Simulation on Global Crisis Communication Management

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A. Course objectives and purposes:
The managing of Global Media Crises in the digital world has become one of the most important and challenging fields for any future leader, media scholar and practitioner. The course will simulate and examine how global media shapes views of politics, culture, and diplomacy under hard crises circumstances. It will help students to develop crucial abilities and knowledge about how can we maximize our managing skills in a global crisis today, the course will contribute an informed and critical understanding of how international communication influences society in the global sphere and discover the many new opportunities to be utilized.

B. Course outcomes:
The students will get to know and practice tools, players, and mainly the rising opportunities of the new digital sphere. In addition, the students will learn about the growing need for innovative practitioners who are linked to the global media's changing nature. As the main goal of the course, the students will demonstrate a final simulation on international communicational crises in which they will ask to proof our course’s given understanding and guidance. This practical simulation tool will make them much better candidates for future careers in the global media sector and may advance their expertise further. We challenge our students to be able to become future leaders who have better tools to deal with crises in our diffusional digital social age.

Course Topics: Rational and topics:
If just only 20 years ago, leaders had 24 hours to respond, as far as today, they will probably have less than 24 minutes. This change must be thoroughly examined. Therefore, the main topics of the course are International communication; The new diplomatic arena and Crises management practices which will be all thoroughly taught by a special “Simulation” method.

Course meetings:
Lessons will be delivered through power-point presentations, videos and will be given by an interactive classroom discussion. In addition, a special instructional “Field-Tour” or “senior guest lecture” will be conducted in a governmental or a private sector office and a final simulation will be conducted by the students led by the lecturer and other senior industry guest participants.
Detailed teaching program

1. Course’s Intro: Corona Virus? Presentations for the Simulation
2. Crisis Management: Models, Definitions & Practices
3. Israel in a crisis: Our case study
4. Making crisis simulations matter: Toward a stronger plan
5. The new Global Media Arena
6. New paradigms of communication in the digital age
7. Giving Simulation Players files\ Presentations
8. The New Diplomatic Arena
9. Diplomatic crises management
10. Soft Power Doctrine
11. Fake News in Crisis
12. Global Crisis: Challenges & opportunities
15. Israel as a case study\ ISRAEL & BDS: Lacking legitimacy

C. Prerequisites
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D. Course Requirements
Mandatory attendance in 80-85% of classes.

E. Final Grading:

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<tr>
<th>TASK</th>
<th>WIGHT</th>
<th>PURPOSE</th>
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<tr>
<td>1. PRESENTATION on a chosen crisis</td>
<td>50%</td>
<td>verbal &amp; professional skills and mainly the preparations for the simulation</td>
<td>help the presenter communicate with confidence, and motivate the audience to listen</td>
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<td>2. On-Line \Social Media SIMULATION\ Class training</td>
<td>50%</td>
<td>experience in (actual) crises management public diplomacy, global media &amp; national branding</td>
<td>&quot;real time&quot; training, practical experience which is essential for your Career Building &amp; Meeting senior practitioners from the field, strong crises management and networking</td>
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F. Bibliography

#1 Introduction to the Course

#2 Soft power?

#3 The New Global Media Arena

#4 The New Diplomatic Arena

#5 The Rising Power of Soft Power in IR

#6 Fake News & New Media

#8 National Branding Doctrine: Country as Brand Global Crisis

#9 National Image crisis\ ISRAEL & BDS
https://bdsmovement.net

#10 Simulation’s Final Preparation

Additional reading – further reading.
