

PDiN MONTHLY

A Review & Analysis of Current Public Diplomacy in the News

January 2010

Volume 1, Issue 1



Featuring a closer look at:

**Globalization, Interdependency
and Public Diplomacy**

Contents

PAGE

- **The View from CPD** 3
Sherine B. Walton, Deputy Director, USC Center on Public Diplomacy
- **PDiN Roundup** 4
Globalization, Interdependency and Public Diplomacy
by Pamela K. Starr

News from Africa, Americas, Asia Pacific, Eurasia, Middle East and South Asia
in the following categories: [Cultural Diplomacy](#) / [Government PD](#) / [Media & PD](#) /
[Nation Branding](#) / [New Technology](#) / [Non-State PD](#) / [Public Opinion](#) / [Soft Power](#)
- **PDiN Extras** 10
Aid Diplomacy in Haiti
- **PD in Print** 12
New reports and papers from CPD and other sources
- **Upcoming PD Events of Interest** 13
A listing of PD events for the coming month
- **About *PDiN Monthly*** 14

“ **...in the 21st century
the diplomatic power to
persuade matters more
than ever before ...** ”



Welcome to the latest periodical from the USC Center on Public Diplomacy: *PDiN Monthly*.

This new electronic roundup of the Center’s subscription service *PDiN* (Public Diplomacy in the News), is intended to serve as a one-stop resource for practitioners, scholars and policy makers around the world.

Beginning this month, *PDiN Monthly* will highlight significant developments in public diplomacy aggregated by the Center along with commentary and analysis from CPD staff, fellows, visiting scholars and others. The intention is to showcase international stories and trends that in some cases may not readily appear germane to public diplomacy studies or practice, and to provide regular policy-relevant analysis for our readers.

In this first issue of *PDiN Monthly*, Pamela K. Starr illustrates the public diplomacy dimension of recent economics headlines and in specific how the world is contending with China’s mounting economic clout. As she points out, the recent news of China’s conflict with Google and the U.S. government provides an excellent case study for those interested in the intersection between economics, IT and public diplomacy. Philip Seib, Cari Guittard and Naomi Leight each present their view on the power of “Aid diplomacy” in the context of Haiti.

In addition to providing a timely overview and analysis of international news in our [eight categories](#) of public diplomacy practice, *PDiN Monthly* offers information about upcoming events - at CPD and elsewhere in the world- as well as recent publications of interest.

We thank you for reading, and please don’t hesitate to contact us at cpd@usc.edu with your feedback.

With best wishes,

A handwritten signature in blue ink that reads "Sherine Badawi Walton".

Sherine Badawi Walton
Editor-in-Chief, *PDiN Monthly*
Deputy Director, USC Center on Public Diplomacy (CPD)

Globalization, Interdependency and Public Diplomacy

by Pamela K. Starr

It is by now well-known that the process of globalization, beginning in the 1960s and picking up pace rapidly in the late 20th century, quickly changed the context for international affairs. Globalization produced increased contact among the peoples of the world, a rapid expansion of interdependence among nations, and an explosion of new actors in international affairs. At the heart of this globalization process were the sovereign decisions of countries to open their borders to the flow of goods, capital, ideas, and people, and the technological changes that enabled a rapid increase in these cross-border flows. Beyond the evident advances in transportation technologies, it was (and still is) the revolution in communications technology that has defined this latest and most profound phase of global integration.

The consequent “shrinking” or “flattening” of the world, in addition to the associated growth of new international power centers such as China and India, has profoundly influenced the conduct of foreign policy. Issues such as trade, finance, migration, human rights, and environmental concerns - issues that resist resolution through the traditional application of hard power - have begun to matter more in global affairs. The resulting interdependencies among nations have swelled the domestic costs of attempting to coerce others to alter their behavior.

“China’s decision to play the role of an international “free-rider” rather than a rising world leader tarnished its global image.”

PDiN Round Up: Africa

Nigeria, Greece strengthen economic diplomacy Vanguard News Online

According to [Nigerian Minister of Commerce and Industry], “Economic diplomacy is now more important than ever. It is what makes diplomatic relationships mutually beneficial. Trade is important, but more concrete business and economic relations is much better.

Tags : [Government PD](#) [Africa](#) [Eurasia](#)

A New Paradigm for Engaging Somalia Global Politician

If there is any wisdom to be gained out of this young 21st century it has to do with the costly lesson that “hard power” alone cannot sustain peace or political influence. Any effort intended for effective political problem-solving and conflict-resolution must be made of a mix that includes “soft power”.

