

**University of Southern California  
- Spring 2017**

**PUBD 520 - Regional Studies in Public Diplomacy:  
The European Union**

**Professor Ruben Zaiotti  
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**Class Location:** ANN 408

**Class Time:** Mondays 6-8,50 PM

**Office Location:** TBA

**Office Hours:** TBA

**Course Description**

As a complex and ever evolving regional organization operating in an environment still dominated by states, the European Union (EU) faces formidable challenges in becoming an autonomous foreign policy actor, challenges that recent political and economic troubles affecting the European continent have rendered even more acute. The present course seeks to provide students an overview of the origins, features and underlying dynamics characterizing a significant yet still little known component of the EU's ongoing efforts to raise its international profile, namely its public diplomacy strategy.

Since the 1990s the European Union has taken advantage of its newly acquired competences in foreign policy matters to expand its global presence. The EU has been involved in a variety of international activities traditionally performed by states - from negotiating agreements with third countries, to carrying out civilian and military missions abroad and managing diplomatic delegations around the world. EU policy-makers have realized, however, that in order to improve its international status and visibility, the European Union needs to project a compelling vision of what it stands for and what distinguishes it from other members of the international community. The definition of this 'international identity' has become a core component of EU public policy strategy, and has been explicitly mentioned in key legal documents and in other policy initiatives of the last two decades.

Despite these efforts, the results of this identity-making exercise have been disappointing. The EU has not in fact been able to establish a coherent and recognizable profile on the international stage, raising concerns about its prospects as a foreign policy actor. How can we explain this predicament? Can the EU ever achieve a stable and coherent international identity? What are the implications of this state of affairs for the present and future of Europe's public diplomacy? And what lessons does the EU case offer for other international organizations striving to become autonomous players in international affairs?

The course is divided in three sections. The first section introduces the key principles and objectives of the EU project, briefly overviews the history of European integration since 1945 and its key institutions.

In the second section, students will become familiar with the basic institutional structure, processes and policies that define the EU's foreign policy. Selected cases of EU actions on the world stage will be examined.

The third section focuses on the EU's Public Diplomacy (PD). After introducing the key principles of PD, students will examine the origins and evolution of the EU's approach to this diplomatic strategy and a selection of relevant campaigns. Particular attention will be paid to the EU presence on social media, with the objective of assessing the different ways in which this regional organization has tried to project its identity on the world stage.

In concluding, we will consider some of the future directions the EU's Public Diplomacy strategy and the challenges it might face.

### **Course Goals**

At the end of this course, students should understand:

- what the European Union is, how it has evolved over time and the challenges it faces today as regional organization
- the key institutions, processes and practices of the EU and its foreign policy
- the problematic nature of issues of identity in Europe and their impact on the European Union's foreign policy
- the growing importance of public diplomacy for the European Union as international organization
- specific case studies of European public diplomacy

### **Course Requirements**

#### 1. Class participation

Students are required to complete all readings before the relevant class meeting, as well as actively participate in class discussions and in-class group exercises. In addition to completing the required readings, students should follow of current events pertaining to the EU. We will discuss important developments in Europe at the beginning of each class meeting.

## 2. In-class writing exercises

At the start of some class meetings, the professor will pose a basic question, based on the readings for that week, and students will have 5 minutes to write down a reaction to that question. Open notes, closed books.

## 3. Response papers

Students must write 2-page response papers for three of the class meetings. Formatting should be Times New Roman 12, double-spaced, with 1-inch margins. Do not forget to cite, and do not go significantly beyond the page limit. Discussion/response questions will be available on blackboard under “Content” in advance of each class meeting, but you do not need to limit yourself to one of these questions. Each paper must lay out your own argument at the outset (i.e. I argue that...), and the remainder of the paper should provide evidence in support of this argument. These papers are designed to respond to the readings, but avoid simply summarizing. Your analysis should have your own voice to it, in addition to grappling with the readings. Papers are due as a Word email attachment by 5pm each Monday. Students should send these papers to the entire class.

