

“Israeli Diplomacy: History, and Politics”

Emory University

Fall Semester 2017

JS 371/POLS 385/HIST 385

Dr. Reda Mansour

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Monday-Wednesday 10:00-11:15

Course held in **Tarbutton 106**

This course explores Israeli diplomacy since the state's establishment in 1948 until now. We will explore major changes in Israeli diplomacy through its many forms: Traditional Diplomacy, Public Diplomacy, Development Diplomacy, Cultural & Economic Diplomacy, Multilateral Diplomacy and Crisis Diplomacy. The course also looks at the role of Israeli diplomacy in times of war and conflict as well as in times of peace and negotiation. It discusses the effects of modern diplomatic tools such as technology, social networks and state branding on Israeli diplomacy.

Increasingly open and interdependent global political and economic environments, the rise of non-state actors and interest groups internationally, along with rapid advances in information technology, have arguably changed the practice of Israeli diplomacy in the 21st century. In the Middle East, the traditional instruments of government statecraft such as "Hard Power" prove less sure in a diffuse and multi-polar geopolitical setting. This course will examine what roles "soft power" and "smart power" play in Israeli foreign policy.

Course Objectives:

1. Study Israel's diplomatic history from the early Zionist movement to the development of modern Israeli diplomacy.
2. Understand the different disciplines of Israeli diplomacy and their application.
3. Presenting Israeli diplomacy and foreign policy through the eyes of the practitioners.

Text:

Dennis Ross, *Doomed to Succeed The U.S.-Israel Relationship from Truman to Obama*, Farrar, Straus and Giroux 2015.

Kenneth W. Stein, *Heroic Diplomacy - Sadat, Kissinger, Carter, Begin and the Quest for Arab-Israeli Peace*, Routledge, 1999.

Alfred Wittstock (ed.) *The World Facing Israel - Israel Facing the World*. Berlin: Frank & Timme, 2011.

Tom Fletcher, *Naked Diplomacy*. Harper Collins Publishers 2016

Particulars:

Students will be graded on a mid-term exam (30%), a final examination (50%), and in class participation (20%). Students are expected to follow the Israeli daily news. In-class discussions will reference current events.

Week 1: Course Overview and Introduction- August 23

Objectives:

- Syllabus and course introduction.
- Introduction of students and lecturer.
- Brief history of diplomacy.
- The Israel Quiz.

2015 Cary Nelson, Rachel Harris and Kenneth W. Stein. *A Concise History of Israel*, 2015

http://ismi.emory.edu/home/documents/A_Concise_History_of_Israel_2015.pdf

Yoav J. Tenenbaum, "The Role of the Diplomat in the Modern Era," *The Foreign Service Journal*, January 2010.

http://afsa.org/sites/default/files/flipping_book/0110/index.html#/32/zoomed

*****Selected Reference Documents*****

<http://mfa.gov.il/MFA/ForeignPolicy/Peace/MFADocuments/Pages/Selected%20Reference%20Documents.aspx>

Tom Fletcher, *Naked Diplomacy*. Harper Collins Publishers 2016. Pp. 25-60.

Week 2: Pre-state Diplomacy - August 28, 30

Focal issues:

- Setting the stage: Muddle East history and diplomacy.
- Napoleon, Mohamad Ali - from cotton to capitulations.
- "The brilliant failure," Theodor Herzl – visionary man between the Ottoman Empire and the Austro-Hungarian Empire.
- From London to New York - Chaim Weizmann.

"The Jewish Question," *The Jewish State*, Theodor Herzl (1897)

<https://israeled.org/wp-content/uploads/2015/06/1897-The-Jewish-Question-pics.pdf>

1906 "Zionism." In *The Jewish Encyclopedia* - Talmud-Zweifel, 666-686.

<http://ismi.emory.edu/home/resources/primary-source-docs/Jewish%20Encyclopedia.pdf>

Alan Baker (ed.) *Israel's Rights as a Nation-State in International Diplomacy*, Jerusalem Center for Public Affairs, 2011. <http://jcpa.org/wp-content/uploads/2011/09/israels-rights-full-study.pdf>

Week 3: Multilateral Diplomacy – September 6, 11

Focal issues:

- The U.N 1948 – Aba Eban 181 - First and last success, The Blocks, Brazil and South America, USSR
- French and English Diplomatic Design.
- The coalition of the minorities - Moshe Sharett

Sharett, Moshe. Israeli Knesset. Jerusalem. 15 June 1949. Address.

