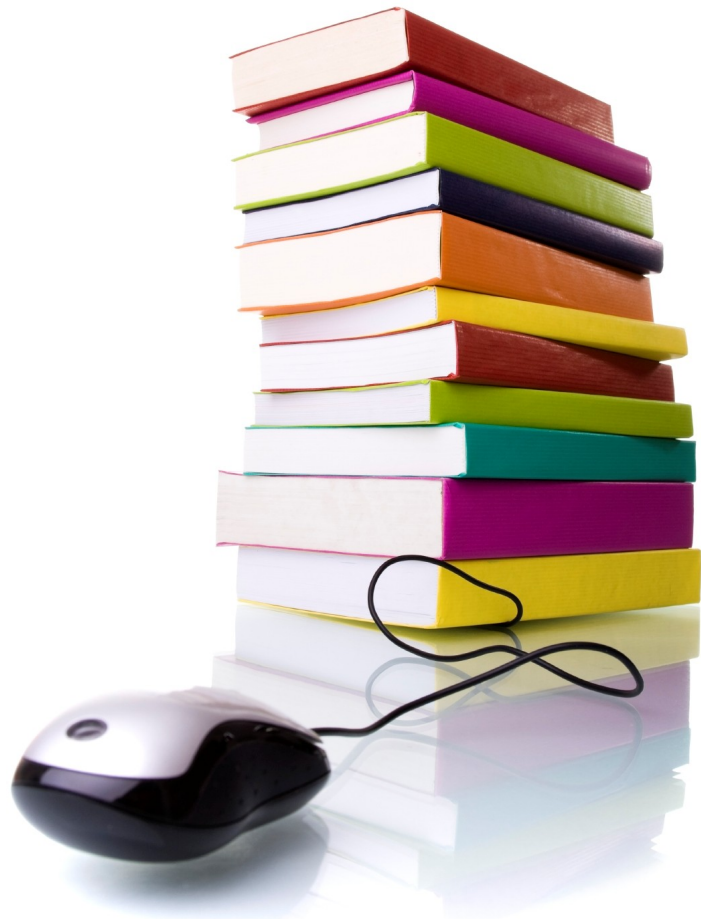


# ***PDiN MONITOR***

*A Review & Analysis of Current Public Diplomacy in the News*

**April 2010**  
Volume 1, Issue 4



*Featuring a closer look at:*

**PD Publications**

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**Public diplomacy raises expectations...but it cannot succeed unless it is in synch with policy.**

**- Philip Seib**





As students in the third cohort of the Master of Public Diplomacy program here at the University of Southern California prepare to graduate next month fully equipped and determined to tackle the world's public diplomacy challenges, it seems fitting to focus this issue on another key element of field-building - that of publications.

In addition to the research, professional training and event programming we do, the USC Center on Public Diplomacy prides itself on its strong publication program. Our publications range from news aggregation and analysis produced for this publication - *PDiN Monitor*, the *CPD Blog* which features posts by a number of international PD scholars and practitioners, and the Center's paper series *CPD Perspectives on Public Diplomacy* whose second paper this year was contributed by Ali Fisher and focuses on identifying meaningful networks in public diplomacy. In addition, the Center's director Philip Seib recently launched a new Palgrave Macmillan series co-edited by him *Global Public Diplomacy*, the first title of which appeared last fall (*Toward a New Public Diplomacy: Redirecting U.S. Public Diplomacy*).

Given what seems to be a bounty of publications relevant to public diplomacy studies and practice this year - a newsworthy fact in itself, the April issue of *PDiN Monitor* focuses on yet another publication output of the Center, the *CPD Book Reviews*. Featuring brand new titles as well as seminal PD classics, the collection of reviews commissioned this month include Seib's review of Professor Zaharna's latest publication on U.S. Strategic Communication and Public Diplomacy since 9/11 and a volume on Japan's Cultural Diplomacy by Ambassador Ogoura. Kishore Mahbubani's *Beyond the Age of Innocence: Rebuilding Trust Between America and the World*, was reviewed by CPD Consular Liaison and a graduate of the aforementioned MPD program Yael Swerdlow.

As if in recognition of the fact that the persuasive power of the pen is mightier than the sword, we have noted a profusion of articles about soft v. hard power. Executive Director of Fulbright Canada Michael Hawes takes a closer look at Canada's commitment to a soft power strategy, and MPD graduate student Taleen Ananian ties together a group of international headlines from April dealing with soft and hard power.

On a sentimental note: This one is dedicated to the graduating members of the *USC Association of Public Diplomacy Scholars* - we are proud of your accomplishments, and look forward to your continued contributions to CPD and public diplomacy in general.

