Simulation on
Global Crisis Communication Management
Shay Attias

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
13. Simulation Tools: knowing Social Media & digitals tools.
14. National Branding: Country as a Brand, Product & Beyond
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:

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

	100%		

F. Bibliography
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Obligatory reading

#1 Introduction to the Course
Wen, J., Aston, J., Liu, X., & Ying, T. (2020). Effects of misleading media coverage on public health crisis: A case of the 2019 novel coronavirus outbreak in China. Anatolia, 31(2), 331-336.

#2 Soft power?
Index, A. E. M. S. P. (2020). Annual Emerging Market Soft Power Index without embargo. Journals/Magazines/Newsletters published by NTU.
Grmuša, T., & Mori, H. (2020). The Role of Stereotypes in the Creation of National Image: The Image of Croatia held by Japanese People. Communication Management Review, 5(01), 26-47.

#3 The New Global Media Arena
Heavey, C., Simsek, Z., Kyprianou, C., & Risius, M. (2020). How do strategic leaders engage with social media? A theoretical framework for research and practice. Strategic Management Journal.

#4 The New Diplomatic Arena
Eaton, J. (2019). From Olympic Boycott to Soft Power: The PRC's Evolving Olympic Aspirations, 1980-2008. Monde chinois, (4), 21-35.

#5 The Rising Power of Soft Power in IR
Eaton, J. (2019). From Olympic Boycott to Soft Power: The PRC's Evolving Olympic Aspirations, 1980-2008. Monde chinois, (4), 21-35.

#6 Fake News & New Media
Grinberg, N., Joseph, K., Friedland, L., Swire-Thompson, B., & Lazer, D. (2019). Fake news on Twitter during the 2016 US presidential election. Science, 363(6425), 374-378.
Obligatory reading

#7 Crises Management
Attias, S. (2020). Asian Soft Power Grows in the Coronavirus Era. USC: The USC Center on Public Diplomacy (CPD). Available at: https://www.uscpublicdiplomacy.org/blog/asian-soft-power-grows-coronavirus-era.

#8 National Branding Doctrine: Country as Brand Global Crisis

Hassan, S., & Mahrous, A. A. (2019). Nation branding: the strategic imperative for sustainable market competitiveness. Journal of Humanities and Applied Social Sciences.

#9 National Image crisis\ ISRAEL & BDS
Cooper, D., & Herman, D. (2020). Doing activism like a state: Progressive municipal government, Israel/Palestine and BDS. Environment and Planning C: Politics and Space, 38(1), 40-59.
https://bdsmovement.net

#10 Simulation's Final Preparation
Law, A. M. (2019, December). How to build valid and credible simulation models. In 2019 Winter Simulation Conference (WSC) (pp. 1402-1414). IEEE.

Additional reading – further reading.

Attias, S. (2019). Russian Soft Power in the Middle East. *The Begin-Sadat Center for Strategic Studies, 26*.

Attias, S. (October 4, 2019). Soft Power and Global Standing: Is America Still "First"? *BESA Perspectives Papers*. Available at:
https://besacenter.org/category/soft-power-and-global-standing/#.Xvuf4JMbdQJ.