## 4. Presentation

Students will be required to give a 15-minute formal presentation at some point during weeks 4-12. The topic of the presentation should pertain to a specific EU public diplomacy strategy, a topical area of image building (i.e. humanitarian aid, multilateralism, human rights, etc.) or actor (EU, member-state, region, or city). Presentation guidelines will be provided. Topics must be approved in advance. Scheduling will be agreed upon in class during Week 2.

## 5. Research paper

Students must write a 15-20 page research paper pertaining to an issue involving European public diplomacy. A 2-page research proposal is due before spring break. The paper must deal with at least one of the conceptual themes discussed in class, and reflect significant empirical research beyond the assigned reading. Papers should not propose future policy, but rather analyze a past or present public diplomacy issue. The final paper is due on the last day of class. Students must submit draft papers to the professor for early feedback by Week 13. In order to maximize the quality of the final product, these draft papers should reflect the best effort of each student.

## 6. Extra credit

Students may briefly present a current event item by briefly summarizing and then connecting to a theme(s) in the course. Simply email the professor by 5pm the day before with a link to the current event item.

## Grade Breakdown

- Class participation & group exercises 20%
- Writing exercises 10%
- Response papers 20%
- Formal presentation 15%
- Research paper 35%

Unexcused absences will negatively impact your overall grade. Absences should be excused in advance unless there is a medical emergency (doctor's note required). In addition, failure to complete course requirements on time will result in a grade reduction (i.e. A to A-; B to B-) for each day late.

## Book List: Required

- Mai'a K. Davis Cross and Jan Melissen (eds.), *European Public Diplomacy: Soft Power at Work*. Palgrave Macmillan 2013
- Ian Bache, Simon Bulmer, Stephen George, and Owen Parker, *Politics in the European Union*, Oxford University Press, Fourth Edition, 2014.
- Brent F. Nelson, *The European Union: Readings on the Theory and Practice of European Integration*, Lynne Rienner, 2014.
- Sonia Lucarelli and Lorenzo Fioramonti (eds.), *The External perceptions of the EU as Global Actors Image of the European Union*, Routledge 2011

## Book List: Recommended

- Thomas Risse, *A Community of Europeans? Transnational Identities and Public Spheres*, Cornell University Press, 2010.
- John McCormick, *The European Superpower*, Palgrave, 2006.
- Marion Demossier (ed.), *The European Puzzle: The Political Structuring of Cultural Identities at a Time of Transition*, Berghahn, 2007.

## Resources on the European Union

Relevant documents and information about the European Union are available on the EU's official website ([www.europa.eu](http://www.europa.eu)) and the websites of the EU main institutions, such as the Commission's ([www.ec.europa.eu](http://www.ec.europa.eu)), the Council ([www.consilium.europa.eu/docCenter.asp?lang=en&cmsid=245](http://www.consilium.europa.eu/docCenter.asp?lang=en&cmsid=245)). News and articles about the EU can be found in publications such as the *EU Bulletin*, *Agence Europe*, *European Voice*, *EU Observer*. Archival material, including photos and videos, on the history of the EU can be found on the *European Navigator* website (<http://www.ena.lu/>). Academic journals specifically dealing with the EU, its policies and politics include the *Journal of Common Market Studies*, *European Union Politics*, the *Journal of European Integration*, *European Union Foreign Policy Review*. A number of think tanks produce analyses and commentaries on the EU. For a list, see [www.eu.thinktankdirectory.org/](http://www.eu.thinktankdirectory.org/) More resources will be posted on the course website throughout the term.

## Resources on Public Diplomacy and the European Union

- <http://www.culturalpolicies.net/> – Cultural policies and trends in Europe
- <http://www.youtube.com/user/eutube> – official EU Youtube Channel.
- <http://www.cvce.eu/> – multimedia reference on the history of the EU (select English)
- Journals: Place Branding and Public Diplomacy, Place Branding, Diplomacy & Statecraft, International Journal of Cultural Policy, Hague Journal of Diplomacy, European Journal of Cultural Policy

## Course on Blackboard

Lecture slides, syllabus, assignment instructions, bibliographic references and other relevant material for this course will be available on Blackboard. Blackboard will also function as main means of communication between the instructor and students. You will also be able to see your grades, read announcements and contribute to the discussion board. The course on Blackboard can be accessed at (TBA).