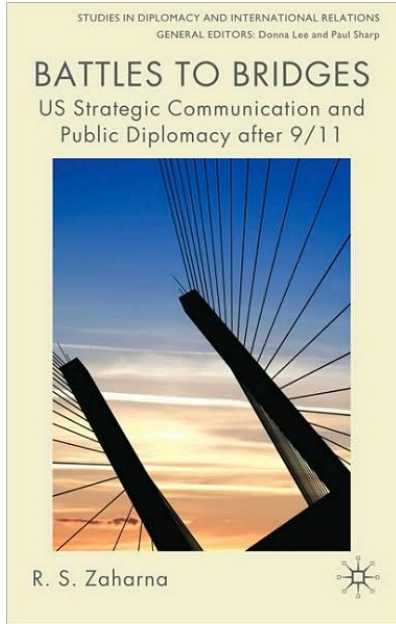
A handwritten signature in blue ink that reads "Sherine Badawi Walton".

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

**BATTLES TO BRIDGES:  
U.S. Strategic Communication and Public  
Diplomacy after 9/11**

by R. S. Zaharna

*Reviewed by Philip Seib*



The September 11, 2001 attacks stirred Americans to consider the possibility that the United States is not the center of the universe and that there might be, as R.S. Zaharna notes, a “connection between America’s image and its security.” Doing something about this, said 9/11 Commission co-chair Lee Hamilton, is “how we stop them from coming here to kill us.”

Fraught words, as were many post-9/11 declarations about America and the world. Zaharna, a highly regarded public diplomacy scholar who teaches

at American University, relies on a calmer approach in *Battles to Bridges*, her concise but wide-ranging appraisal of U.S. public diplomacy during the past decade.

Her outlook is valuably broad, recognizing that public diplomacy “is a political and communication activity” and must “be strategically aligned to the political and communication dynamics of the international arena in order to be effective.” When conventional insular American communication values are determinative in implementing U.S. public diplomacy, even the best-intentioned efforts go askew.

Zaharna deals with this, as with other issues in the book, with resolute even-handedness. She writes that post-9/11 public diplomacy efforts, such as Radio Sawa and Al Hurra television, were “extremely innovative, ambitious, and expansive,” and “reflected the best and the brightest of American communication professionals.” But on the next page, she writes of these efforts that “rather than winning hearts and minds, the initiatives appeared to be doing the opposite.” Underscoring this, she quotes Rami Khouri, editor of Lebanon’s *Daily Star*: “Where do they get this stuff from? Why do they keep insulting us like this?”

*(continued)*

**CPD BOOK REVIEWS**

This is a unique collection containing reviews of recent and classical publications of interest to the public diplomacy community reviewed by public diplomacy practitioners and scholars.

**RECENT CPD BOOK REVIEWS**



**HOW HOLLYWOOD PROJECTS FOREIGN POLICY**

By Sally Totman  
Reviewed by Nicholas J. Cull



**THE FLETCHER FORUM OF WORLD AFFAIRS**

By The Fletcher School at Tufts University  
Reviewed by Philip Seib



**GLOBAL CALIFORNIA, RISING TO THE COSMOPOLITAN CHALLENGE**

By Abraham F. Lowenthal  
Reviewed by Richard Langhorne



**BRANDING CANADA**

By Evan H. Potter  
Reviewed by Patrick James

To view more CPD Book Reviews, click [here](#). If you are interested in writing a book review, please consult our [guidelines](#) which outline the goals of the CPD Book Reviews section and our editorial policy. To contribute a review, email [cpd@usc.edu](mailto:cpd@usc.edu).

At the heart of this failure, writes Zaharna, was the tendency of U.S. foreign policy officials to value slickness above substance. She notes that “U.S. officials appeared to focus on improving the presentation of their messages - but not the underlying relationships - between America and the people in the Arab and Islamic countries.”

Public diplomacy raises expectations among those it reaches, but it cannot succeed unless it is in synch with policy. Even remarkable public diplomacy moments, such as Barack Obama’s 2009 Cairo speech, evaporate quickly unless they are supported by meaningful policy initiatives.

One of the most important sections of Zaharna’s book is her thorough discussion of network communication and its role in the jump from old to new public diplomacy. Old public diplomacy focused on message content, while new public diplomacy emphasizes message exchange, which networks can facilitate. Zaharna notes that the pervasiveness of networks today renders obsolete the Cold War-style, head-to-head “information battles.” And yet, she writes, after 9/11 U.S. public diplomacy “resurrected and vigorously pursued an information battle strategy borrowed from the Cold War - without first assessing whether that grand strategy was still viable.”

She also examines the transformative power of globalized communication, pointing out that “today, the notion of geographic segmented audiences has become problematic.” In the world of borderless media, distinctions between domestic, regional, and international publics have drastically diminished. That might seem obvious, but the continued existence of the Smith-Mundt Act is just one piece of evidence that there are still those who believe they can hold back the tide.

*Battles to Bridges* also provides solid analysis of nation branding, the distinctions between propaganda and public diplomacy, the importance of ethics, and other topics that will prove valuable to experienced practitioners and scholars as well as to the public diplomacy novice. With this thoughtful, accessible book, Zaharna makes an important contribution to the study and practice of public diplomacy. ◆

*BATTLES TO BRIDGES: US Strategic Communication and Public Diplomacy after 9/11*

Rhonda S. Zaharna  
Palgrave Macmillan, March 2010  
ISBN: 0-230-20216-0  
Size 5 1/2 x 8 1/4, 240 pages

PDiN Round Up: Africa

**SADC to exhibit at Global Village during World Cup**

**The Southern Times**

The Southern African Development Community (SADC) will be exhibiting at the Global Village in Johannesburg, South Africa, during the FIFA World Cup. The Global Village is an initiative aimed at using the FIFA World Cup to show the world what will remain in Africa after the last whistle is blown, namely, sustainable partnerships in business, culture and sports.

