

## **THE US FOREIGN POLICY AND PUBLIC DIPLOMACY IN THE CURRICULUM OF SFS, NUM\*\***

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**I**n this paper I would like to touch the following three points: 1) the US foreign policy teaching; 2) what experience and opportunities gave me the Fulbright programme in US and 3) what is the public diplomacy.

### ***1. The US foreign policy teaching***

The establishment of diplomatic relations between two countries as well as the strengthening of political, economic and cultural cooperation between Mongolia and the USA had greatly affected an increasing interest of American studies. Furthermore, it gave an opportunity to enlarge cooperation in the fields of education and science.

At the end of 80s, I was engaged in a process of the establishment of diplomatic relations and in research activities regarding American history and foreign policy. The establishing process of the diplomatic relations was influenced by several objective and subjective factors during that period, such as political circumstances, in particular Mongolian political system, the ideology of the Cold War as well as the "Coordinated foreign policy" of socialist countries, among others under the patronage of the Soviet Union.

The introduction of a new subject to curricula of the Higher educational institutions such as American studies including history and foreign policy, had also gave an important push to the development of the two countries relations, reviewing own foreign policy strategy and providing with the appropriate soil for the future development and research work.

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I had developed the curriculum of American history including diplomatic history and I have been teaching these subjects at the School of Foreign Service under the National University of Mongolia since 1991 and Foreign Language Institute SPU as well.

Thanks to the dramatic changes in the political and economic systems including Foreign Policy Concept of Mongolia it had been possible to teach such subjects as American Diplomatic History and foreign policy of the great powers including the USA.

The present programme comprises modern American diplomacy in the historical context. We give the lectures on Diplomatic and Consular Relations for the junior students. At the framework of this subject students are required to study the origin of American diplomacy, division of foreign policy between the branches, like the president and Congress, and the State Department and its general structure. For senior and M.A students, we give lectures on Modern American Foreign policy and its peculiarities. We begin this course from the Washington farewell address followed by the Monroe Doctrine, Manifest destiny, Containment policy and its consequences. Today we have to pay special attention to the American foreign policy studies at the age of globalization.

In democratic Mongolia, in order to better understand the biggest world power it is important to identify the USA diplomatic history and foreign policy. This study has political and scientific significance.

American diplomatic history and foreign policy of the USA, as a main player in the XX and XXI centuries attracts the attention of scholars who are working on this subject.

As a Mongolia - the Northeast Asian country, we focus on the evolution of foreign policy interests and diplomatic activities conducted by the US in this region covering the period of the end of XX century to the beginning of the XXI. I have examined in my paper presented at the conference on the US Foreign policy by studying the changes and continuities among the Reagan, Bush, Clinton and Bush administrations in 2003 at NUM.

Since the beginning of American studies, tens of students submitted their diplomas for a Bachelor's and Master's degree. A number of students presented essays and course papers on American Foreign policy. Three years ago one student presented an essay on Foreign Service Act (Rogers Act) (1924, 1980).

To my mind, it is important to maintain the connections between teaching English as a foreign language and teaching about US foreign policy. In this respect, today I would like to



stress a good book as a major resource entitled "Topics in world affairs" published recently by Ms. S.Battsetseg. She is also a Fulbrighter.

However, I would not say that everything is going well. For example, today it is not easy to teach this kind of subject for junior students. It depends on several reasons.

## ***2. What experience and opportunities gave me the Fulbright programme***

The Mongolian proverb says "*you had better see once than hear a hundred times*". It means seeing is believing. I felt the truth of this word during my stay in America as a Fulbright visiting professor.

Taking that rarest opportunity I participated in some research meetings and presented my paper to the annual meeting of American Studies Association in Nashville, Tennessee home of "Country and Western Music" in October 1994 and National council of American Historians Organization in Washington in 1995. My paper was also presented at the workshop on "American studies abroad" organized by American studies International, GWU, November 1997. Moreover, I took part in ASA annual meeting in 2003 in Hartford Connecticut. I was really exciting visiting House Museums of great writer Mark Twain and Harriet Beecher Stowe, who wrote well known Uncle Tom's Cabin. I got acquainted with many well-known researchers and scholars, and visited a book exhibition where I bought some valuable books. Participating in such kinds of activities especially on my own expense certainly would have cost much.