Tags : [Government PD](#) [Soft Power](#) [Africa](#)

Football World Cup fires South Africa’s dreams of riches and identity The Guardian

In this country, mention “Twenty-ten” and you’re not talking about a mere year; it is shorthand for the football World Cup finals, to be hosted by South Africa from mid-June to mid-July. Never before has Africa staged a football World Cup or Olympic games.

Tags : [Nation Branding](#) [Soft Power](#) [Africa](#)

Central Africa is a testing ground for German development minister Deutsche Welle

There have already been signs that Germany is moving to switch aid away from emerging economies, such as China, and concentrate its efforts on the world’s poorest nations. And with the number of migrants from Africa growing, it is in the European Union’s interest to do more to tackle the problems at its own back door.

Tags : [Government PD](#) [Africa](#) [Eurasia](#)

Rwanda and France pledge to boost ties after three-year freeze Radio France Internationale

Rwandan President Paul Kagame met French Foreign Minister Bernard Kouchner in Kigali on Thursday. Kouchner is the first French official to visit Rwanda since the two countries resumed diplomatic ties in November.

Tags : [Government PD](#) [Africa](#) [Eurasia](#)

As a result, the need to build cooperation, to persuade and cajole, to build shared codes of conduct from which all actors might benefit, has grown in importance for diplomats of all stripes. This clearly does not mean that hard power has ceased to matter in the conduct of international affairs. It does mean that in the 21st century the diplomatic power to persuade matters more than ever before. Whether public or private, undertaken by nation-states or non-state actors, among actors with similar or unequal resource endowments, 21st century diplomacy must make conscious and creative use of soft power tools. Nations must therefore rethink which combination of policy tools is best suited to achieve their foreign aims.

News stories from throughout the world focusing on issues related to public diplomacy during the first weeks of 2010 reflect this revised thinking about the conduct of international affairs. These stories offer a peek into how countries are trying to adapt their foreign policy to a changed, and still changing, global context and how soft power and public diplomacy resources might be used to better effect. The stories also reflect an uncertainty as to what this really means in the practical application of policy.

Some examples of this include the [Daily Star](#) article examining how the Bangladeshi government ought to rethink its relations with India given the growing importance of economic issues; the [Channel NewsAsia](#) article reporting on efforts by the Indian government to better exploit the economic power of its diaspora in Singapore; the [Financial Times](#) article discussing the implications of the positive interdependencies that could be created from the construction of a proposed natural gas pipeline from Turkmenistan through Afghanistan to Pakistan; and the [Thanh Nien News](#) article reporting on Joseph Nye's visit to Vietnam where the most influential foreign policy analyst of interdependence and soft power encouraged the Vietnamese government to take advantage of holding the ASEAN presidency to the country's soft power.

(continued)

PDiN Round Up: Americas

Disaster may thaw Cuban-American relations

[The National](#)

The relief effort in Haiti has led to new opportunities for co-operation between the United States and Cuba and could potentially thaw the relationship between the long-time adversaries, some analysts say.

Tags : [Government PD](#) [Americas](#)

Banner Year For 'Brand America'

[Forbes](#)

Several opinion surveys now assert that anti-Americanism is generally on the decline and that the U.S. is, once again, the world's premier "country brand." These findings show that Barack Obama's efforts to redefine the U.S. world view, and reconceptualize U.S. global policy, are having an impact.

Tags : [Government PD](#) [Nation Branding](#) [Soft Power](#) [Americas](#)

G&M's Lisa Rochon criticizes Canada's choice of Expo pavilion designer

[Archinect](#)

Other nations...unveil their designs with much fanfare...Not you, Mr. Canada. You farm out the commission for the Canadian Pavilion...to a circus corporation. You allow a monumental nation-branding building to be conceived without an architect.

Tags : [Nation Branding](#) [Public Opinion](#) [Americas](#)

How Hugo Chavez's revolution crumbled

[The Washington Post](#)

While the world has been preoccupied with the crisis in Haiti, Latin America has quietly passed through a tipping point in the ideological conflict that has polarized the region -- and paralyzed U.S. diplomacy -- for most of the past decade. The result boils down to this: Hugo Chávez's "socialism for the 21st century" has been defeated and is on its way to collapse.