*Tags: Cultural Diplomacy Non-State PD Africa*

**Madonna visits Malawi for a charity tour**

**Associated Press**

According to an official program released by the pop star's charity, Raising Malawi, Madonna is scheduled Monday to visit the Millennium Village, a United Nations initiative in the central border district west of Lilongwe.

*Tags: Non-State PD Africa*

**Ghana to be more competitive on global stage...with a strong national identity**

**The Mail**

Although there have been unconscious branding efforts throughout Ghana's history, it cannot boast of a consciously espoused shared-value and common vision, hence the brand Ghana initiative that seeks to establish a compelling image for Ghana, by creating and harmonizing a persuasive brand positioning to stimulate the economic and social wellbeing of the citizenry.

*Tags: Nation Branding Africa*

**Somali radio stations comply with Islamists' music ban**

**BBC News**

Most radio stations in Somalia have stopped playing music, on the orders of Islamist Hizbul-Islam insurgents who say that songs are un-Islamic. The stations said they had to comply with the ban as if they did not, they would be putting their lives at risk.

*Tags: Media & PD Africa*

**New Botswana brand launched**

**Sunday Standard**

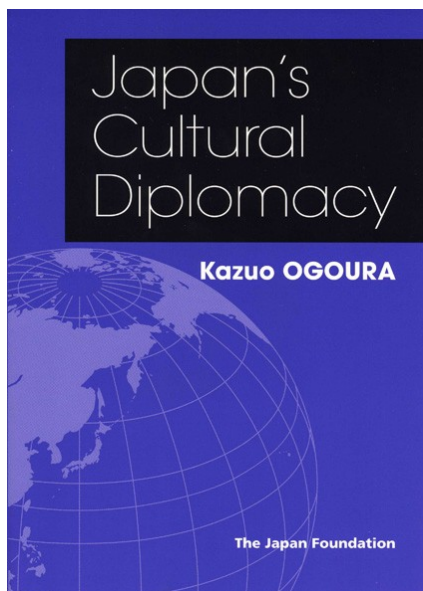
The New Botswana Brand has been launched following a request in 2009 that the nation's brand be re-examined as it was thought not to speak of the aspirations of Batswana.

*Tags: Nation Branding Africa*

## Japan's Cultural Diplomacy

by Kazuo Ogoura

Reviewed by Philip Seib



Japan Foundation president Kazuo Ogoura has held high posts in his country's Ministry of Foreign Affairs and has served as Japan's ambassador to Vietnam, South Korea, and France. His diplomatic experience infuses *Japan's Cultural Diplomacy* with pragmatic recognition of the value and the limits of cultural diplomacy.

This slim volume contains much important information about Japanese diplomacy and general diplomatic practices. Ogoura defines cultural diplomacy as “the use of cultural

means to enhance a nation's political influence.” He distinguishes this from public diplomacy, which he defines as having “a well-defined political objective” and being “aimed at certain pre-determined targets,” while cultural diplomacy has broader, less precise goals related to improving a nation's image.

Ogoura shows how Japan has carefully and persistently used cultural diplomacy throughout the years since World War II. In the period immediately after the war, notes Ogoura, “when in engaging in cultural activities overseas, the Japanese government emphasized such traditions as the tea ceremony and *ikebana* (flower arrangement), with the intention that they would convey Japan's serene, peace-loving nature to the rest of the world.” At the same time, he adds, “the overseas promotion of certain elements of traditional Japanese culture, particularly those related to the samurai spirit or feudal traditions, was discouraged.”

Also receiving emphasis were exchange programs designed to internationalize Japan's outlook. For a country that had long favored insularity, exchanges were seen, writes Ogoura, “as a means to promote Japanese understanding of foreign cultures.” Today, he notes, a goal of Japanese cultural diplomacy is to “not only propagate Japanese thought and traditions to the world but also aim at introducing non-Japanese culture to Japan to enrich the cultural heritage of the world.” Further, according to Ogoura, “Japan has begun to

## PDiN Round Up: Americas

### Haiti prompts meeting of top Cuban, US officials

Yahoo (Associated Press)

Cuba's foreign minister met with a top U.S. State Department official to coordinate medical help for quake-ravaged Haiti, one of the highest level encounters in years between the Cold War enemies, officials said Thursday.

Tags: Government PD Americas

### Murrow, McCarthy and the media frontier analyzed

The Tufts Daily

While much social and technological advancement would suggest that America has progressed since the 1950s, there exist some contemporary parallels to a dark point in the nation's history that may suggest otherwise.

