

# HUMN 7011 CULTURAL DIPLOMACY AND SOFT POWER

**Credit Points** 10

**Legacy Code** 102543

**Coordinator** Di Dickenson ([https://directory.westernsydney.edu.au/search/name/Di Dickenson/](https://directory.westernsydney.edu.au/search/name/Di%20Dickenson/))

**Description** This subject provides an introduction to key topics and debates in diplomacy and international relations. Relationships with other governments depend on diplomacy, which has been defined as the art of persuasion. Diplomatic modes, including those based on universalist values and those based on pragmatic self-interest will be considered and tested in the context of contemporary bilateral, regional and multilateral relations. The concepts of soft power and international public relations will be considered in the light of current cultural diplomacy campaigns, and tested through simulated role-play.

**School** Humanities & Comm Arts

**Discipline** Anthropology

**Student Contribution Band** HECS Band 4 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Postgraduate Coursework Level 7 subject

## Restrictions

Students must be enrolled in a postgraduate program.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse the theories of soft power and cultural diplomacy and describe examples of their application
2. Discuss the history and main trends in public and cultural diplomacy worldwide
3. Describe and analyse examples of Australian and Chinese cultural diplomacy
4. Develop solutions to real-life cases involving the application of cultural diplomacy

## Subject Content

Theories of cultural diplomacy.  
History of cultural diplomacy and international cultural organisations.  
Australia's cultural diplomacy.  
China's cultural diplomacy.  
Case studies developed through role play.

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

| Type                                                                                                                                                           | Length                                       | Percent | Threshold | Individual/ Group Task    | Mandatory |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|---------|-----------|---------------------------|-----------|
| Presentation on personal investigation of a current issue. It involves (a) 500 word overview of the presentation and (b) Presentation (10 minutes per student) | Part (a) 500 words; Part (b) 10 minutes      | 15%     | N         | Individual                |           |
| Research Essay: It involves: (a) 2 x 500 word blogs while preparing essay (10%) and (b) Essay 2,500 words (30%)                                                | Part (a) 2 x 500 words; Part (b) 2,500 words | 40%     | N         | Individual                |           |
| Case Study: Team inquiry task on case-study problem. It involves (a) Group presentation (30%) (b) Individual diary (15%)                                       | Part (a) 20 minutes; Part (b) 1,000 words    | 45%     | N         | Both (Individual & Group) |           |