The Diplomatic Academy of Vienna
Public Diplomacy & Crisis Communication:
How to build and maintain trust and credibility
Trainer: Dr. Gerlinde Manz-Christ, Manz-Christ AG
01 - 02 April 2019 – Vienna

Course Content

The course "Public Diplomacy & Crisis Communication" covers the interactions between governments and countries in the international system, influenced by such factors as the democratization of diplomacy, globalization, the omnipresence of offline, online, and social media, communication psychology, as well as an increasing number of political and humanitarian crises.

Participants will be equipped with tools to better understand the role of public diplomacy and employ innovative new mechanisms for improving the image and impact of their country in the world. The practice-oriented course also provides awareness training and understanding in communication psychology as basis for successful Public Diplomacy. It allows participants to immediately apply the newly gained knowledge to real life international situations.

Course Objectives

Participants will

- Get basic insight into Public Diplomacy, its key features, and what it means in everyday work
- Understand basic principles of communication and the 'human factor' as foundation for Public Diplomacy and for gaining trust and credibility
- Be able to analyze different approaches to public diplomacy
- Know how to develop strategies for country image-building activities
- Understand governance in situations of crisis and crisis communication
- Get concrete tips and tricks of the trade

Methods of teaching

Lecture, plenary discussions in class, group work, roleplays, and a business game.

Course Outline

Day 1: Introduction to Public Diplomacy (Monday, 01 April 2019)

1. Core concepts of and different approaches to Public Diplomacy
2. Methods, tools, and techniques of Public Diplomacy
3. Related fields of nation branding, propaganda and cultural relations
4. Limitations of Public Diplomacy
5. Soft Power and Public Diplomacy
6. Designing and Planning PD Strategies

Reading:
Cull, Nicholas J.: Public Diplomacy: Lessons from the Past
McDowell, Mark: Public Diplomacy at the Crossroads: Definitions and Challenges in an "Open Source" Era (10 pages)

Day 2: Public Diplomacy (Tuesday, 02 April 2019)

1. Public Diplomacy in building bilateral relations
2. Influence and credibility
3. The Power of Trust in Public Diplomacy

4. Crisis Prevention and Risk Management in Public Diplomacy
5. Business Game

Reading:
Hosking, Geoffrey, Reviews in History: Why We Need a History of Trust (14 pages)
Jönsson, Christer, Hall, Martin: Communication: An Essential Aspect of Diplomacy (13 pages)
Snider, James Thomas: Fourteen Articles on Public Diplomacy Practice for the Future Public Diplomat (4 pages)

Articles:
Covey, Franklin: How do you measure trust? (White Paper)
Gass, Robert H., Seiter, John S.: Credibility and Public Diplomacy (in: Routledge Handbook of Public Diplomacy, pp 154-163)