Tags: Media & PD Americas

### Jamaica, Canada cooperate on maritime security

Caribbean Net News

The Maritime Security Partnership aims to deliver capacity building assistance in Jamaica, to enable the country to maintain compliance with international maritime security standards, and establish a Caribbean Centre of Excellence for Maritime Security in Jamaica.

Tags: Government PD Americas

### Rebranding Canada: More K'naan less canoe

The Toronto Star

The sad fact is that, for all our perceived virtues — or maybe because of them — Canadians are viewed by many outsiders as tamer Australians, more spaced-out Belgians, or decaffeinated Americans. The lack of understanding — i.e. interest — on the part of our friends and neighbours, not to mention our handful of enemies, is a problem.

Tags: Nation Branding Americas

### Global Views of United States Improve While Other Countries Decline

Focus on Travel News

Global views of the United States have improved markedly over the last year while views of many countries have become more negative, according to the latest BBC World Service poll across 28 countries. For the first time since the BBC started tracking in 2005, views of the United States' influence in the world are now more positive than negative on average.

Tags: Public Opinion Americas

harness cultural exchange as a means of building peace.”

Recently, Japan employed cultural soft power when its cooperation with the United States during the Iraq war created image problems in the Middle East. Picture books for children, anime, and an invitation to Iraq’s national football team to come to Japan were among the measures employed.

Also, globalization has led to what Ogoura calls “corporate de-Japanization,” with an increasing number of Japanese firms being headed by foreign presidents, and a tendency to reduce the perceived “Japaneseness” of Japan’s international business community. Ogoura notes that this is a different course than that followed elsewhere in Asia: “While Japanese corporations are busy divesting themselves of their national identity, people in other Asian countries are becoming increasingly nationalistic and patriotic.”

In the midst of the shifting politics of Asia, cultural diplomacy is becoming more important. As has been seen during times of tensions between Japan, China, and South Korea, cultural exchanges, writes Ogoura, “acted as a kind of safety valve,” helping those tensions dissipate outside conventional political processes.

*Japan’s Cultural Diplomacy* does an excellent job of showing how principles of public and cultural diplomacy are refined according to an individual country’s needs. During the 65 years since the end of World War II, Japan’s diplomatic goals have steadily evolved and, as Kazuo Ogoura so ably illustrates, cultural diplomacy has been an essential element in reaching those goals. ◆

*Japan’s Cultural Diplomacy*  
Kazuo Ogoura  
The Japan Foundation, 2009  
ISBN: 978-4-87540-107-0  
82 pages

**About the Reviewer**

Philip Seib is the director of the USC Center on Public Diplomacy, and is a Professor of Journalism, Public Diplomacy and International Relations at the University of Southern California. Seib’s research interests include the effects of news coverage on foreign policy, particularly conflict and terrorism issues. He is author or editor of numerous books, most recently, *Toward a New Public Diplomacy: Redirecting U.S. Foreign Policy* (2009). In 2010, Seib was named *Scholar of the Year* by the International Studies Association for his contributions to the field of international communication. Prior to joining the USC faculty in 2007, Seib was a professor at Marquette University and before that at Southern Methodist University. For a complete biography, please click [here](#).

**PDiN Round Up: Asia Pacific**

**It’s a Global Century, not an Asian Century**  
**Japan Times**

The prophecy of an Asian Century also ignores all of Asia’s disorderly and declining nations, such as Thailand and Japan, respectively. But it cannot rely only on some local economic breakthrough without any broader cultural and strategic underpinning.

*Tags: Public Opinion Soft Power Americas Asia Pacific Eurasia*

**Envoys looking to influence foreign policy**  
**The Jakarta Post**

There are around 200 former ambassadors who are still actively involved in social and diplomatic activities and they are still part of Jakarta’s diplomacy scene. The forum is looking to accommodate the experience and insight of ambassadors so that the ministry can reach out to a wider society.

*Tags: Non-State PD Asia Pacific*

**New Zealand International Arts Festival**  
**Australian Stage**

While the sunshine did not last, curiosity prevailed and audiences flocked to the theatre in search of new and innovative theatrical experiences from around the globe.

*Tags: Cultural Diplomacy Asia Pacific*

**Hong Kong: Needed Now - Faces of Hong Kong!**

**Webnewswire.com**

The Faces of Hong Kong campaign is a key part of BrandHKs new strategy to further its appeal and reach. Faces of Hong Kong will bring BrandHK to life by using real stories and photos from people of all walks of life to show the world our dynamism, our enterprising spirit and our friendliness.