All required readings can be found on Blackboard under Course Assignments or in the required textbooks, unless otherwise noted.

## Email Policy

Please feel free to contact me by email if you have any questions related to the course. I will reply to legitimate email inquiries within 2 days. If you do not receive a reply within this period, please resubmit your question(s).

## Use of sources and referencing style

Both written assignments must be properly sourced, and should include both a bibliography and citation within the text. Research papers must be based on *academic sources*, that is, articles published in peer-reviewed journals, as well as books. The recommended referencing style is APA

## Plagiarism

### Academic Conduct

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with

the discussion of plagiarism in SCampus in Section 11, Behavior Violating University Standards <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the Office of Equity and Diversity <http://equity.usc.edu/> or to the Department of Public Safety <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. The Center for Women and Men <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage [sarc@usc.edu](mailto:sarc@usc.edu) describes reporting options and other resources.

### **Support Systems**

A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs [http://sait.usc.edu/academicsupport/centerprograms/dsp/home\\_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html) provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

## COURSE OUTLINE AND READINGS

### Part 1 – Introducing the European Union

#### Session 1 - What is the EU? (January 9)

##### *Readings:*

- Anthony Pagden, “Europe: Conceptualizing a Continent”, in Anthony. Pagden (ed.), *The Idea of Europe: From. Antiquity to the European Union*, ed. Pagden (Cambridge: Cambridge University Press 2002). Available at Killam Library (Call number: D 105 I34 2002)
- Winston S. Churchill, “The Tragedy of Europe,” *The European Union*. pp. 7-11.
- Robert Schuman, “The Schuman Declaration,” *The European Union*, pp. 13-14
- Charles de Gaulle, “A Concert of European States,” *The European Union*, pp. 27-44.
- Margaret Thatcher, “A Family of Nations,” *The European Union*, pp. 49-54
- Jacques Delors, “A Necessary Union,” *The European Union*, pp. 55-64

##### *Suggested readings*

- Sergio Pistone, “Altiero Spinelli and the Strategy for the United States of Europe,” *The European Union*, pp. 91-98
- David Mitrany, “A Working Peace System,” *The European Union*. pp. 99-119. • Jean Monnet, “A Ferment of Change,” *The European Union*, pp. 19-26
- Ernst B. Haas, *The Uniting of Europe*,” *The European Union*, pp. 145-149

#### January 16 – no class (Martin Luther King’s Birthday)

## Sessions 2 - A (brief) history of the EU (January 23)

### *Readings:*

- Bache et al. Chapter 5: From the End of the War to the Schuman Plan (the late 1940s to the early 1950s)
- Bache et al. Chapter 6: The 'Other' European Communities and the Origins of the EEC (the early 1950s to the 1960s)
- Bache et al. Chapter 7: The First Years of the European Economic Community (the 1960s and into the 1970s)
- Bache et al. Chapter 8: The Revival of European Integration (the mid-1970s to the late 1980s)
- Bache et al. Chapter 9: Maastricht and Amsterdam (the late 1980s to the late 1990s)
- Bache et al. Chapter 10: From Amsterdam to Lisbon (2000-2009)

### *Suggested readings:*

- The Marshall Plan declaration (1947), available at: [www.marshallfoundation.org/marshall\\_plan\\_information.html](http://www.marshallfoundation.org/marshall_plan_information.html)
- European Commission, *White Paper on completing the Internal Market* (1985). Available at [http://europa.eu/documents/comm/white\\_papers/pdf/com1985\\_0310\\_f\\_en.pdf](http://europa.eu/documents/comm/white_papers/pdf/com1985_0310_f_en.pdf) (skim)
- The Treaty of Lisbon (2007). Available at [http://europa.eu/lisbon\\_treaty/index\\_en.htm](http://europa.eu/lisbon_treaty/index_en.htm)
- Mark A. Pollack, "Theorizing the European Union: International Organization, Domestic Polity, or Experiment in New Governance?" in *American Review of Political Science*, Vol. 8, 2005. pp. 357-368 only.
- Paul Pierson, "The Path to European Union: An Historical Institutional Account," *Comparative Political Studies*. 29: 2 (April 1996) pp. 123-164. •

