INTERNATIONAL EDUCATIONAL AND CULTURAL RELATIONS

There is no textbook for this course. All of the readings, most of which are reports and articles, will be posted on NYU Classes. There is an extensive list of “suggested readings” for those who wish to pursue a topic in greater depth, but these are not required.

Course Schedule and Readings

1/27  International Educational and Cultural Exchange: Mutual Understanding, Democracy Promotion, and Propaganda


Videos: Anti-Nazi Propaganda: http://www.youtube.com/watch?v=mDn07f5B3gg; Nazi Propaganda: Leni Riefenstahl’s http://www.youtube.com/watch?v=GHs2coAzLJ8; http://www.youtube.com/watch?v=q4lWbRS6mLI; USIA Anti-Communist Propaganda - http://www.youtube.com/watch?v=MaNTAuC-3tk&feature=related; Soviet Anti-American Propaganda - http://www.youtube.com/watch?v=qufeZVmCBJo&feature=related; http://www.youtube.com/watch?v=DuvHBgHyHh0

2/3  Origins of Public Diplomacy


2/10  US Public Diplomacy: Two Faces of America


2/17  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.


2/24 Government Sponsored Educational and Cultural Exchange in Other Countries
Guest Speakers: Fabrice Jaumont, Education Attaché, French Embassy; Joann Halpern, Director, German Center for Research and Innovation; Lihua Wang, Director of Graduate Studies, Institute of Higher Education, Zhejiang University


3/2 The U.S. Military and Counterinsurgency: Winning Hearts and Minds


Documentary: “Hearts and Minds” documentary - https://www.youtube.com/watch?v=1d2ml82lč7s

3/9 Internationalization of Higher Education
Guest Speakers: Ron Robin, Senior Vice Provost for Global Faculty Development, NYU


3/16 No Class – Spring Recess

3/23 Public-Private Partnerships in Educational Exchange
Guest Speakers: Clare Banks, Assistant Director, International Partnerships and IIE Initiatives, Institute of International Education; Deirdre Sato, Dean of International Education, Fashion Institute of Technology, CUNY


3/30  Academic Exchange and Intellectual Freedom

Guest Speakers: Liz Knauer, Visiting Assistant Professor, Pratt Institute; Robert Quinn, Executive Director, Scholars at Risk Network.


4/6  Information Technology and Cultural Exchange

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4/13 Evaluating International Educational and Cultural Exchange Programs


4/20 Presentation of Grant Proposal

4/27 Presentation of Grant Proposal

5/4 Presentation of Grant Proposal
COURSE REQUIREMENTS

Grant Proposal

You will be divided into groups of 3-4 students, each of which will prepare a full grant proposal, including the project narrative, detailed program activities, a line item budget, and an on-going plan for program evaluation. The grants will be selected from open “Request for Grant Proposals” for international educational and exchange projects sponsored by the U.S. Department of State. The complete proposals will be due no later than April 13 when they will be posted on NYU Classes. To provide you with some guidance in this process, a few grant proposals that have been successfully funded will be made available to the class.

All of the grants involve international educational and cultural exchanges. Among the “Request for Grant Proposal” from which you will be able to choose are those listed on the following website: http://eca.state.gov/organizational-funding/open-grant-solicitations. The list of grant possibilities will be updated when the first class meets on January 27.

Each group will make a brief oral presentation of their grant proposal, and respond to questions from their classmates about the quality of the proposal, on one of the following dates: 4/20, 4/27, 5/4.

Evaluation of Grants

Each student will be required to undertake an extensive written evaluation of one of the grant proposals, other than her/his proposal. The evaluation should take into account some of the following criteria: originality of the program plan; whether the staffing and institutional resources are sufficient to achieve the objectives of the program; the extent to which the program will foster mutual understanding; a commitment to promote the concepts of diversity and democracy in the program design and implementation; an evaluation of the extent to which the program will contribute to the participants’ knowledge and understanding of U.S. society and culture; whether program activities provide a broad spectrum of opinions and views about the U.S.; an explanation of how the program will serve the professional goals of the participants; whether the program activities (including lectures, panel discussions, field trips, tours, cultural events, readings, etc.) fit into a coherent central theme; and a plan to evaluate the strengths and weaknesses of the program. The written evaluations will be due on May 10.
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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 readings, and take part in class discussions.

GRANT PROPOSAL (50%): You will prepare a complete grant proposal, as part of a group of 3-4 students, for a project sponsored by the U.S. Department of State. You will receive two grades for this project, one for the proposal as a whole, and another for your particular contribution to the proposal.

PROPOSAL EVALUATION (25%): You will prepare a written evaluation of one of the grant proposals other than your own.