*Tags: Nation Branding Asia Pacific*

**Can Singapore Brand Itself As A Nation?**  
**Marketing-Interactive**

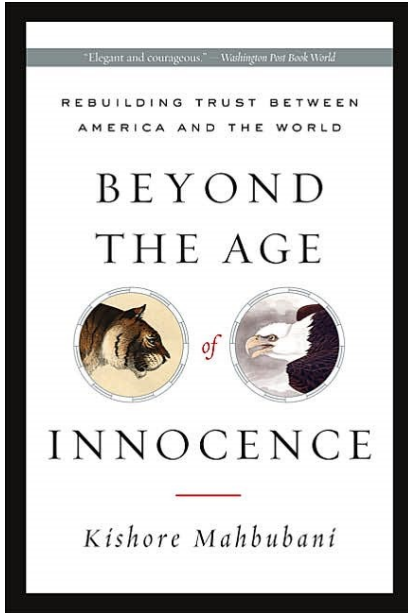
Singapore does have a strong set of associations which has served it well, particularly as a business hub. And the government has deliberately and carefully nurtured its reputation. One reason why Singapore punches above its weight is because the government has spent time selling what Singapore stands for. And Lee Kuan Yew has been a very vocal “brand salesman”.

*Tags: Nation Branding Asia Pacific*

## Beyond the Age of Innocence: Rebuilding Trust Between America and the World

by Kishore Mahbubani

Reviewed by Yael Swerdlow



Is there a public diplomacy remedy for betrayal?

Kishore Mahbubani's *Beyond the Age of Innocence: Rebuilding Trust Between America and the World* attempts, with honesty, eloquence and heart, to answer this question. Published in 2005, when anti-American sentiment was, according to many polls, increasing rapidly, Mahbubani's analysis of America's impact on the world, is an invaluable read for global leaders and the general public alike. For

those still asking, "why do 'they' hate us?" this book offers a perspective from the proverbial 'they'.

As earlier reviews have stated, Mahubani's book is elegantly and courageously written. It is balanced in its portrayal of both America as a country and Americans as a people. The author takes great pains to illustrate the nuances of the rest of the world's view of Americans as a generous, albeit non-worldly society and the actions of America, the superpower. He guides the reader through the psychological impact of an American foreign policy that can encompass both instant friendship and abrupt abandonment. The image that emerges is one of a super power making its decisions from an insular, isolationist and reactive psyche, not as the leader of the free world fully conscious of its perceived values and opportunities to drive much of the world's dreams.

Mahbubani devotes much of the book to the United States' evolving (and in many cases, devolving) relationship with Islamic nations and the religion itself as it applies to the current global fight against terrorism.

(continued)

## PDiN Round Up: Eurasia

### Turkey attempts to breathe life into Armenia reconciliation process

**Today's Zaman**

A senior Turkish diplomat arrived in Yerevan yesterday to deliver a letter from Prime Minister Recep Tayyip Erdoğan to Armenian President Serzh Sargsyan as a process of rapprochement aimed to restore relations between the two estranged neighbors has come to a stalemate.

*Tags: Government PD Eurasia*

### European Union: Global Security Actor Or Paper Tiger?

**Eurasia Review**

The future direction of European defense is at a crossroads. On the one hand, the NATO experience in Afghanistan has cast into stark relief the limits of European military capacities, not only at the operational but also at the political levels.

*Tags: Government PD Public Opinion Eurasia*

### Serbia's Honest Apology

**The New York Times**

The reactions to the resolution, however, have been shockingly churlish and cynical. Some, especially but not only Bosnian Muslims, have complained that the resolution was worthless because it talks only of a "crime" and a "tragedy," not a "genocide." Others say Serbia's government pushed this resolution through merely to curry favor with the European Union, which it desperately wants to join.

*Tags: Government PD Public Opinion Eurasia*

### Poland and Russia: reconciled in tragedy

**Guardian**

A second paradox is that the Russian reaction to the deaths is creating a unique situation. Authentic reconciliation between Poles and Russians, just like that of French and Germans under Charles de Gaulle and Konrad Adenauer, has now become possible.

*Tags: Government PD Public Opinion Eurasia*

### Most French want burqa law, but not total ban

**The Washington Post**

Two-thirds of French people want a law limiting the use of face-covering Islamic veils such as the niqab and the burqa, with only a minority backing the government's plan for a complete ban, a poll showed Saturday.

*Tags: Public Opinion Eurasia*

Using the United States' relationship with Pakistan as one example, Mahbubani highlights America's wooing of Pakistan as a strategically important ally during the Cold War, when the Soviet Union and the United States were carving up the map of the world into West and East camps. America's friendship with Pakistan was seen by the U.S. through the prism of its loss of India as an ally to Russia.

After the Cold War, the United States often vacillated between canceling its foreign aid to Pakistan, or severely curtailing the amount. This caused Pakistanis—even until today—to see America as a fair-weather friend that makes its decisions based solely on national interest with no concern for the freedom of the Pakistani people. Moreover, Mahbubani also points out that while the U.S. consistently purports to value human rights and trumpets its support for democracy and liberty worldwide, a different reality emerges when its national interest is the motivating factor. Thus, for the people of Pakistan, the U.S. conveniently ignores its most cherished values to deal with any military despot, dictator and human rights abuser in favor of advancing its strategic interests. Pakistan is left with the feeling of betrayal by the world's superpower.