Tags : [Government PD](#) [Public Opinion](#) [Americas](#)

Noted US dance company gives free performance

[The Jakarta Post](#)

San Francisco's groundbreaking contemporary dance company is about to take Jakarta's Salihara small theater stage by storm tonight and tomorrow night -- for free, and bring two countries a step closer to each other.

Tags : [Cultural Diplomacy](#) [Government PD](#) [Americas](#) [Asia Pacific](#)

Yet the dominant story line among these articles is, unsurprisingly, China. *The Economist* article, "[From the Charm to the Offensive](#)," presents some background to the story noting the Chinese government's late 20th century determination not to rely on military force to fuel its global rise. This decision reflected the undisputed military dominance of the United States at the time, but it also reflected an international context increasingly defined by globalization, interdependence, and the opportunities this afforded China. China consciously relied on cooperative rather than coercive tactics to enable its rise, including bilateral negotiations to gain access to raw materials, multilateral negotiations to resolve (or ease tensions surrounding) a series of border disputes and to reach [regional trade agreements](#). This has been coupled with the use of international [Expos](#) and participation in international forums to signal China's arrival as a global player and with the use of economic assistance and cultural institutes to soften international fears of China's growing economic might.

Despite these concerted foreign policy efforts to manage China's "soft rise", at the beginning of the second decade of the 21st century increasing conflict appears to be in China's foreign policy future.



Indeed, international spats have already begun to erode China's image in the West as *The Economist* article on Chinese-EU relations demonstrates. The greatest challenge potentially to China's ability to manage its global image, however, just hit the headlines - how China will manage the growing dispute with Google and the U.S. government over information espionage and internet access.

This rocky patch for China's international image seems almost inevitable in hindsight. China's foreign policy exhibits three characteristics typical of emerging powers - its expanding power makes it crave respect as a significant international actor, yet

PDiN Round Up: Asia Pacific

Chinese envoy urges overseas students to help promote Sino-Russian friendship

[People's Daily Online](#)

Chinese students in Russia shall continue to boost the traditional friendly ties between China and Russia, while serving as messengers for bilateral people-to-people exchanges, said Chinese Ambassador to Russia Li Hui in Moscow Sunday.

Tags : Government PD Non-State PD Asia Pacific Eurasia

Korea, Spain on meaningful date

[The Korea Herald](#)

The 6th Spain-Korea Forum took place in Cordoba, Southern Spain. This year's forum examined issues concerning gender equality, politics and security, logistics, energy and technology, and public diplomacy which includes sports such as Taekwondo, film and educational exchanges.

Tags : Cultural Diplomacy Non-State PD Asia Pacific Eurasia

Time for Australia to Live Up To Its Reputation as a Bully

[Jakarta Globe](#)

These sound like the words of a Chinese official, yet this is what an Australian diplomat told me on a recent visit to Southeast Asia. Geographically on the fringes of Asia and with a different culture and history, Australia is sensitive to being perceived as a big-mouthed bully in the region.

Tags : Government PD Public Opinion Asia Pacific

This Muslim country wants more Americans

[USA Today](#)

Indonesia is welcoming the Peace Corps back to a region teeming with moderate Muslims, but driven by dangerous zealots. Can this small injection of American 'smart power' make a difference?

Tags : Government PD Public Opinion Soft Power Asia Pacific

Classical concert kicks off "German Year in Vietnam 2010"

[SGGP](#)

Almost 200 German and Vietnamese musicians will play together in a classical concert at the Hanoi Opera House on Jan. 23, kicking off the "German Year in Vietnam 2010" to mark the 35th anniversary of Vietnam-Germany diplomatic ties.

Tags : Cultural Diplomacy Asia Pacific Eurasia

Kevin KAL Kallaughter, *The Economist*



domestic objectives continue to define its foreign policy and its recent history of weakness makes it highly sensitive to perceived international slights. China's performance at the Copenhagen climate change summit is instructive. Necessarily included in the core group of nations negotiating a final accord, China was willing to make only very limited domestic sacrifices to achieve a common international goal. China's decision to play the role of an international "free-rider" rather than a rising world leader tarnished its global image. Nothing is unique about this decision; the United States behaved similarly during its rise to global power in the late 19th and early 20th centuries. But it means that China will have to rethink how it employs public diplomacy to mitigate the inevitable tensions with the West that its "emerging" status is likely to produce. While the *Global Times* [interview](#) with the Chinese foreign minister shows that China is aware of this challenge, effectively modifying its use of soft power and public diplomacy to contain global concerns about an increasingly powerful China will not be easy.