<https://israeled.org/resources/documents/israeli-foreign-minister-moshe-sharett-israel-knesset/>

Dennis Ross, *Doomed to Succeed The: U.S.-Israel Relationship from Truman to Obama*, Farrar, Straus and Giroux 2015. Pp. 27-51.

Kenneth W. Stein, *Heroic Diplomacy- Sadat, Kissinger, Carter, Begin and the Quest for Arab-Israeli Peace*, Routledge, 1999. Chapter 2.

Week 4: Diplomacy in Other Means: War – September 13, 18

Focal issues:

- 1956, 1967, 1973 wars.
- The cold war.
- David Ben-Gurion.

"The Six Day War." *Israel Government Yearbook* - Prime Minister's Office, March 1968. <http://ismi.emory.edu/home/resources/primary-source-docs/sixdaywar.pdf>

Dennis Ross, *Doomed to Succeed The U.S.-Israel Relationship from Truman to Obama*, Farrar, Straus and Giroux 2015. Pp. 51-76.

Kenneth W. Stein, *Heroic Diplomacy- Sadat, Kissinger, Carter, Begin and the Quest for Arab-Israeli Peace*, Routledge, 1999. Chapter 3.

Statement to the Security Council by Foreign Minister Aba Eban- June 6, 1967.
<http://www.mfa.gov.il/mfa/foreignpolicy/mfadocuments/yearbook1/pages/19%20statement%20to%20the%20security%20council%20by%20foreign%20mi.aspx>

“The Man - Not The Metal” Address by Chief of Staff Yitzhak Rabin upon receiving the Honorary Doctorate of Philosophy at The Hebrew University of Jerusalem Mount Scopus, Jerusalem June 28, 1967.
<http://www.rabincenter.org.il/Items/01098/RabinAddressforHonoraryPhD.pdf>

Week 5: Development Diplomacy – September 20, 25

Focal issues:

- Africa and beyond - Golda Meir: We are the developing world.
- MASHAV: Training home and abroad.
- Agro-diplomacy and Water Diplomacy.

United Nations Millennium Declaration, UN General Assembly, 18 September 2000.
<http://www.un.org/millennium/declaration/ares552e.pdf>

The Millennium Development Goals Report 2015.
http://www.undp.org/content/dam/undp/library/MDG/english/UNDP_MDG_Report_2015.pdf

MASHAV Israel’s Agency for International Development Cooperation, IMPLEMENTING THE Millennium Development Goals.

http://mfa.gov.il/MFA/mashav/Publications/Subject_Publications/Documents/Implementing-the-MDGs.pdf

Naomi Leight, (Ed) Cases in Water Diplomacy, Paper 2, USC Center for Public Diplomacy. March 2013.
<https://uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/userupload/s/u35361/2013%20Paper%202.pdf>

Week 6: Diplomacy of Peace – September 27, October 2

Focal issues:

- 1977 Sadat in Jerusalem – Camp David – Menachem Begin
- Land for Peace
- 1994 Assad in the Sea of Galilee
- Peace on the Jordan – Land and Irrigation Sharing

Oliver Miles, "The job of an ambassador", The Guardian, 14/10/2010
<https://www.theguardian.com/commentisfree/2010/jul/14/ambassadors-job-diplomat-training>

Dennis Ross, *Doomed to Succeed The U.S.-Israel Relationship from Truman to Obama*, Farrar, Straus and Giroux 2015. Pp. 145-180.

Kenneth W. Stein, *Heroic Diplomacy- Sadat, Kissinger, Carter, Begin and the Quest for Arab-Israeli Peace*, Routledge, 1999. Chapter 7.

"I, Military I.D. Number 30743, Yitzhak Rabin" Address by Prime Minister Yitzhak Rabin to the United States Congress Washington, D. C. July 26, 1994.

<http://www.rabincenter.org.il/Items/01099/RabinAddresstoU.S.Congress.pdf>

"Transcripts of Anwar El-Sadat and Menahem Begin Addresses to the Israeli Parliament." New York Times (New York), November 20, 1977.

