

## TARGET GROUP

This course will be relevant to mid-career diplomats and government officials whose tasks and functions are related to the fields of diplomacy and international relations.

The course is open to all MTCP recipients that qualify and can fully commit to the online course offered.

## LEARNING OUTCOMES

At the end of the course, the participants will be equipped with the tools required to function more effectively as diplomatic practitioners. They are expected to learn from Malaysia's experience and best practices and share them with their colleagues at home.

## COURSE METHODOLOGY

Participants will learn through online virtual lectures, virtual workshops, and simulations. The course will be fully conducted in English.

## COURSE CONTENT

- Introduction to Malaysia's Foreign Policy
- Malaysia's Public Diplomacy
- Nation branding– Malaysia Palm Oil
- Mastering New Media
- Diplomatic Press Release Workshop
- Handling Media for Diplomats Workshop

## RULES AND REGULATIONS DURING COURSE

- Absence from any of the online scheduled programmes during the course for any reason is strictly prohibited without prior permission from the Institute.
- All participants are expected to maintain a high level of participation during the lectures, and conduct themselves in an agreeable manner amongst their peers. Any show of poor conduct will be treated seriously and immediate notification will be sent to the participants' mission in Malaysia and to their respective Ministry of Foreign Affairs.
- All participants must observe punctuality at all times.
- The course will be conducted fully online on a Zoom platform.
- Please take note there is no course fee required & the course is fully sponsored by the government of Malaysia.

## PREREQUISITE / ELIGIBILITY

Interested applicants must fulfill the following criteria:

- Nominated by their respective Ministries of Foreign Affairs;
- Below 45 years of age;
- One or more years of working experience in international affairs/relations or international trade;
- Have a basic university degree
- Proficient in the English language; and
- Medically fit

## HOW TO APPLY

1. The course fees are fully sponsored by the Government of Malaysia.
2. Applications should be made using the prescribed MTCP forms available at <https://www.kln.gov.my/documents/8390448/8392184/MTCP+2022+-+APPLICATION+FORM.pdf/31506fe1-acea-44d1-88a2-7b4227e6bd2a>
3. MTCP application forms can also be obtained from the nearest Malaysian Embassy/High Commission in recipient countries.
4. All application forms must be duly completed and endorsed by the Ministry of Foreign Affairs or National Focal/Aid Coordinator Agency in the respective countries and submitted ONLY through the diplomatic channel via the Embassy/High Commission of Malaysia.
5. **Only successful applicants will receive the Official Invitation notification one (1) week from the course date, by the Training Institute via email.**

### For enquiries, please contact:

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MALAYSIAN TECHNICAL  
COOPERATION PROGRAMME (MTCP)



MEDIA AND PUBLIC DIPLOMACY  
COURSE FOR INTERNATIONAL  
PARTICIPANTS 2022

12:30-18:00 (MYT, GMT+8)  
15-19 AUGUST 2022  
(ONLINE)



INSTITUTE OF DIPLOMACY AND FOREIGN RELATIONS (IDFR)  
MINISTRY OF FOREIGN AFFAIRS  
MALAYSIA

**APPLICATION DEADLINE 15 JULY 2022**

## ABOUT MALAYSIA



Malaysia is a Southeast Asian country occupying the Malaysian Peninsula and part of the island of Borneo. It is known for its beaches, rainforests, and mix of Malay, Chinese, Indian, and European influences. The sprawling capital, Kuala Lumpur, is home to colonial buildings, busy shopping districts such as Bukit Bintang, and skyscrapers including the iconic, 451m-tall Petronas Twin Towers.

Nestled in between Thailand to the north and Singapore to the south, Malaysia is a federation which consists of 13 states (11 in West Malaysia and two in East Malaysia) and three federal territories. As a federation, the governance of the country is divided between the federal and the state governments. Malaysia is a parliamentary democracy with a federal constitutional monarch, in which the DYMM Yang di-Pertuan Agong is head of state and the Prime Minister of Malaysia is the head of government.

Since the early 1980s, Malaysia has steadily diversified its economy. Major changes include a departure from a reliance on the cultivation and export of raw materials, in particular natural rubber, to a focus on services, manufacturing and tourism. Tourism, in particular has had a significant impact and, as a generator of foreign exchange, is second only to the oil industry.