In 2005, when *Beyond the Age of Innocence* was first published, the United States was, in my mind, akin to a deer caught in the headlights not fully comprehending the anti-American backlash spreading around the world. This was evident, according to Mahbubani, in America's closely held self-image: that of a country loath to be perceived as just another cynical nation acting solely out of national interest, even though it wants the freedom to do



*Beyond the Age of Innocence* author, Kishore Mahbubani © Teigenlicht

## PDiN Round Up: Middle East

### **Palestinians Try a Less Violent Path to Resistance**

**The New York Times**

Senior Palestinian leaders — men who once commanded militias — are joining unarmed protest marches against Israeli policies and are being arrested. Goods produced in Israeli settlements have been burned in public demonstrations. The Palestinian prime minister has entered West Bank areas officially off limits to his authority, to plant trees and declare the land part of a future state.

*Tags: Non-State PD Middle East*

### **Let an Arab female carry the flag of gender equality**

**The Daily Star**

In the halls of the United Nation's New York bureau, officials have been considering a proposal to unify the UN's many organizations promoting women's equality and rights into a single "gender entity."

*Tags: Cultural Diplomacy Public Opinion Middle East*

### **Host of challenges ahead for Arabs**

**Kuwait Times**

Despite all our commonalities, we come to see that on the ground the differences between the various Arab states are vast. When one crosses the border between the various states no matter how close the countries are, the rules, laws, and regulations shift drastically.

*Tags: Cultural Diplomacy Public Opinion Middle East*

### **The Perception of Turkey in the Middle East: Soap Opera Diplomacy?**

**CIPE**

One of the most popular soap operas in the Middle East currently is in fact a Turkish series entitled Gumus (or Noor in Arabic), and it's safe to say that it has helped "conquer hearts and minds in the Arab world."

*Tags: Media & PD Middle East Eurasia*

### **Ahmadinejad Struts His Stuff in the Nuclear Showdown**

**TIME**

Iranian President Mahmoud Ahmadinejad was pointedly left off the guest list for last week's Washington summit on nuclear security, which was attended by 47 world leaders... But Ahmadinejad is never one to stay home waiting forlornly for the phone to ring.

*Tags: Government PD Middle East*



**Mahubani’s book is elegantly and courageously written. It is balanced in its portrayal of both America as a country and Americans as a people.**



just that. America—and even more-so, Americans—wants to be viewed as consistent in its values and actions. Indeed, much of our public diplomacy attempts to convey our values to the rest of the world. But if America has demonstrated, as Mahubani contends, that it is an unreliable ally, where does this leave America’s public diplomacy? Especially since renewed efforts are underway to court the Pakistani people to be our allies in the fight against terrorism. How does America re-establish trust with a country that feels alternately seduced and abandoned? If successful public diplomacy is walking your talk, what does America have to do to reassure Pakistan of its long-term sincerity?

It is my hope that policy-makers read *Beyond the Age of Innocence* as both a historical analysis and as a cautionary tale to answer these questions and to aid in crafting U.S. foreign policy, toward Pakistan and other countries. Quite simply, it is essential reading, not just for Americans, but for all who seek to build a better world based upon consistency in both words and deeds. ♦

**BEYOND THE AGE OF INNOCENCE: REBUILDING TRUST BETWEEN AMERICA AND THE WORLD**

Kishore Mahubani  
Perseus Books Group, March 2005  
ISBN: 978-1586482688  
9.3 x 5.9 x 1.2 inches, 320 pages

**About the Reviewer**

Yael Swerdlow is a graduate of the USC Master of Public Diplomacy program. She is currently the Consular Liaison for the USC Center on Public Diplomacy. Swerdlow is adjunct faculty teaching media literacy at the Museum of Tolerance in Los Angeles as well as at the Anti Defamation League in San Diego. Swerdlow also works as a Strategic Communications consultant based in Los Angeles, specializing in Public Diplomacy.

**PDiN Round Up: South Asia**

**Diplomacy and development mantra needs revisiting**  
**Daily Times**

But many of the diplomats agreed with me partially that neither diplomacy nor development could happen from bunkers by untrained and circumscribed staffers, who remain completely oblivious of locals.

**Tags:** *Government PD Public Opinion South Asia*

**The Karzai Fiasco**  
**The Wall Street Journal**

President Obama isn't faring too well at converting enemies to friends, but he does seem to have a talent for turning friends into enemies. The latest spectacle is the all-too-public and counterproductive war of words between the White House and our putative ally, Afghan President Hamid Karzai. The only winner so far in this spat is the Taliban.

**Tags:** *Government PD Americas South Asia*

**Bollywood success brings respect to Pakistani singers**

**Thaindian.com (IANS)**

The stock of a Pakistani singer goes up if he gets recognition in Bollywood, says Masroor Fateh Ali Khan who has a degree in urban planning but has turned to music to take forward his late uncle Nusrat Fateh Ali Khan's legacy. "I want to sing for Bollywood..."

**Tags:** *Cultural Diplomacy South Asia*

**Rethinking anti-Indianism in Nepal**  
**Republica**

Although the issue of anti-Indianism in Nepal exists prominently, it has not received proper attention of scholars and politicians in either Nepal or India. In Nepal it has become a fashion to blame anti-Indianism on Panchayat (1962-1992), where as the Indians see it as China's growing influence (and interference) in Nepali politics.