### **Sessions 3 – EU Institutions and their functioning (January 30)**

#### *Readings:*

- Bache et al. Chapter 12: The Institutional Architecture
- Bache et al. Chapter 13: The European Commission
- Bache et al. Chapter 14: The European Council and the Council of Ministers
- Bache et al. Chapter 15: The European Parliament

#### *Suggested readings*

- Basic treaties of the European integration. Available at:  
[http://europa.eu/abc/treaties/index\\_en.htm](http://europa.eu/abc/treaties/index_en.htm)
- Bache et al. Chapter 16: The European Court of Justice
- Chapter 1: Theories of European Integration
- Chapter 2: Theories of EU Governance

### **Session 4 – The EU in search of an identity: contemporary challenges (January 30)**

#### *Readings*

- Bache et al. Chapter 11: The EU in Crisis (2009-)
- Thomas Risse, *A Community of Europeans? Transnational Identities and Public Spheres*, Cornell University Press, 2010. pp. 1-8 & Chapter 9.

## Part 2 – The EU’s External Relations

### Session 5 - The EU external Relations: origins and evolution (February 6)

#### Readings

- Hill, C. & M. Smith (eds.), *International Relations and the European Union*, 2nd edition, Oxford, Oxford University Press, 2011, Chapter 1
- Jorgensen, K.E., Aarstad, K.A., Drieskens, E., Laatikainen, K. and B. Tonra (eds.), *The SAGE Handbook of European Foreign Policy*, London, Sage, 2015, Chapter 1
- Manners, I. (2002), ‘Normative Power Europe: A Contradiction in Terms?’, *Journal of Common Market Studies* 40, pp. 234–258

### Session 6 - EU Foreign Policy in practice (February 13)

#### Readings:

- Bache et al. Chapter 26: Common Foreign and Security Policy
- Bache et al. Chapter 25: Trade and Development Aid
- Lavenex, Sandra; Schimmelfennig, Frank EU rules beyond EU borders: theorizing external governance in European politics.. *Journal of European Public Policy*, Sep2009, Vol. 16 Issue 6, 791-812

#### Suggested readings

- Thomas Risse, “The Euro between national and European identity,” *Journal of European Public Policy*, Vol. 10, No. 4, 2003, pp. 487-503.
- Kathleen McNamara and Sophie Meunier, “Between National Sovereignty and International Power: What external voice for the Euro?” *International Affairs*, Vol. 78, No. 4 (Oct., 2002), pp. 849-868. 12

- Maurizio Carbone. 2007. *The European Union and International Development: The Politics of Foreign Aid*, London: Routledge. Introduction, pp. 1-7.

**February 20 – No class (president’s Day)**

## **Part 3 – The EU and Public Diplomacy**

**Session 8 – Europe as ‘soft power’ (February 27)**

*Readings:*

- Joseph Nye, “Others’ Soft Power,” *Soft Power: The Means to Success in World Power*, Public Affairs, 2004, Chapter 3 excerpt. pp. 75-83.
- Anna Michalski, “The EU as a Soft Power: the Force of Persuasion,” in Jan Melissen ed., *The New Public Diplomacy*, Palgrave, 2005. pp.124-142.
- Ham, Peter, *The European Union’s Social Power in International Politics*. In Cross and Melissen, Pages 157-181
- Duke, Simon, *The European External Action Service and Public Diplomacy*, in Cross and Melissen, Pages 113-136

