



# Conflict, Global Communication, and Public Diplomacy

Lecturer: Dr. Elie Friedman



In asymmetric wars of the 21st century, the battlefield has moved to the television screen, the computer keyboard, and the smartphone. In today's warfare, the battle is as much over successful messaging and public opinion as it is over actual military achievements. This situation has created new challenges for the State of Israel during its intermittent military operations in Gaza and with other non-state actors. Israel has often struggled in the battle over public opinion in the globalized and instantaneous communication environment. Such challenges reflect the need to establish nuanced and culturally sensitive “public diplomacy”, a term which refers to the efforts made by official and unofficial actors to advance the state's interests by influencing public opinion in foreign states.



The course “Conflict, global communication, and public diplomacy” will provide students with an opportunity to examine the principles of public diplomacy while studying how to apply such principles within the context of asymmetric warfare. The course will be taught in English, enabling students to study and create public diplomacy messages in the language in which these activities take place. In addition, approximately four of the course lectures will be jointly held over Zoom with students taking a similar course at the University of Maryland, giving the students an opportunity to forge connections with American students and engage in interesting cross-cultural exercises to understand better how public diplomacy messages are understood by foreign publics.

**The course will take place every Tuesday evening from 6:00 p.m. to 7:30 p.m. during the second semester of 2022. Lectures will be taught in English at Ashkelon Academic College.**



**Elie Friedman (Ph.D.)** is Head of the Communication Division at the Department of Multi-Disciplinary Studies, Ashkelon Academic College, head of the College's International Relations Office, and a visiting lecturer at the University of Maryland. His interests include political discourse in national and international contexts with an emphasis on conflict resolution, media, and public diplomacy. His first book (with Gavriely-Nuri), *Israeli Discourse and the West Bank: Dialectics of Normalization and Estrangement*, was published in 2018 by Routledge. He has published articles in leading discourse and communication journals, including *Language in Society* (2019), *Journalism: Theory, Practice & Criticism* (2020), and *Journalism Studies* (2020).