**Tags:** *Public Opinion South Asia*

**Afghanistan: Talks on Taliban Postponed**  
**The New York Times**

Afghan officials said they would delay by several weeks a "peace jirga" intended to establish the framework for how to negotiate with members of the Taliban who want to reconcile with the government. The jirga, a gathering that is expected to bring together more than 1,000 government officials, tribal elders and other Afghan leaders, was originally planned to start on May 2.

**Tags:** *Government PD Non-State PD South Asia*

## Canada's Soft Power & Public Diplomacy by Michael K. Hawes

Soft power, the term popularized in the 1990s by Harvard Political Science Professor Joseph Nye Jr., is hardly a new concept. As long as there have been states, and perhaps even before that, there have been choices with respect to how to pursue the national interest and promote the role, status, and standing of the state. I would argue that there is a continuum, from soft to hard, if you will, with the projection of power through the use of military might on the one end of that spectrum and the structured use of various diplomatic instruments on the other. When Nye talks about soft power, he is clearly alluding to the 'ability to persuade through culture, values and ideas, as opposed to doing so through the use of coercion'.

For Canada, the predisposition to privilege diplomatic options has been the hallmark of its foreign policy since the end of WWII. Canada played a disproportionately large role in shaping and defining the postwar world order and consciously portrayed itself as a peacekeeper, a helpful fixer, and an honest broker. Canada was the arch-typical middle power, especially during the so-called golden age of Canadian foreign policy (the Pearson era) from 1945 through 1957, and again in the late 1990s, when Lloyd Axworthy was the Foreign Minister. Pearson virtually invented peacekeeping as a diplomatic instrument, and was instrumental in bringing the development agenda to the attention of the world. Similarly, Minister Axworthy was all about defining Canada as a leader in values and principles, particularly through his campaign to reduce the number of land mines in the world.

Foreign policy typically reflects deeply held national preferences, both philosophical and ideological, while, at the same

time, remaining sensitive to political and economic realities. It is shaped, *inter alia*, by the habits of minds of its citizens, by previous policies and practices, by the personal preferences of leaders and the priorities of parties, by institutional realities, and, to a very great extent by structural realities. Canadian foreign policy was, moreover, influenced by two basic and inter-related facts: the disproportionately large role that the United States has played in the economic, social, cultural and political lives of Canadians, and the very significant commitment that Canada has made to the principles and practices of multilateral diplomacy and multilateral management. Canada's voluntarist impulse, and its commitment to a soft power strategy, reflected in its foreign policy practices and priorities, was particularly pronounced during periods when its relations with the United States were most secure, which is to say in the late 1940s and the 1950s, and again in the 1990s. This impulse was decidedly less pronounced during periods when the relationship with the United States required more attention, particularly in the 1970s and after 2001. In any event, the pursuit of a soft power strategy was anything but serendipitous; rather, it was a carefully constructed strategy designed to influence the minds and the hearts of foreign nationals and allow Canada to play a larger role (economically, socially and politically) than its material circumstances and its military might would suggest.

The events of 11th September 2001 triggered a global debate on both soft power and on public diplomacy. On the one hand, hard power, or at least the notion of national security, returned to prominence in the United States and beyond. On the other, managing the perceptions of the public (both at home and abroad) became key for many states. As Ministries of Foreign Affairs around the world scrambled to develop a public diplomacy policy of their own, soft power became increasingly fashionable. Changes in diplomatic practices were driven by the desire for transparency, for security, and for transnational collaboration. "The new public diplomacy is thus much more than a technical instrument of foreign policy. It has in fact become part of the changing fabric of international relations". Branding, policies aimed at clarifying and promoting national identity, student exchanges, edu-marketing, along with the other



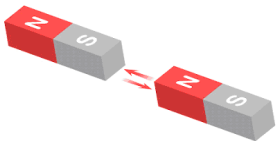
tools in the public diplomacy toolbox, became more and more popular.

Interestingly, in the early part of the new century, Canada seemed to have lost its way. Foreign nationals, especially Americans, no longer saw Canada as a peacekeeper, a helpful fixer or an honest broker. And, given the Canadian decision not to participate in the Iraq War, there was even some question as to whether Canada was a trusted ally, which was a cornerstone of Canada's postwar foreign policy. Canadian commentators bemoaned the decline in Canada's standing and stature on the world stage. What was equally interesting is that Canada's liberal stance on key social policy issues, its success in coming to terms with both deficit and debt, and its apparent solution to the intractable 'Quebec problem', led to the famous *Economist Magazine* cover, featuring a moose with sunglasses. The cover story declared that Canada was cool again! All of this led Canadian governments to rethink their public diplomacy or branding strategy and get back on track. It is instructive to note, however, that the term public diplomacy fell from grace in Ottawa ... perhaps because it was too closely associated with the former government and its most famous Foreign Minister or because it lacked a unique Canadian flavor.