Fulbright scholarship grant had enabled me do research work not only on this first hand information but also understand the western point of views including American mentality to some extent.

In addition, with the Fulbright scholarship, I was not only able to discover America in the first hand but also complete my textbook on "American history" which was edited two times since 1999.

I had translated the Constitution of the USA and the Declaration of Independence from English into Mongolian. The Conference on "Significance of the US Constitution and Some Aspects of the Separation of Powers, its Checks and Balances" was conducted in February 2001 in collaboration with the USA and Canadian Studies Association and the US Embassy in Ulaanbaatar.

Additionally, a number of articles about the USA were published in the Mongolian press. For instance, the article entitled <<A historical outline of Mongol, American Relations and American Studies in Mongolia>> was published in the Journal American Studies International, GWU, in October 1995, Washington D.C.

I would say that this is a real outcome of my personal contribution to the public diplomacy in a broader sense.

### **3. What I think about public diplomacy**

Speaking about the origin of a term Public Diplomacy, it was firstly used in 1965 by Dean Edmund Gullion of the Fletcher School of Law and Diplomacy at the Tafts University which was set up with the establishment of the Edward R.Murrow Center for Public Diplomacy<sup>1</sup>.

Sir Harold Nicolson in his well known work "Diplomacy" stressed that <<In the days of the Diplomacy when Foreign Affairs were a class specialty the social element was assuredly important>><sup>2</sup>.

At present, a number of diverse non-government elements are playing a big role as a part of Foreign policy activities.

We would relate the public diplomacy with such means as propaganda, exchange and public affairs programs and support of NGO conducted activities.

<<Information and education are powerful forces in support of peace. Just as war begins in the minds of men, so does peace>> - this idea belongs to the former US president Dwight Eisenhower.

In this changing world the instruments and players/actors in diplomacy have changed a lot.

Earlier, even at the time of Cold War, the elements and Concept of Public Diplomacy had occurred. One of the most powerful presidents of the USA in terms of foreign policy context, John Kennedy had decided to promote a peaceful revolution in the developing countries through the creation of the Peace Corps. Established in 1961, the Peace Corps offered to young Americans an avenue to put the idea into practice by serving several years as teachers,

<sup>1</sup> [http: www.publicdiplomacy.org/1.htm](http://www.publicdiplomacy.org/1.htm).

<sup>2</sup> Sir Harold Nicolson. *Diplomacy*. Wash.D.C., 1988, p.141.



engineers and agricultural experts in more than 40 countries. Later they had been in Mongolia too.

One of the achievements made towards Foreign policy goals is media, like Voice of America. During the 60s and 70s we were listening to the Voice of America. Even today many people are using a Special English programme of Daily news from Washington D.C.

Public Diplomacy itself changes in the international environment. The September 11<sup>th</sup> attack and its continuing global resonance clearly indicate it. Dr.Christopher Ross, however, emphasized that <<the US must focus not on what happened in the past but on the challenges it faces today and will face tomorrow. Ways to describe the challenges are abundant: winning hearts and minds, making friends and influencing enemies, building the policy context, projecting U.S values>><sup>3</sup>

In his article he also touched the Communication of Policy and the Impact of Information Technology, and so on.

But a critical issue needs to be addressed is whether just big and powerful countries conduct public diplomacy or the scope of public diplomacy can be variable depending on its nature.

Mongolia is no longer a closed country. We are actively and effectively using various kinds of public diplomacy elements and approaches such as free information, programme possibility, face to face contacts with our foreign counterparts etc.

The Mongolian Foundation for Open Society is playing a vital role in the Information on Education Programme or the NGO Support Programme and so on.

The public diplomacy is a new trend towards contemporary world and diplomacy which is connected with the globalization and democratization of International Relations. Contemporary diplomatic approaches have been reframed beyond the old (traditional) diplomacy, which consists essentially of the secret interactions that take place between elites and Government officials.

The new perspectives of diplomacy and International Relations tend to prioritize open, divergent, more liberal and extended viewpoints of audiences both at home and abroad. Millions of actors, social interest groups and NGOs are extensively taking part in this event.

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<sup>3</sup> Christopher Ross. <<Public Diplomacy comes of Age>> *The Washington quarterly*, Spring 2002. p.p.75-83.