



Theory and Practice of EU Public Diplomacy

The aim of this course is to clarify what is EUPD and how has it has transformed and specifically in regard to four aspects/drivers of change:

- context and location – how the increased interdependence of actors and complexity of issues, has crucially changed the agenda of EUPD?
- roles and norms – how the growing access to information and communication and the shift of domestic issues to the international level, have transformed EUPD as to demand greater openness, transparency and accountability?
- communication patterns - how new ways of communication allow for a multidirectional and immediate flow of information, not only aimed at state-centric hierarchies, but also to more flexible forms of information sharing with foreign publics, networks and non-state actors?
- actors and roles – how the increasing number and variety of actors participating in European and Global Governance have transformed the role of traditional EUPD services and tools?

Perhaps most importantly, the course will also examine to what extent the EU meets the new challenges of modern public diplomacy and copes with the diverse interests of the stakeholders involved. Attention will be given to how the dependence on and relationship with member states and a variety of European institutions inhibit the constructive role of EUPD, and in so doing also investigate how EUPD could be enhanced through the creation of stronger partnerships with civil society, the formation of new approaches for the EU's engagement with the rest of the world and the greater involvement of national governments and other international actors and organizations in information sharing, consultations.

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 contested topics of European Public Diplomacy and 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 postgraduate 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 post-graduate 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.