**Session 9 – The EU and Public Diplomacy (March 5)**

- Cross, Mai’a K. Davis. *Conceptualizing European Public Diplomacy*, in Cross and Melissen, Pages 1-11
- Duke, Simon, *The European External Action Service and Public Diplomacy*, in Cross and Melissen, Pages 113-136
- Bátorá, J. (2005): "Does the European Union Transform the Institution of Diplomacy?" *Journal of European Public Policy*, 12 (1), pp. 44-66

*Suggested readings*

- Mai'a K. Davis Cross, "Identity Politics and European Integration," *Comparative Politics*, Vol. 44 (2), pp. 229-246.
- Philip Fiske de Gouveia with Hester Plumridge, "European Infopolitik: Developing EU Public Diplomacy Strategy," London: The Foreign Policy Centre, 2005. pp. 1-55.
- Steffen Bay Rasmussen, "The Messages and Practices of the European Union's Public Diplomacy," *Hague Journal of Diplomacy*, July 2010.
- Sonia Lucarelli, "European political identity, foreign policy, and Others' image: An Underexplored relationship," *The Search for a European Identity*, edited by Furio Cerutti and Sonia Lucarelli, Routledge, 2008. pp. 23-42.

**Session 9 – National and sub-national Public Diplomacy in the EU (March 12)**

*Readings:*

- Pamment, James, West European Public Diplomacy, in Cross and Melissen, Pages 13-38
- Ociepka, Beata, New Members' Public Diplomacy, in Cross and Melissen, Pages 39-56
- Huijgh, Ellen, Public Diplomacy's Domestic Dimension in the European Union, in Cross and Melissen, Pages 57-84
- Porte, Teresa, City Public Diplomacy in the European Union, in Cross and Melissen

*Suggested readings*

- Anne-Marie Thiesse, "The Formation of National Identities," in *The European Puzzle*, pp. 15-27.
- C. Nash, A. Kinneavy and K. Mader, "The Role of Cultural Diplomacy in Europe: the UK-Germany Relationship," 8 September 2008
- Goran Therborn, "Identity and capital cities: European nations and the European Union,"
- Beata Ociepka and Marta Ryniejska, "Public Diplomacy and EU Enlargement: the case of Poland," *Discussion Papers in Diplomacy*, Netherlands Institute of International Relations 'Clingendael', 2005.

- Jan Dirk Kemming, Özlem Sandikci, “Turkey’s EU accession as a question of nation brand image,” *Place Branding and Public Diplomacy* 3, 31-41 (28 February 2007).
- György Szondi, “The role and challenges of country branding in transition countries: The Central and Eastern European experience,” *Place Branding and Public Diplomacy* 3, 8-20 (28 February 2007)

**March 19 – no class (Spring break)**

**Session 10 – EU, branding and social media (March 26)**

*Readings*

- Christine Roger, *Branding the European Union*. Council of the European Union. Available at <http://cor.europa.eu/en/events/europcom/Documents/Roger.pdf>
- Peter van Ham, “Branding European Power,” *Place Branding*, 1(2): 2005.
- Fisher, Ali, *A Network Perspective on Public Diplomacy in Europe: EUNIC*, in in Cross and Melissen
- Alison Harcourt, “Whither a European media market?” *The European Union and the Regulation of Media Markets*, 2005.

**Sessions 11 – 13 - EU Public Diplomacy: case studies (April 3, 10, 17)**

TBA

**Session 14 - The Future of EU public Diplomacy (April 24)**

*Readings:*

- Manners, Ian (et al.), *Normative Power and the Future of EU Public Diplomacy*, in Cross and Melissen, Pages 137-156

- Javier Noya, “The United States and Europe: Convergence or Divergence in Public Diplomacy?” *The present and future of public diplomacy: a European perspective; the 2006 Madrid conference on public diplomacy* / ed. J. Noya. Madrid: Real Instituto Elcano, 4 December 2006. pp. 1-6.
- Melissen, Jan, *Conclusions and Recommendations on Public Diplomacy in Europe*, in Cross and Melissen, Pages 183-203

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