INTERNATIONAL EDUCATIONAL AND CULTURAL RELATIONS

There is no textbook for this course. All of the required readings, most of which are reports and articles, will be posted on Blackboard. There is also an extensive list of suggested readings for those who wish to explore one of the topics in greater depth.

COURSE SCHEDULE AND READINGS

1/24 International Educational and Cultural Exchange: Mutual Understanding, Democracy Promotion, and Propaganda


Videos:
Examples of Government Propaganda:  
https://www.youtube.com/watch?v=IoVqqfJgGh4
Nazi Propaganda: http://www.youtube.com/watch?v=GHs2coAzLJ8;  
http://www.youtube.com/watch?v=q4fWbRS6mLI;  
American Anti-Nazi propaganda - https://www.youtube.com/watch?v=l14WDZCnz-w  
Soviet Anti-American Propaganda - https://www.youtube.com/watch?v=iETJt_zbnKk  
American Anti-Communist Propaganda - http://www.youtube.com/watch?v=MaNTAUc-3tk&feature=related;  
Counterproductive Propaganda: https://www.youtube.com/watch?v=0ExrVHPqvWA
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1/31 Origins of Public Diplomacy


2/7 US Public Diplomacy: Two Faces of America


2/14 The Role of the U.S Government in International Educational and Cultural Exchange

Guest Speaker: Arthur Zegelbone, Consultant to the U.S. Department of State, retired Foreign Service Officer, former President of the Lotus Foundation and Director of ESL Language Centers.


2/21 Government Sponsored Educational and Cultural Exchange in Other Countries

Guest Speakers: Fabrice Jaumont, Education Attaché, French Embassy and Joann Halpern, Director, German Center for Research and Innovation


2/28  The U.S. Military and Counterinsurgency: Winning Hearts and Minds


Documentary: “Hearts and Minds” documentary - https://www.youtube.com/watch?v=xCPXLS4BQ4


3/7  Internationalization of Higher Education

Guest Speaker:  Deirdre Sato, Dean of International Education, Fashion Institute of Technology, CUNY


3/14 No Class – Spring Recess

3/21 Public-Private Partnerships in Educational Exchange
Guest Speakers: Clare Banks, Assistant Director, International Partnerships and IIE Initiatives, Institute of International Education; Carol Anne Spreen, Associate Professor of International Education, NYU


3/28 Academic Exchange and Intellectual Freedom
Guest Speakers: Liz Knauer, Visiting Assistant Professor, Social Science & Cultural Studies, Pratt Institute; Robert Quinn, Executive Director, Scholars at Risk Network


**4/4 Information Technology and Cultural Exchange**


**4/11 No Class**

**4/18 Case Study: U.S. Department of State Office of Global Education Programs**

The Office of Global Educational Programs plans, develops, administers and monitors the Hubert H. Humphrey Fellowship Program, the Community College Initiative Program, the Benjamin A. Gilman International Scholarship Program, and programs for the exchange and professional development of secondary school teachers and educators. The Office also monitors the flow of international students to the United States and of U.S. students to other countries. To encourage this mobility, the Office supports the EducationUSA network of educational advisers and Regional Educational Advising Coordinators (REACs) and facilitates their cooperation with U.S. colleges and universities. The Office has three branches.
Read:  https://eca.state.gov/about-bureau-0/organizational-structure/office-global-educational-programs


4/25  Case Study:  U.S. Department of State Office of Academic Exchange Programs

The Office of Academic Exchange Programs plans, develops, administers and monitors several major exchange activities including the: Fulbright Program, Global Undergraduate Exchange Program, and Study of the United States Institutes. The office also coordinates the annual program budget, promotes and consults on academic exchange programs and works with other government and private sponsors of academic exchange programs. The office is divided into seven branches and a front office. The front office oversees the branches and coordinates global program initiatives and public affairs. Six of the branches are organized by world region: Sub-Saharan Africa, East Asia and Pacific, Europe and Eurasia, Near East Asia, South and Central Asia and the Western Hemisphere. The remaining branch is organized by the programmatic theme, Study of the United States.

Read:  https://eca.state.gov/about-bureau-0/organizational-structure/office-academic-exchanges


**5/2 Case Study: U.S. Department of State Office of Citizen Exchanges**

The Office of Citizen Exchanges gives American and foreign participants the opportunity to gain knowledge and share their expertise and experience through professional, youth, cultural, and sports exchange programs. It has five separate divisions: Cultural Programs Division; Professional Fellows Division; SportsUnited Division; Youth Programs Division,

Read: [https://eca.state.gov/about-bureau-0/organizational-structure/office-citizen-exchanges](https://eca.state.gov/about-bureau-0/organizational-structure/office-citizen-exchanges)

COURSE REQUIREMENTS

Case Studies

You will be divided into three groups, each of which will prepare an oral presentation of a case study of exchange programs sponsored by one of three different offices of the U.S. Department of State: Global Exchange Programs; Academic Exchange Programs; Citizen Exchanges. In preparing your presentation you should consider some of the following: why our culture and educational institutions are attractive to people in other countries; whether the primary purpose of U.S. government supported cultural and educational exchanges should be to generate support for American national security interests; if the United States should promote exchange programs that seek to undermine existing political and economic relationships in foreign countries, and advance new constituencies; the extent to which it is reasonable and desirable to expect American concepts of democracy and private market capitalism to take root in countries with vastly different cultures and historic experiences; and how and in what ways cultural exchange and rapprochement foster mutual understanding between nations. The programs in each of these offices of the U.S. Department of State are quite extensive, and your group may decide to focus on just one or two of the programs, such as EducationUSA, the International Leaders in Education Program, the Fulbright Program, the Study of the U.S. Institutes for Scholars, the International Visitor Leadership Program, The American Council of Young Political Leaders, the Ambassadors Fund for Cultural Preservation, etc.

Grant Proposal

You will be required to prepare the project narrative and a detailed set of program activities for a U.S. Department of State grant proposal. You will have a wide range of “requests for grant proposals” from which to select the one on which you will work. They will include proposals from such programs as The Future Leaders Exchange (FLEX) Program, the Hubert H. Humphrey Fellowship Program, Youth Exchange and Institutional Partnerships, the Community College Initiative Program, International Visitor Leadership Program, the Benjamin A. Gilman International Scholarship Program, the Study of the U.S. Institutes for Student Leaders, the U.S. Institutes for Secondary Educators, and the U.S. Institutes for Scholars. I shall distribute an updated list of grant possibilities when we meet on January 24. In the meantime, you may wish to take a look at a couple of newly posted requests for proposals on the following website: https://eca.state.gov/files/bureau/fy17_susi_scholars_nofo.pdf. This will give you an idea of what is involved in preparing a grant proposal of this sort. All of the grants involve international educational and cultural exchanges. Your grant proposals will be due May 5.
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Grading

There will not be a mid-semester nor a final examination for this course. Your grade will be determined on the following basis.

CLASS PARTICIPATION (25%): You will be expected to do all of the required readings, and take part in class discussions.

CASE STUDY (25%)

GRANT PROPOSAL (50%)