This will be particularly true in the run-up to the 2012 change in [Chinese leadership](#). In this time period, the primacy of domestic economic development will dovetail with an overarching need for international and domestic stability to help political leaders in Beijing manage this transition. This situation is likely

PDiN Round Up: Eurasia

"Conservative" silence on the British Council may undermine their value-promoting credentials

The Spectator

Five years after the last review of the British Council, as part of a review of the Britain's public diplomacy, it is probably time for another assessment.

Tags : Government PD Eurasia

Budapest exhibition shows Cold War envoys of jazz

The Budapest Times

The US's cultural diplomacy through jazz continued over more than two decades and the Budapest exhibition "Jam Session: America's Jazz Ambassadors Embrace the World" in the Palace of Arts presents 55 images capturing several of the memorable moments.

Tags : Cultural Diplomacy Government PD Americas Eurasia

Turkey could help EU's soft-power ambitions, ambassador says

EurActiv

Without Turkey bridging the gap between East and West on issues such as energy security, foreign policy and cooperation in the Middle East, the EU's goal of exerting strong regional influence will be diminished, said Turkish Ambassador to Germany Ahmet Acet in a wide-ranging interview with EurActiv Germany.

Tags : Soft Power Eurasia

Greece and Austria outline plan for Balkan enlargement

EUObserver.com

The foreign ministers of Greece and Austria have sent a joint letter to EU top diplomat Catherine Ashton, outlining their common vision for what the bloc should achieve in 2010 in the western Balkans. The EU should complete accession talks with Croatia, respond to Serbia's bid to join the bloc, start membership negotiations with Macedonia and abolish visas for Albanians and Bosniaks.

Tags : Government PD Eurasia

Axis Of Wheat

Forbes

Russia wants to include India in its strategic reserve plan for wheat. India will need to handle its foreign relations and grain storage much better to take advantage of that

Tags : Government PD South Asia Eurasia

to enhance China’s deep-rooted sensitivity to Western criticism of its commercial and exchange rate policies and lack of domestic political freedoms.

Within this policy context, China faces one of its greatest public diplomacy challenges -managing the backlash from its commercial dispute with Google and the policy response it has generated from the United States. Secretary of State Clinton took advantage of this dispute to incorporate internet freedom as a new plank of 21st century American foreign policy, which *The Wall Street Journal* immediately dubbed the “[Clinton Doctrine](#)”. In her [January 21 speech](#), Secretary Clinton argued that “those who disrupt the free flow of information in our society or any other, pose a threat to our economy, our government and our civil society” and she referred specifically to China as one of the countries in which “a new information curtain” had descended. The fight against internet censorship, she argued, “needs to be part of our national brand.”

The Chinese reaction was immediate and strident. Edward Wong’s article in [The New York Times](#) reports on “a scathing editorial in the English-language edition of [The Global Times](#), a populist, patriotic newspaper” which described the Clinton Doctrine as a form of “information imperialism” and an attempt by the United States to use the Internet as a weapon to sustain its international hegemony. This reaction is hardly surprising, and not merely because of the Chinese sensitivities to criticism of its domestic affairs noted previously. (continued)



PDiN Round Up: Middle East

Jordan to Establish Nuclear Science University in Cooperation with France

[China Daily](#)

Jordan announced plans on Tuesday to create a Jordanian-French university that is specialized in nuclear sciences and research, according to the country's atomic energy commission.

Tags : Government PD Middle East Eurasia

On Cultural Diplomacy

[Weblog of a Syrian Diplomat in America](#)

So, very soon after his appointment as Syrian ambassador to the US in 2004, Imad Mustapha tried a new tactic to reshape his country’s image abroad. He took his love of all things cultural, sized up what Syria had to offer the US, and began an extraordinary diplomatic mission to take the modern, vibrant Syrian art scene to his newly-adopted home.

Tags : Cultural Diplomacy Americas Middle East

Embracing Israel Costs Merkel Clout

[The New York Times](#)

German leaders find it very difficult to criticize Israel because of the responsibility Germany bears for the Holocaust and their commitment to the existence of the state of Israel. This is true of Mrs. Merkel in particular, who wants to forge a much closer relationship with Israel.

Tags : Government PD Public Opinion Middle East Eurasia

Taliban Overhaul Image to Win Allies

[The New York Times](#)

The Taliban have embarked on a sophisticated information war, using modern media tools as well as some old-fashioned ones, to soften their image and win favor with local Afghans as they try to counter the Americans’ new campaign to win Afghan hearts and minds.