<http://ismi.emory.edu/home/resources/primary-source-docs/sadatbegintranscripts.pdf>

Mid-term exam - October 4

Fall Break - October 9

Week 7: Public Diplomacy - October 11

Focal issues:

- "Wars of Choice?"
- 1982 The first Lebanon War - The picture on Raegan's desk.
- 1987 The First Palestinian Uprising.

Public Diplomacy: The Missing Component in Israel's Foreign Policy Eytan Gilboa
Published online: 28 Nov 2006.

<http://cic.biu.ac.il/cic.biu.ac.il/originals/1446985767Public%20Diplomacy%20-%20The%20Missing%20Component%20in%20Israel's%20Foreign%20Policy,%202006.pdf>

Dennis Ross, *Doomed to Succeed The U.S.-Israel Relationship from Truman to Obama*, Farrar, Straus and Giroux 2015. Pp. 180-217.

Tom Fletcher, *Naked Diplomacy*. Harper Collins Publishers 2016. Pp. 60-107.

Philip Seib. PUBLIC DIPLOMACY AND THE MEDIA IN THE MIDDLE EAST, Paper 6, 2013 (August) USC Center for Public Diplomacy.

<https://uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/userupload/u35361/2013%20Paper%206.pdf>

Week 8: Cultural Diplomacy – October 16, 18

Focal issues:

- 1993 from Oslo to San Francisco: Shimon Peres and the professors.
- Soft Power: Between peace and assassination.
- Yitzhak Rabin - The Speech in Congress.

Dennis Ross, *Doomed to Succeed The U.S.-Israel Relationship from Truman to Obama*, Farrar, Straus and Giroux 2015. Pp. 256-299.

Kenneth W. Stein, *Heroic Diplomacy- Sadat, Kissinger, Carter, Begin and the Quest for Arab-Israeli Peace*, Routledge, 1999. Chapter 8.

R.S. Zaharna THE CULTURAL AWAKENING IN PUBLIC DIPLOMACY

Paper 4, 2012 (April) USC Center for Public Diplomacy.

<https://uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/userupload/s/u35361/2012%20Paper%204.pdf>

Week 9: Diplomacy and Mass Media – October 23, 25

Focal issues:

- The Medium: CNN from Bagdad to Atlanta.
- The Image: WW2 Sirens and Gas Masks.
- The Message: Suites and SoundBits.

Eytan Gilboa, *Mass Communication and Diplomacy: A Theoretical Framework* Volume 10, Issue 3, August 2000 (pages 275–309).

<http://onlinelibrary.wiley.com/doi/10.1111/j.1468-2885.2000.tb00193.x/full>

Christopher Meyer, DC Confidential, Weidenfeld & Nicolson, David Mandel, LIVE TWEETING GAZA: THE IDF SPEAKS UP, USC Center for Public Diplomacy

<https://uscpublicdiplomacy.org/blog/live-tweeting-gaza-idf-speaks>

Tom Fletcher, *Naked Diplomacy*. Harper Collins Publishers 2016. Pp. 107-149.

Week 10: Diplomacy and Natural Disasters – October 30, November 1

Focal issues:

- Every crisis is a diplomatic opportunity.
- "Peace Village" - Earthquakes: Turkey, Armenia
- Field Hospitals in Haiti, Nepal.
- Brush Fires around the Mediterranean.
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Establishing a Trauma and Emergency Medicine Center in Haiti

http://mfa.gov.il/MFA/mashav/What_We_Do/Humanitarian_Assistance/Pages/Establishing-a-Trauma-and-Emergency-Medicine-Center-in-Haiti.aspx

Earthquake in Nepal

<http://mfa.gov.il/MFA/PressRoom/2015/Pages/Israel-responds-to-earthquake-in-Nepal-25-Apr-2015.aspx#>

Israel Joins the International Struggle to Eradicate Ebola

http://mfa.gov.il/MFA/mashav/Latest_News/Pages/Israel-Joins-the-International-Struggle-to-Eradicate-Ebola.aspx

Week 11: Economic Diplomacy - November 6, 8

Focal issues:

