



Civil Society and EU Public Diplomacy

The aim of this course is to examine how the diversity and dense texture of civil society within the EU can contribute to EUPD. In so doing, the course will examine how transnational and multidimensional civil society efforts (such as EUNIC, EL-CSID, CERN, ERASMUS/Centre for EU Research, European Network on Religion and Belief, EU MEDIA Program/Creative Europe, MEDIANE - Media in Europe for Diversity Inclusiveness, Debating Europe Project, Euractiv, Young Reporters for the Environment, Digital News Initiative):

- a. can work in the direction of re-focusing the thematic orientation of EUPD, and instead of working predominantly on issues of the Union's image promotion and branding, also invest on explaining its policies and show how they contribute to the delivery of public goods, such as peace, security, respect for human rights and international law, prosperity, sustainable development,
- b. can work in the trajectory of enhancing the transparency, legitimacy and awareness of the EU internally and externally, by creating spaces for alternative theorizations to mainstream paradigms, aiming and shaping conducive ground for alternative, potentially groundbreaking policies, as well as functioning in the direction of existing policies, making them more efficient.

The course will be divided in as follows:

- a. The examination of EUPD in terms of identity, narratives and norms
- b. The examination of the under-recognized aspect of EUPD, the civil society networking dimension, within and between member states of the Union, and in particular, the structures, policies and activities through which the EU and member states involve or could involve
 - domestic politics/civil society at multilevel (supranational, subnational and national) collaborative networks,
 - media and journalists (national and transnational)

and how such involvement

- can work as a counterweight to the national angle which continues to inhibit EUPD,
- can support/facilitate not only transnational multidimensional political engagement among the European citizens, but also how it can generate cross national solidarities and new kinds of narratives and understandings of the EU.

Class and learning activities will be lectures, group-work, class presentations, literature study and written assignments. Guest speakers will also offer their perspective on the issues discussed in class. The total workload in terms of hours will be **300**, with **29,5** hours devoted to lectures/teaching, **150** hours to the preparation and presentation of exercises and the study of the compulsory and optional literature, and **110** hours to the preparation and submission of working assignments/essays.

The course, the first to be taught in a Greek university at post-graduate level, will form an important part of the Department's English language postgraduate program on "Digital Media, Communication

and Journalism” and especially for the second pathway on European Journalism. This course will be optional and will also be open to the other pathways (Digital Media, Risk Communication) of the program, the two pathways of the Greek postgraduate program of the School, as well as to well as to the students the School of Political Science and the Department of European Studies of the University of Macedonia. In the context of the School’s Memorandum of Cooperation local and national media outlets, attendance will also be open to journalists of Thessaloniki, the wider region of Macedonia and other regions of Greece.