Tags : Media & PD New Technology Middle East

The Soft Power Solution in Iran

[The Wall Street Journal](#)

That threat can be diminished three ways: by military action, by compromise by Iran’s regime, or by a new, less bellicose government taking power in Tehran. The first two appear unlikely, but the third, at least since protests broke out last June after the presidential election, seems more and more realistic.

Tags : Government PD Public Opinion Soft Power Americas Middle East

It also reflects the unique challenge posed by the Internet for an authoritarian emerging market like China which the Clinton Doctrine explicitly aims to exploit. Throughout most of the 20th century, U.S. public diplomacy relied on broadcast media to promote the ideas of freedom, human rights and democracy. This strategy suffered a core weakness, however: There was almost no downside for governments choosing to block these signals. The internet is different. It is an indispensable tool of development as well as the medium through which ideas at odds with authoritarian rule now traverse sovereign borders. Because of the costs for economic development this would entail China cannot simply block the Internet like the Eastern Bloc and modern-day Cuba have done with radio and TV signals. Until now the Chinese government has allowed selective use of the internet among its citizens, trying to allow in “good” ideas while blocking “bad” ones. The Google dispute and the Clinton Doctrine pose a real threat to this strategy.

How China will adapt remains unclear. Its dilemma, however, presents a striking example of how increased interdependence and new communications technologies are changing the nature of international affairs and particularly the conduct of public diplomacy in the early 21st century. ♦

About the Author

This month’s featured analysis was written by Dr. Pamela K. Starr. Dr. Starr is the director of the U.S.-Mexico Network, a university fellow at the USC Center on Public Diplomacy, and an associate professor of teaching in the School of International Relations and in Public Diplomacy. She came to USC from the Eurasia Group, one of the world’s leading global political risk advisory and consulting firms, where she was senior analyst responsible for Mexico. Dr. Starr is an active speaker, commentator, and author on Mexican politics, economics and foreign policy, and on economic reform and policy making in Latin America. Dr. Starr’s research and writing focuses on three main topics: U.S.-Mexico relations, the politics, economy and foreign policy of contemporary Mexico, and the politics of economic policy-making across Latin America. For Dr. Starr’s complete biography, please click [here](#).

PDiN Round Up: South Asia

Bollywood soft diplomacy big hit in Israel
Sunday Pioneer

From Teenagers at school to youngsters in the old city of Jerusalem, the Bollywood films have greatly influenced the young Israelis. People appreciated the Indian work and created the Bollywood craze. At the meantime, the soft diplomacy of Bollywood is being taken seriously by the Indian Embassy.

Tags : Cultural Diplomacy Soft Power South Asia Middle East

India’s cricket blunder
The Guardian

At an auction to pick the players for the eight franchises that compete in the IPL, not a single Pakistani player was recruited. Pakistan reacted furiously. Pakistani boycott is somehow a clever deployment of Indian soft power is similarly misplaced.

Tags : Cultural Diplomacy South Asia

Sino-Pak Friendship Caravan to visit China by road
Pakistan Times

Chairman Pakistan-China Institute Mushahid Hussain said that Pakistan-China Institute is the first non-governmental, non-party and non-political organization with equal number of experts, scholars and intellectuals from China and Pakistan. It is the first Pakistan-based think tank to promote, strengthen and expand Pakistan-China relations in different fields, he said.

Tags : Cultural Diplomacy Non-State PD Asia Pacific South Asia

President Lee says India key to Seoul’s ‘New Asia Diplomacy’
Yonhap News

South Korean President Lee Myung-bak said Monday his ongoing India trip highlights Seoul’s push to improve ties with Asian countries under his so-called “New Asia Diplomacy” campaign.

Tags : Government PD Asia Pacific South Asia

US unveils civilian aid strategy for Pakistan
DAWN.com

Helping Pakistan address immediate energy, water, and related economic crises was top on a list of priorities US Secretary of State Hillary Clinton outlined on Thursday while unveiling a new strategy for enhancing America’s engagement with Pakistan and Afghanistan.

Tags : Government PD Americas South Asia

Posts from the CPD Blog:

Helping Haiti and Doing Public Diplomacy*

by Philip Seib, Director, USC Center on Public Diplomacy



The global response to the catastrophe in Haiti is reassuring in the sense that it shows governments and people do care about a nation in which they have no strategic interest. If there is still some altruism alive in the world, it can be seen in this relief effort.