Malaysia is a tropical holiday destination, where temperatures fluctuate between 25 and 35 degrees Celsius throughout the year. Nice breezes can be enjoyed on the many islands surrounding Malaysia, while the 'highlands' offer cooler temperatures that never exceed 25 degrees Celsius.

### Language

Bahasa Melayu, English is widely spoken

### Population

32 million

### Ethnic

68.8% Bumiputera (Malay + Indigenous), 23.2% Chinese, 7.0% Indian & 1.0% Other

### Capital

Kuala Lumpur

### Currency



Ringgit Malaysia (RM) / Malaysian Ringgit (MYR)

## MALAYSIAN TECHNICAL COOPERATION PROGRAMME

### About MTCP

The Malaysian Technical Cooperation Programme (MTCP) was officially launched on 7 September 1980 at the Commonwealth Heads of State Meeting in New Delhi, India, to signify Malaysia's commitment to the South-South Cooperation, in particular, the Technical Cooperation among Developing Countries (TCDC).

The MTCP emphasizes on the development of human resources through the provision of trainings in various areas which are essential for a country's development such as agriculture, economy, finance, public management and administration, science & technology and ICT, health diplomacy, safety and security including cyber security, cultural diplomacy, social development, environment-related to SDG2030, education, industrial and technical training. Annually, Malaysia offered more than 60 technical and capacity-building programs under the MTCP, which have benefited more than 35,500 participants from 144 countries.

### OBJECTIVES OF MTCP

- To share the development experience with other countries;
- To strengthen bilateral relations between Malaysia and other developing countries;
- To promote South-South Cooperation (SSC); and
- To promote the technical cooperation among Developing Countries.

## INSTITUTE OF DIPLOMACY AND FOREIGN RELATIONS

The Institute of Diplomacy and Foreign Relations, also known as IDFR, was established on 1 July 1991 under the Prime Minister's Department following a Cabinet decision dated 6 March 1991. It was officially launched that same year on 12 August by the then Prime Minister Dato' Seri Dr. Mahathir Mohamad. On 27 March 2001, IDFR officially became part of the Ministry of Foreign Affairs of Malaysia. Located in Kuala Lumpur, IDFR is housed in the former building of the Foreign Ministry. Its new campus was opened in 2006.

As the Ministry's training arm, IDFR conducts training programmes for Malaysian diplomatic officers as well as officers from other government ministries and agencies. Apart from the main diplomatic training courses, IDFR provides mid-career and follow up professional skills training to help enhance the professionalism of serving officers.

The training programmes are practitioner-oriented and are aimed at equipping officers with the skills and knowledge to meet the challenges they face in the conduct of their professional duties. The Institute provides training in two broad areas-diplomacy and foreign relations, as well as foreign languages. In collaboration with the National University of Malaysia (UKM), IDFR offers a thirteen month postgraduate programme for a Master of Social Science in Strategy and Diplomacy.

IDFR also offers training courses to more than 136 countries worldwide, namely to participants from developing countries under the Malaysian Technical Cooperation Programme (MTCP), ASEAN, Colombo Plan, and Commonwealth countries.

IDFR trainees have numerous opportunities to participate in seminars, workshops, and round table discussions, and benefit from keynote addresses and lectures by distinguished visiting scholars and international leaders. Speakers under IDFR's Public Lecture Series have included Ban Ki Moon, Kofi Annan, Lee Hsien Loong, Sultan Hassanal Bolkiah, the late Nelson Mandela, the late Benazir Bhutto, and the late Yasser Arafat.

### MTCP:MEDIA AND PUBLIC DIPLOMACY COURSE FOR INTERNATIONAL PARTICIPANTS 2022 (ONLINE)

Date : 15-19 August 2022

Platform : Zoom

### Overview

The globalisation of international relations and the rapid development of information and communication technology have greatly influenced trends of interactions in modern-day diplomacy. Given the new technology of today and the end of scripted diplomacy of yesteryear, the role of diplomats has become more significantly global and far reaching with the dawn of the internet social media. It is crucial to grasp these new methods in public diplomacy to further one's national interest effectively. While diplomacy in the past focused mainly on interstate interactions at the bilateral and multi-lateral levels, diplomacy today increasingly involves engagement with the media, the public, the civil society, and non-governmental organisations at large, in addition to the application of social and electronic media platforms.