- Free trade: From oranges to microchips - Start-ups, Cyberwar
- Boycott, Divestment and Sanctions

The US-Israel Economic Relationship

http://www.israelallies.org//images/uploads/resources/US-ISR_economic_relationship_factsheet.pdf

EU-Israel Association Agreement, 21.6.2000.

http://eeas.europa.eu/archives/delegations/israel/documents/eu_israel/asso_agree_en.pdf

EU trade relations with Israel 2017

http://trade.ec.europa.eu/doclib/docs/2006/september/tradoc_111672.pdf

Agreement Between The Government Of The State Israel And The Government Of The Hashemite Kingdom Of Jordan On Irbid Qualifying Industrial Zone

<http://economy.gov.il/English/InternationalAffairs/ForeignTradeAdministration/TradePolicyAgreements/BilateralAgreements/Pages/Jordan.aspx>

Martin A. Weiss, Arab League Boycott of Israel, Congressional Research Service, (June 10, 2015). <https://fas.org/sgp/crs/mideast/RS22424.pdf>

Week 12: State Branding – November 13, 15

Focal issues:

- Countries as brands.
- Brand Association.

Shore, Neuriel, "Brand Israel: an analysis of nation branding concepts as they relate to the state of Israel," Annenberg School for Communication, USC 2010.
<http://digitallibrary.usc.edu/cdm/ref/collection/p15799coll127/id/311853>

Hannah Griffin, "Public Diplomacy, Nation Branding, And The State Of Brand Israel", School of Communication, American University 2013.
<http://cic.biu.ac.il/cic.biu.ac.il/originals/1447085863Public%20Diplomacy,%20Nation%20Branding,%20And%20The%20State%20Of%20Brand%20Israel%20-%20Hannah%20Griffin,%202013.pdf>

Nye, Joseph S. "Soft power." *Foreign policy* 80 (1990): 153-171.
<https://doi.org/10.1177/0002716207311699>

Nye Jr, Joseph S. "The decline of America's soft power-Why Washington should worry." *Foreign Aff.* 83 (2004): 16.
<http://saintjoehigh.enschool.org/ourpages/auto/2013/3/27/49915325/04-0506%20The%20Decline%20of%20America%20s%20Soft%20Power.pdf>

Week 13: Digital Diplomacy and Social Networks – November 20, 22

Focal issues:

- To blog or not to blog.
- Diplomatic secrets in the age of WikiLeaks.
- Benjamin Netanyahu Social Networks.

Tom Fletcher, Waves, Arguments and Cliffhangers: Ten Ways Diplomats Can Communicate Better, <https://blogs.fco.gov.uk/tomfletcher/2013/11/29/waves-arguments-and-cliffhangers-ten-ways-diplomats-can-communicate-better/>

Oliver Miles, "Stop the blogging ambassadors", The Guardian, 12 July 2010.
<https://www.theguardian.com/commentisfree/2010/jul/12/lebanon-israel?showallcomments=true#CommentKey:64618303-51db-4cc9-a4c3-53b85557b11f>

Amelia Shaw, "Digital Diplomacy: Will State Ever Take the Plunge?" The Foreign Service Journal, May 2017.
http://www.afsa.org/sites/default/files/flipping_book/0517/index.html#19/z

Tom Fletcher, *Naked Diplomacy*. Harper Collins Publishers 2016. Pp.168-213

Week 14: Religion and Diplomacy - November 27, 29

Focal issues:

- Religious dialogue - Vatican and the "Nostra Aetate."
- Organization of Islamic Cooperation between Mecca and Teheran.
- Jerusalem - rulers and custodians.

- Baha'I too - The Religious Mosaic.

Naomi Leight , Ed Essays on faith diplomacy, Paper 8, USC Center for Public Diplomacy, November 2011

<https://uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/useruploads/u35361/2011%20Paper%208.pdf>

DECLARATION ON THE RELATION OF THE CHURCH TO NON-CHRISTIAN RELIGIONS: ***NOSTRA AETATE***, PROCLAIMED BY HIS HOLINESS POPE PAUL VI ON OCTOBER 28, 1965.

http://www.vatican.va/archive/hist_councils/ii_vatican_council/documents/vat-ii_decl_19651028_nostra-aetate_en.html

Final examination – December 4