A year from now, while Haiti continues its long rebuilding process, what will Haitians think of the United States and other countries that have contributed so much so quickly to the impoverished nation? Will the United States follow up on emergency assistance with lasting outreach to the Haitian people, helping Haiti redevelop its institutions and improve its daily life? Will the commitment last ten weeks or ten years?

[Click here to read the complete CPD Blog entry.](#)

*Reprinted in *The Huffington Post*, January 20, 2010



Humanitarian aid-drop over Port-au-Prince, Haiti shortly after the Jan. 12 earthquake.
© Creative Commons, Flickr, US Air Force

We Are The World

by Cari Guittard, Executive Director, Business for Diplomatic Action



As recording artists gather today to re-create 'We Are the World,' to benefit Haiti, one cannot help but be moved by America's continued commitment to sending relief and embracing the world in a time of crisis. Americans from every walk of life, and every level of the economic spectrum, are finding ways to contribute to the relief efforts in Haiti.

The current attitude towards global engagement and oneness here locally, however, was a theme strikingly absent from the President's State of the Union speech last week. The lack of emphasis on America's role and ongoing efforts globally did not go unnoticed, Secretary Clinton's absence notwithstanding... Many media outlets cautioned the U.S. from becoming too inward-looking at a time when globally we are all feeling fragile, uncertain, insecure, and evermore intertwined. The President's Cairo speech, the U.S. role in the Israeli-Palestinian conflict, and the closing of Guantanamo were mentioned in several Arab media outlets as examples where American deeds failed to live up to the rhetoric. The American government being admonished for its hypocrisy is hardly a new concept, and as a result we've all become immune to global criticisms to the point where few Americans choose to tune in and really listen to what the world is saying about us.

[Click here to read the complete CPD Blog entry.](#)

The Two Sides of Aid Diplomacy

by Naomi Leight, Managing Editor, PDiN Monthly

Public diplomacy through the distribution of aid has been a staple component of the public diplomacy strategies of various countries. This month we have seen **numerous** governments provide aid to the people of Haiti. Since the tragic earthquake of January 12, countless stories of aid diplomacy have appeared in the news. From these stories highlighted in PDiN, two public diplomacy related themes have dominated the headlines: 1) That government aid to Haiti is not a purely altruistic act, but a strategic foreign policy move to enhance the donor-country’s soft power in the global arena; and 2) That the billions of dollars in economic assistance flowing into the small island nation is not designed to institute a patronage but to form **partnerships** to rebuild and develop Haiti.

While “Aid diplomacy” exemplifies economic power (hard power), it is in fact a soft power enhancing tool of public diplomacy. The global public is watching to see which nations step up in times of crisis—and which are absent. The countries that are deemed the most altruistic—ones with no apparent ulterior agendas—stand to gain the most. Some gain soft power not for their donation but for **putting aside conflicts** with others to aid the country in need, as **China** and **Taiwan** have demonstrated in the last few weeks. Poor countries such as the **Democratic Republic of Congo** and **Senegal** which do not traditionally donate emergency funds have received press coverage and global attention, both positive and negative for their contributions to Haiti.

More than one-hundred countries pledged economic assistance to Haiti while acknowledging that humanitarian aid is not the only solution for rebuilding the devastated country. Some news articles argued that **foreign aid** should be halted, partnerships should be developed and institutions should be created in order to successfully reconstruct Haiti. Public diplomacy seeks to facilitate the creation of mutually beneficial relationships and the earthquake in Haiti has created the conditions for many nations to join together as partners to create a better future for the country.

These news stories demonstrate how public diplomacy can serve to enhance—or damage—a nation’s soft power standing. But the fact remains that Aid diplomacy is a multifaceted dimension of public diplomacy which not only provides assistance to countries in need but can facilitate the foreign policy goals of the donor nation. ♦



U.S. soldier providing food packages to Haitian children after the recent earthquake.

