbox for diplomatic practitioners. ▪ Through examination of current case studies, you will be able to clearly delineate between social media as a tool (or set of tools) in the communication toolbox versus social media as a method of framing to explain and discuss Digital Diplomacy as an overall practice.

Module 2 (1 week) **Artificial Intelligence**	▪ Explain the difference between different AI methods and their potential contribution to diplomatic activities; ▪ Understand the mechanisms by which AI may inform, shape and influence diplomatic work of in the realm of consular affairs, crisis management, public diplomacy and international negotiations; ▪ Recognise the opportunities AI systems may offer MFAs and the challenges they may face in the integration phase.
Module 3 (1 week) **Cybersecurity**	▪ Identify and comprehend current and prospective cybersecurity threats, challenges and policies; ▪ Have a basic cybersecurity understanding of potential malicious activities that may affect themselves or their missions; ▪ Understand the challenges of cyber-diplomacy and how these may relate to diplomacy in other fields.
Module 4 (1 week) **Building Blocks of the Shifting World Order in a Digital Age**	▪ Understand that contemporary international affairs are at a sensitive global turning point geopolitically, politically, economically and socially; ▪ Identify Technology as an important factor that will exacerbate this crisis but ultimately may be part of the solution; ▪ Reflect on the changing dynamics and consider what might be next; ▪ Go beyond a state centric perspective to understand our changing world order by investigating the role of non-state actors including tech-armed citizens, tech firms and activist tech billionaires; ▪ Consider the effect of the COVID-19 global pandemic; ▪ And ultimately be able to deliberate on how will all of this shape the shifting world order?

Methodology

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, discussion board allowing posting of views and comments with other participants and experts.

The course content and materials will be made available online for learners for a period of 12 months and is divided into 4 modules . (see Course Outline and Contents section for more details). Your course is divided into four 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

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 several **times** (questions will be randomly drawn from a predefined question bank and therefore the content of assessment will change with each attempt);

- participation in the weekly Discussion Board forums; your posts will be monitored and evaluated by the course manager both **quantitively and qualitatively** (e.g. content relevance and contribution to overall discussion).

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.

(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

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

Activity	Mandatory
Interactive Course	Yes
External Links and Readings	Yes, 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 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

However, 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

The complete set of modules and respective course materials **will NOT be made available instantaneously on the FutureLearn portal. Modules and materials will be released on a weekly basis and will become available to participants upon successful completion of previous module and passing the assessment.** Learning materials are organised as follows:

Interactive Course

The interactive course 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 two live 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.

Experts

Dr Jennifer Cassidy
Module 1: Digital and Cyber Diplomacy

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. Corneliu Bjola
Module 2: Artificial Intelligence

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

Prof Dr Paul Timmers
Module 3: Cybersecurity

Paul Timmers is a senior advisor at the European Policy Centre in Brussels and an investor in digital innovation, in particular in health technology. Until 2017, he was Director of Digital Society, Trust, and Cybersecurity at the European Commission (EC). He was responsible for policy, legislation, and innovation in cybersecurity, digital privacy, digital health and ageing, e-government, and smart cities/mobility/energy. Legislation included, among others, the EU's Network and Information Security Directive as well as Regulations on electronic identity (eIDAS) and deployment of trans-European digital networks. He was also responsible for significant parts of the EU's research and innovation programmes. He served as a member of the management board of the EU's cybersecurity agency, ENISA, and interim member of the EC's Regulatory Scrutiny Board. Before becoming Director in 2011, he worked for 20 years in a variety of fields in the EC.

He was a member of the Cabinet of European Commissioner Erkki Liikanen for telecoms and information society policy (2001-2003). He has held various academic positions and is a highly cited author on e-business models. His professional experience also includes serving as a manager at Philips (1984-1991). In 2017, he worked with researchers at UC Berkeley on comparative cybersecurity industrial policy. His current research interests include cybersecurity industrial policy, digital sovereignty, digital data, digital transformation, and business models.

He holds a PhD in physics from Nijmegen University (1985), an MBA from Warwick University (1998), was awarded an EU research fellowship at UNC Chapel Hill (2008-2009), and completed executive cybersecurity education at the Harvard Kennedy School (2014).

Maha Hosain Azziz

Module 4: The Shifting World Order in a Digital Age

Dr. Maha Hosain Aziz focuses on global risk & prediction across varied industries and disciplines. She is a professor in the MA International Relations Program at New York University's Graduate School of Arts & Sciences (NYU GSAS) specializing in global risk, which she also teaches at Pioneer Academics and other e-learning education startups; she is a visiting fellow at the London School of Economics' Institute of Global Affairs. Her first and award-winning book on global risk, FUTURE WORLD ORDER (2019), investigates our global legitimacy crisis; she launched the second edition (2020) at the Commonwealth Secretariat, with 15% of profits going to her brother's memorial fund for Syrian refugee youth via charity Peace & Sport. The sequel, THE COVID-19 EFFECT (2020), is out in summer, with 50% of profits going to the WHO's COVID-19 Solidarity Response Fund.

Dr. Aziz is a former Businessweek columnist and Huffington Post blogger who now writes on global risk for Medium and Thrive Global. On occasion, she still consults on risk with governments and corporates via geopolitical crowdsourced consultancy Wikistrat, the Duco intelligence network, and a few others. And she is a cartoonist working on the adaptation of her five-time award-winning debut political comic book, The Global Kid (2016), into a political graphic novel for adults.

Previously, Dr. Aziz was also a senior fellow at NY think tank, World Policy Institute. She served as chairwoman of a small team that co-launched the New Silk Road Generation, the first e-mentoring program for university students in Afghanistan. She was a Senior Teaching Fellow in the Politics and International Studies Department at the University of London's SOAS focused on South Asian politics. She taught an undergraduate course on British politics and democratic institutions at the London School of Economics (LSE), winning three teaching awards. At the LSE, she was the C&J Modi/Narayanan Fellow while pursuing her doctoral research on the moral economy.

Before her Ph.D., she worked in investment banking and media; she earned a Bachelor's at Brown University, a Master's at Columbia University, a Master's at the LSE and a research certification in Leveraging Crowds in the Public Sector at the NYU Polytechnic School of Engineering.

Technical Support

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.

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