SAGRADO
Universidad del Sagrado Corazón

Syllabus

Title: Foreign Relations and Media

Code: EIN 208

Prerrequisite: EIN 205

CREDITS: 3 credits | 45 contact hours | 1 term

Description

This course examines the critical intersection between media communication and political decision-making in the international arena. Throughout the course, students will analyze how the media shapes public perception of states' foreign policies and how governments strategically employ the media to achieve diplomatic and political objectives. Through case studies and critical analysis, students will develop a profound understanding of how the interaction between the media and foreign policy influences public opinion and the dynamics of international relations in a globalized context.

Justification

The Foreign Relations and Media course addresses the growing importance of media communication in international politics. In an increasingly globalized world, the media not only serve as channels of information but also play a crucial role in shaping public perception and the political agenda. Governments, aware of this power, use the media strategically to influence both their citizens and international audiences in order to legitimize their foreign policies and achieve their diplomatic objectives. This course is essential for students to understand the complex dynamics between the media and foreign policy and to acquire the analytical tools necessary to critically interpret these interactions in the contemporary context.

COMPETENCIES

The course develops the following competencies in students:

- Critical Thinking
- Research and Exploration
- Communication

OBJECTIVES

Upon completion of the course, students will be able to:

1. Understand the relationship between communication and foreign policy.
2. Strategically analyze governments' use of the media.
3. Develop critical thinking skills through the analysis of case studies.
4. Assess the impact of the media on contemporary international relations.
5. Foster a global understanding of the interaction between the media and politics.

Content

I. The Media as a Political Actor

   A. Communication, the Press, and Journalism

   B. History of communication

   C. Advertising, political propaganda, disinformation, and fake news

   D. Communication as the "Fourth Estate"

   E. Communication and the Political Arena

   F. The Relationship Between Communication and Democracy

   G. From the National to the Global Public Sphere

   H. The political role of the media in the digital age

II. Relationships Between Communication and International Relations

   A. The Influence of the Media on International Diplomacy

   B. Diplomacy in the Digital Age

   C. The Role of the International Correspondent

   D. Communication and Foreign Policy

      1. Soft News and the Effects of "New" Media

2. The Power of the Media in International Relations – The CNN Effect

3. The Power of the Media in International Relations – The Al Jazeera Effect

III. Social Media and International Relations

A. Social Media as a Social and Political Force
B. Social Media as a Tool of Conflict
C. The Democratic Disadvantage and Autocratic Advantage of Social Media
D. The Impact of Social Media Manipulation
E. Social Media and Digital Sovereignty

IV. Media Coverage of International Issues

A. The Media and Total War: World Wars and Communication

B. The Media and Limited Wars: From Vietnam to Iraq

C. The Media and Ethno-Nationalist Conflicts: The Cases of Yugoslavia, Northern Ireland, Rwanda, and Palestine

D. The Media and Peacebuilding: Informational and Media Interventions as Tools for Conflict Resolution

E. The Media and Terrorism

F. The Media and Migration

G. Communication and Civil Unrest: The Arab Spring and Beyond.

METHODOLOGY

The following active learning strategies are recommended:

- *Research-Based Learning (**RBL**)* / Research-Based Learning (**ABl)**
- Case Method - **CM**
- *Challenge-Based Learning (*CBL) / Challenge-Based Learning (**ABR** or **ABDe**)
- Phenomenon-Based Learning – **PBL**

ASSESSMENT

Midterm Assignments	25%
Oral presentation	25%
Discussion forums	25%
Final project	25%
TOTAL	**100%**

Student Learning Assessment

The assessment rubric is applied to the course's core activity.

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Reasonable Accomodation

For detailed information on the process and required documentation, please visit the appropriate office. To ensure a level playing field, in compliance with the ADA (1990) and the Rehabilitation Act (1973), as amended, any student who requires Reasonable Accomodation or special assistance must complete the process established by the Vice-Presidency for Academic Affairs.

ACADEMIC INTEGRITY

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