© Creative Commons, Flickr, The US Army

100 Countries Pledge Aid to Haiti

Australia	Grenada	Philippines
Austria	Guyana	Poland
Bahrain	Hungary	Portugal
Bangladesh	Iceland	Qatar
Belgium	India	Romania
Bolivia	Indonesia	Russia
Bosnia / Herzegovina	Iran	Rwanda
Botswana	Ireland	Saint Lucia
Brazil	Israel	St Vincent/ Grenadines
Bulgaria	Italy	Saudi Arabia
Cambodia	Jamaica	Senegal
Canada	Japan	Sierra Leone
Chile	Jordan	Singapore
China	Korea	Slovakia
Colombia	Kuwait	Slovenia
Congo (DRC)	Lebanon	South Africa
Croatia	Liberia	Spain
Cuba	Liechtenstein	Suriname
Czech Republic	Lithuania	Sweden
Denmark	Luxembourg	Switzerland
Dominican Republic	Macedonia	Syria
Ecuador	Malta	Taiwan
Egypt	Mauritius	Taiwan
El Salvador	Mexico	Thailand
Equatorial Guinea	Monaco	Trinidad/Tobago
Estonia	Montenegro	Tunisia
Finland	Morocco	Turkey
France	Netherlands	Turkmenistan
Gabon	New Zealand	UAE
Georgia	Nigeria	United Kingdom
Germany	Norway	United States
Ghana	Panama	Uruguay
Greece	Paraguay	Venezuela
	Peru	

CPD Publications

MOSCOW '59: THE "SOKOLNIKI SUMMIT" REVISITED by Andrew Wulf (CPD Perspectives, Paper 1, Jan. 2010)



An evaluation of the 1959 American National Exhibition in Moscow which showcased the American way of life for more than 2.7 million Russians. This paper investigates how this complex cultural effort was intended to shape public opinion and looks ahead at the 2010 World Expo in Shanghai.

HOW HOLLYWOOD PROJECTS FOREIGN POLICY Reviewed by Nicholas J. Cull (CPD Book Reviews)



"Totman's book is really misnamed—a better title would have been: 'Not Without My Stereotypes: Hollywood and US foreign policy towards rogue states from Jimmy Carter to George W. Bush.' That is the boundary of this enquiry."

THE KOSOVO CONFLICT: U.S. DIPLOMACY AND WESTERN PUBLIC OPINION

by Mark Smith (CPD Perspectives, Paper 3, Dec. 2009)



This essay pays special attention to public diplomacy's crucial role in the 1999 conflict in Kosovo. "[A]ll understood that the looming conflict in Kosovo...would be in the end a battle for Western public opinion. NATO could not be defeated in a war on the ground or in the air; it could only lose the battle for public opinion but that would mean losing everything."

CULTURAL DIPLOMACY PD Magazine (Winter 2010)

from the Association of Public Diplomacy Scholars



This 'Cultural Diplomacy' edition of *PD*, examines various perspectives on the practice and effectiveness of cultural diplomacy from various public diplomacy scholars. Articles include: *Out from Under the Proscenium: A Paradigm for U.S. Cultural Diplomacy* by Peter Kovach, *Pop Culture Diplomacy* by Kenjiro Monji, *Public Diplomacy in Lebanon* by Etienne F. Augé.

PD Reports & Papers

The USC Center on Public Diplomacy website features a rich database of public diplomacy-relevant books, articles, reports, and legislation. To view CPD's online resources, click [here](#).

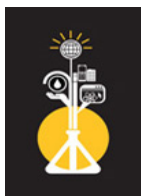
- John Brademas Center for the Study of Congress (December 2009). *Moving Forward: A Renewed Role for American Arts and Artists in the Global Age* [PDF]. New York University.
- Deutsch, R. D. (January 2010). *Ambassadors to the World: A New Paradigm for Public Diplomacy and Strategic Communication* [PDF] in *Joint Force Quarterly*, Issue 56, p. 2-5.
- Lord, K. M. (January 2010). *Public Engagement 101: What Strategic Communication Is, Isn't, and Should Be* [PDF] in *Joint Force Quarterly*, Issue 56, p. 6-9.
- Burton, B. M. (January 2010). *Learning from Experience: Lessons from the QDR for the QDDR* [PDF]. Center for a New American Security.
- Lord, K. M. (January 2010). *Engaging the Private Sector for the Public Good: The Power of Network Diplomacy* [PDF]. Center for a New American Security.

