

Celebrity Diplomacy

PD Dr. Ulrich Franke

Monday 18:00-19:30, online via WebEx (<https://uni-erfurt.webex.com/meet/ulrich.franke>)

B InB 2014 SVIntB#02+#05 (3/6 LP); B Sta 2012 SVIntB#02+#05 (3/6 LP)

Globally renowned representatives from sport, film and other branches of the culture industry often use their celebrity for political goals. The United Nations, for instance, has been working with celebrities since the 1950s. More recent examples encompass Leonardo DiCaprio as UN Messenger of Peace with a special focus on climate change, Dirk Nowitzki as ambassador of the United Nations Children's Fund UNICEF, or Angelina Jolie as Special Envoy of the UN High Commissioner for Refugees. To make sense of the phenomenon of celebrity diplomacy we have to compare it to concepts of classical diplomacy. Next to war and trade, diplomacy is among the oldest means of that cross-border communication which is usually referred to as foreign policy. Hence, theorizing diplomacy is another goal of the seminar. In this context, we will address the question of what the present prominence of celebrity diplomacy says about our times and the current state of world politics. Moreover, we will deal with celebrities' understanding of (international) politics. What views of the world are guiding them? And how do they see their role in this world? The seminar aims at enabling all participants to find answers to these questions. For this purpose, we will engage in the art of reconstructing the worldviews of celebrity diplomats from their statements as UN ambassadors, for instance.

Course aims

Participants will acquire the competence...

- to deal with theoretical perspectives on diplomacy;
- to address "celebrity diplomacy" as a special form of diplomacy;
- to distinguish between celebrity activism, celebrity advocacy, celebrity politics, celebrity diplomacy, and celebrity humanitarianism;
- to autonomously study aspects of "celebrity diplomacy";
- to normatively judge aspects of "celebrity diplomacy";
- to look for, read, excerpt, and produce a coherent text out of academic sources;
- to take and defend a position;
- to fairly criticize the positions held by others;
- to study self-motivatedly and to autonomously and effectively work with others.

Contact

Office hours: Thursday, 10:15-11:45 (please register via <<https://terminplaner4.dfn.de/8jO22BbcEyBZelaV>>)

Location: LG1 0036 → via telephone or WebEx

Email: ulrich.franke@uni-erfurt.de

Assignment

Qualifizierter Teilnahmechein (3 credits or 'Leistungspunkte'):

- preparation of sessions;
- active participation;
- 'file' of 6 pages in English (text only) on a celebrity diplomat of your choice to be uploaded on *moodle* on 4 July, 8 am at the latest; on 8 June, we will coordinate who will work on whom and establish criteria on what information the file has to include;
- teamwork is strongly encouraged (10 pages are required from 2 authors).

Modulprüfung (6 credits or 'Leistungspunkte'):

- preparation of sessions;
- active participation;
- term paper proposal (0.5 to 1 page) in English to be uploaded on *moodle* on 4 July, 8 am at the latest;
- term paper of 12-15 pages (text only) in English (to be submitted via email to ulrich.franke@uni-erfurt.de at Monday, 21 September, 8 am at the latest);
- teamwork is strongly encouraged (22-25 pages are required from 2 authors);
- it is also possible to combine a 'file' of 6 pages (see the above on qT) with a short paper of 7-8 pages (due on Monday, 21 September, 8 am).

Readings

Like this syllabus, the readings are available on the University's e-learning platform *moodle*.

Overview

Part I: Introduction

#01 (4 May), Introduction, general overview, and assignments: how we will proceed

Part II: On diplomacy and celebrity diplomacy

#02 (11 May), Inside diplomacy

#03 (18 May), Diplomatic culture

#04 (25 May), Techno-diplomacy

#05 (1 June), *no session* taking place (*holiday*: Pentecost)

#06 (8 June), Celebrity diplomacy

#07 (15 June), The power of celebrities

Part III: Miscellaneous activities of celebrity diplomats

#08 (22 June), Celebrity diplomats and the United Nations

#09 (29 June), Celebrity diplomats and development

#10 (6 July), Celebrity humanitarianism

Part IV: Conclusion

#11 (13 July), Summary, outlook, and discussion of term paper proposals

Detailed Reading List

Part I: Introduction

#01, Introduction, general overview, and assignments: how we will proceed

Part II: On diplomacy and celebrity diplomacy

#02, Inside diplomacy

Neumann, Iver B. 2012: *At Home with the Diplomats: Inside a European Foreign Ministry*. New York: Cornell University Press (ix-x, 1-17, 169-189).

Wackwitz, Stephan 2012: Das Verfertigen von Außenministern (Neumann-Rezension), FAZ 24.06.2012; http://www.faz.net/aktuell/feuilleton/buecher/buecher-der-woche/f-a-z-sachbuecher-der-woche-das-verfertigen-von-aussenministern-11797734.html?printPagedArticle=true#pageIndex_2 (12.04.2017).

#03, Diplomatic culture

Der Derian, James 1987: *On Diplomacy: A Genealogy of Western Estrangement*. Oxford: Blackwell (1-7, 30-43 + end-notes).

#04, Techno-diplomacy

Der Derian, James 1987: *On Diplomacy: A Genealogy of Western Estrangement*. Oxford: Blackwell (199-209 + end-notes).

