

1.	Field of study	International Studies in Political Science and Diplomacy
2.	Faculty	Faculty of Social Sciences
3.	Academic year of entry	2024/2025 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

7.	General information about the module	
Module name		Public Diplomacy
Module code		W3-MS-S1-DP
Number of the ECTS credits		3
Language of instruction		Polish
Purpose and description of the content of education		The module aims to introduce the elements of public diplomacy mechanisms of operation and characterize the audience groups of public diplomacy activities. During the module, the student will gain knowledge and competence in using soft power in contemporary international relations, knowledge of the elements that make up soft power and the ability to distinguish soft political influence from manipulation.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	Learning outcomes of the module			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
DP_K01	The student is aware of the ethical aspects of public diplomacy and the need to make responsible decisions that consider the public good.	MS_1_K04	4	
DP_U01	The student is able to critically analyze and evaluate various public diplomacy strategies used by states and international organizations, identifying their strengths and weaknesses and proposing solutions.	MS_1_U01 MS_1_U02 MS_1_U04 MS_1_U07	4 3 4 3	
DP_U02	The student can design and implement effective public diplomacy campaigns, considering the specifics of different cultures and international contexts.	MS_1_U01 MS_1_U03 MS_1_U06 MS_1_U09	3 4 4 4	
DP_U03	The student can critically evaluate the effectiveness of various public diplomacy activities and campaigns using appropriate research methods and analytical tools.	MS_1_U03	4	
DP_W01	The student knows the concepts and theories of public diplomacy and the key concepts and theories related to public diplomacy, including its historical development, main objectives, and tools used in practice.	MS_1_W04 MS_1_W09	4 4	

DP_W02	The student understands the role of public diplomacy in international politics and knows the strategies and tools used in public diplomacy by various states and international organizations.	MS_1_W02	3
		MS_1_W05	3
		MS_1_W11	3

9. Methods of conducting classes		
Code	Category	Name (description)
a01	Lecture methods / expository methods	Formal lecture/ course-related lecture <i>a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a passive reception of the information provided</i>
b02	Problem-solving methods	Lecture-discussion <i>transmission of content involving interaction with the lecture audience; discussion of lecture-related issues is one of its elements or constitutes its follow-up</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
b07	Problem-solving methods	Activating methods: a case study <i>a comprehensive description of a phenomenon connected with the selected discipline; reflecting the reality, presenting the 'what', 'where' and 'how' of the phenomenon, i.e., all of its key aspects to be discussed in class; used as a reproduction, presentation, discussion or diagnosis of factors that shape the phenomenon or interact with it; an in-depth qualitative analysis and evaluation of a selected phenomenon</i>
c07	Demonstration methods	Screen presentation <i>a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image</i>
f02	Methods of self-learning	Individual work with a text <i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
W3-MS-S1-DP_C	practical classes	30	course work	DP_K01, DP_U01, DP_U02, DP_U03, DP_W01, DP_W02	b04, b07, c07, f02
W3-MS-S1-DP_W	lecture	15	course work	DP_U01, DP_U02, DP_W01, DP_W02	a01, b02

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	No
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus <i>agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c03	Preparation for verification of learning outcomes	Implementation of an individual or group assignment necessary for course/phase/ examination completion <i>a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory phase/element of the verification of the learning outcomes assigned to the course</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.