CPD Events

Below is a listing of upcoming events organized by the USC Center on Public Diplomacy

OPENING DINNER

Science Diplomacy and the Prevention of Conflict



Thursday, February 4
6:00 PM

USC Davidson
Conference Center,
Vineyard Room

CONFERENCE

Science Diplomacy and the Prevention of Conflict



Friday, February 5
9:00 — 4:30 PM

USC Davidson
Conference Center,
Board Room

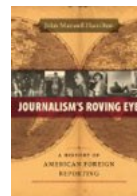
co-sponsored with the United States Institute for Peace

Panels include:

- **Scientific Cooperation between Adversaries
- **Science, Development & Security
- **Cold War Cooperation
- **Lessons for the Future

DIRECTORS' FORUM

John Maxwell Hamilton: Journalism's Roving Eye



Tuesday, February 9
12:00 PM

USC Annenberg School
ASC 207

This conversation with LSU Dean [John Maxwell Hamilton](#) will be moderated by [Philip Seib](#), Director of the USC Center on Public Diplomacy and [Geneva Overholser](#), Director of the USC Annenberg School of Journalism.

Keynote Address:

[Vaughan Turekian](#)

Director of the Center for Science Diplomacy American Association for the Advancement of Science

Outside Events of Interest

To submit your event for inclusion, please email cpdevent@usc.edu.

[Greening Aid? Understanding the Environmental Impact of Development Assistance](#)

Hosted By: University of California—Irvine; the School of Social Sciences and the Center for the Study of Democracy

Date: February 4

Venue: University of California—Irvine; Social Science Plaza A, Room 1100

[One Handshake at a Time: 50 Years of Leadership in Citizen Diplomacy](#)

National Council of International Visitors — National Meeting

Hosted By: NCIV and the US Department of State

Date: February 10-13

Venue: Renaissance Hotel, Washington, DC

[Meeting of the U.S. Advisory Commission On Public Diplomacy](#)

Hosted By: The US Advisory Commission on Public Diplomacy

Date: February 11, 2010

Venue: International Foundation for Electoral Systems, 1850 K. Street, NW, Fifth Floor, Washington, DC

[How to Promote Economic Development: Your Sister City as a Tool](#)

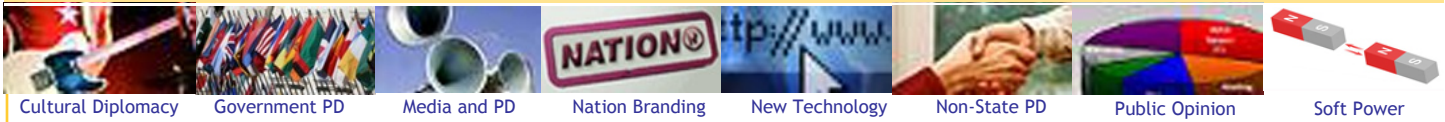
Hosted By: Sister Cities International

Date: February 27

Venue: Huntington Library—Art Collections and Botanical Gardens, San Marino, CA

Click [here](#) for more upcoming Outside Events of Interest highlighted by the USC Center on Public Diplomacy.

About *PDiN Monthly*



Cultural Diplomacy

Government PD

Media and PD

Nation Branding

New Technology

Non-State PD

Public Opinion

Soft Power

Volume 1, Issue 1

PDiN Monthly is CPD's electronic publication which highlights significant news articles and opinion pieces in public diplomacy aggregated by the Center's PDiN Research team. *PDiN Monthly* also provides commentary and analysis from CPD staff, fellows, visiting scholars and occasional guest contributors.

Public Diplomacy in the News (PDiN) is CPD's regular aggregation of news articles and opinion pieces on public diplomacy from sources around the world (via [RSS Feed](#), [Twitter](#) and delivered to your [inbox](#) as a daily or weekly newsletter). For an overview of all PDiN categories, click [here](#).

PDiN Monthly Editorial Staff

Sherine B. Walton, Editor-in-Chief

Naomi Leight, Managing Editor

PDiN Contributing Researchers

Taleen Ananian

Paul Rockower

Di Wu

Comments? Email cpd@usc.edu

© 2010 by the USC Center on Public Diplomacy
at the Annenberg School

University of Southern California

3502 Watt Way, Suite G4

Los Angeles, CA 90089

T: (213) 821-2078

F: (213) 821-0774

www.uscpublicdiplomacy.org

An archive of *PDiN MONTHLY* can be accessed [here](#).

Stay Connected

For regular news and updates from CPD, subscribe to our online newsletter [here](#).

To receive CPD's daily or weekly PDiN Digests in your inbox, click [here](#).



Follow PDiN, CPD Blogs, Events
& Podcasts via [RSS feeds](#)



Find CPD on [Facebook](#)



Follow CPD on [Twitter](#)



Listen to CPD's [Podcasts](#)