#05, no session taking place (*holiday*: Pentecost)

#06, Celebrity diplomacy

Cooper, Andrew F. 2008: *Celebrity Diplomacy*, Boulder: Paradigm (1-14).

#07, The power of celebrities

Partzsch, Lena 2015: The power of celebrities in global politics, *Celebrity Studies* 6: 2, 178-191.

Part III: Miscellaneous activities of celebrity diplomats

#08, Celebrity diplomats and the United Nations

Wheeler, Mark 2011: Celebrity Diplomacy: United Nations' Goodwill Ambassadors and Messengers of Peace, *Celebrity Studies* 2: 1, 6-18.

Alleyne, Mark D. 2005: The United Nations' Celebrity Diplomacy, *SAIS Review* XXV: 1, 175-185.

#09, Celebrity diplomats and development

Dieter, Heribert/Kumar, Rajiv 2008: The Downside of Celebrity Diplomacy: The Neglected Complexity of Development, *Global Governance: A Review of Multilateralism and International Organizations* 14: 3, 259-264.

Cooper, Andrew F. 2008: Beyond One Image Fits All: Bono and the Complexity of Celebrity Diplomacy, *Global Governance: A Review of Multilateralism and International Organizations* 14: 3, 265-272.

Cooper, Andrew F./Dobson, Hugo/Wheeler, Mark 2017: Non-western celebrity politics and diplomacy: introduction, *Celebrity Studies* 8: 2, 312-317.

#10, Celebrity humanitarianism

Repo, Jemima/Yrjölä, Riina 2011: The Gender Politics of Celebrity Humanitarianism in Africa, *International Feminist Journal of Politics* 13: 1, 44-62.

Part IV: Conclusion

#11, Summary, outlook, and discussion of term paper proposals

term paper proposals on *moodle*

Further Readings:

Angelina Jolie

Mostafanezhad, Mary 2016: Angelina Jolie and the everyday geopolitics of celebrity humanitarianism in a Thailand-Burma border town, in: *Celebrity humanitarianism and North-South relations: politics, place and power*, edited by Lisa Ann Richey. London and New York: Routledge, ch. 1.

Audrey Hepburn

Wilson, Julie 2011: A new kind of star is born: Audrey Hepburn and the global governmentalisation of female stardom,

Celebrity Studies 2: 1, 56-68.

Ben Affleck

- Richey, Lisa Ann/Budabin, Alexandra Cosima 2016: Celebritizing Conflict: How Ben Affleck Sells the Congo to Americans, *Humanity: An International Journal of Human Rights, Humanitarianism, and Development* 7: 1, 27-46.
- Budabin, Alexandra Cosima 2016: Ben Affleck goes to Washington. Celebrity advocacy, access and influence, in: *Celebrity humanitarianism and North-South relations: politics, place and power*, edited by Lisa Ann Richey. London and New York: Routledge, ch. 6.

Bono

- Andrews, Gavin J. /Kearns, Robin A./Kingsbury, Paul/Carr, Edward R. 2011: Cool aid? Health, wellbeing and place in the work of Bono and U2, *Health & place* 17: 1, 185-194.
- Bhatnagar, Parkee/Mittal, Amit/Ambala, Mullana 2011: Celebrity Diplomacy: The Case of U2's Bono, *Asian Journal of Management Research* 2: 1, 49-60.
- Cooper, Andrew F. 2007: Celebrity diplomacy and the G8: Bono and Bob as legitimate international actors, Working Paper No. 29, Waterloo, Canada: The Centre for International Governance Innovation (CIGI).
- Cooper, Andrew F. 2008: Beyond One Image Fits All: Bono and the Complexity of Celebrity Diplomacy, *Global Governance: A Review of Multilateralism and International Organizations* 14: 3, 265-272.

George Clooney

- Huliaras, Asteris/Tzifakis, Nikolaos 2012: The fallacy of the autonomous celebrity activist in international politics: George Clooney and Mia Farrow in Darfur, *Cambridge Review of International Affairs* 25: 3, 417-431.

Jacques Cousteau

- Shortis, Emma 2015: "Who can resist this guy?" Jacques Cousteau, Celebrity Diplomacy, and the Environmental Protection of the Antarctic, *Australian Journal of Politics and History* 61: 3, 366-380.

Madonna

- Finlay, Graham 2011: Madonna's Adoptions: Celebrity Activism, Justice and Civil Society in the Global South, in: *Transnational celebrity activism in global politics: changing the world?*, edited by Liza Tsaliki, Christos A. Frangonikolopoulos and Asteris Huliaras. Bristol et al.: Intellect, ch. 10.
- Rasmussen, Louise Mubanda 2016: Madonna in Malawi. Celebritized interventions and local politics of development in the South, in: *Celebrity humanitarianism and North-South relations: politics, place and power*, edited by Lisa Ann Richey. London and New York: Routledge, ch. 2.

Sean Penn

- Rosamond, Annika Bergman 2016: Humanitarian relief worker Sean Penn: a contextual story, in: *Celebrity humanitarianism and North-South relations: politics, place and power*, edited by Lisa Ann Richey. London and New York: Routledge, ch. 7.