In the end, I believe that the argument in favor of a well organized, highly structured, and effective strategy of public diplomacy is both simple and compelling. Soft power and public diplomacy are both critical and increasingly important elements in the foreign policy arsenal of all governments, and reflect a changed and changing world which is characterized by growing social networking and a communications and technology revolution that has profoundly reduced the distance between and among the peoples of the world. Moreover, this is especially so in Canada where our two top priorities, a strong and stable relationship with the United States, and an ability to play a significant role in the success and the management of the multilateral world order, are best served by a carefully crafted and systematically orchestrated strategy of public diplomacy. ◆

#### About the Author

Michael Hawes is CEO of the Foundation for Educational Exchange between Canada and the United States of America and Executive Director of Fulbright Canada. He holds a BAH in history from the University of Toronto, a Masters degree in International Affairs from the Paterson School of International Affairs, and a PhD in political science from York University. He has published widely on issues of foreign policy, international relations, Canada - US Relations, and culture. Professor Hawes has been visiting professor at leading universities in Sweden, Mexico, Japan, and the United States. He is a professor (on leave) in the Department of Political Studies at Queen's University, and an adjunct professor of International Business at Queen's, and is currently Fulbright Visiting Professor at the USC Center on Public Diplomacy at the Annenberg School.



### *Power Plays: Global use of soft and hard power* by Taleen Ananian

Much has been in the news this month about global soft power versus hard power. A phrase first coined by former Harvard Kennedy School of Government Dean Joseph Nye, soft power is the idea that attraction to culture, values and policies—among other things—can be wielded as a form of power to make others want the same things you do. In terms of states, this strategy is in direct contrast to “harder,” more traditional notions of power, like military force. Soft power and hard power were prominent topics this month with the upcoming *Expo 2010* in Shanghai and other Chinese efforts; the U.S. arms reduction treaty with Russia as well as the nuclear summit in Washington, D.C.; and the ongoing Iranian nuclear issue.

China's policy of expending resources to enhance its soft power is not new, however, the country is visibly ramping up efforts in the lead-up to the May 1 grand opening of *Expo 2010 Shanghai*: “Better City, Better Life.” As with the *Beijing Olympics* in 2008, China is investing a great deal in the 6-month-long event, including a complete makeover of Shanghai's

city streets and other infrastructure. And it's not just China taking this event very seriously. Many countries are spending hundreds of millions of dollars on their pavilions to engage the estimated 70 million visitors that will pass through, most of whom will be Chinese. According to an [NPR](#) story from April 2, "it's a sign of China's political importance that the millions being spent are seen as a small price to pay," especially when it comes to promoting your country's soft power to a growing superpower.

In addition to using the Expo to boost its soft power, this month China's ruling Communist Party pledged to partner with business to finance further growth of the country's entertainment and media sectors. An April 8 article from [Business Report](#) says the government announced "banks will be obliged to provide more loans to publishing houses, movie makers and online game developers" with the ultimate goal of promoting China's soft power around the world. Similarly, China's [publishing industry](#) has been increasingly exporting its literature to the West—by supporting translations and participating in book fairs—as an exercise in soft power.

The dismantling of nuclear weapons was another topic this month, with U.S. President Barack Obama moving a step closer towards preventing the proliferation of what could perhaps be considered the ultimate weapon in the hard power arsenal. He began the month by signing a [new arms reduction deal with Russia](#) and continued by hosting 47 nations in D.C. to facilitate a commitment to secure all vulnerable nuclear materials around the world within four years. Not rejecting hard power completely, President Obama stated, "we are taking specific and concrete steps to reduce the role of nuclear weapons while preserving our military superiority..."

Summitry, though, does not always work with every nation, as the continuation of Iran's nuclear program has caused the U.S. to, as one [Foreign Policy](#) reporter put it, "turn to sticks" by threatening the regime with sanctions. Soft power darling [China has even committed](#) to negotiating the use of sanctions against Iran, while [Russia is still holding out for diplomacy](#) to solve the dilemma.

While the use of hard power in contrast to soft power is prevalent in these articles, more increasingly the idea of "smart power" is permeating the vocabulary of governments, scholars and some media outlets worldwide. According to [Foreign Policy](#), the term is only about five years old, but the concept dates back much further—the idea that states can wield a combination of both hard and soft power to achieve success. ♦

## More PDiN Headlines: Soft Power & Hard Power

[On eve of Shanghai Expo 2010, China finds 'soft power' an elusive goal](#)  
[Christian Science Monitor](#)

[Diplomats on the frontlines of counterinsurgency work Embassy](#)

[India should robustly support Karzai](#)  
[Rediff.com](#)

[Shanghai World Expo showcases China's soft power](#)  
[The Associated Press](#)

[Obama's Soft Power Effect](#)  
[Jon Taplin's Blog](#)

[NRGs and state's soft power](#)  
[Ahmedabad Mirror](#)

[Deploying Soft Power](#)  
[DefenseNews.com](#)

[Jihadism's War on Democracy](#)  
[Family Security Matters](#)

[Turkey using soft power to forge closer Mideast ties](#)  
[Khaleej Times](#)

[Craig's Take: Clinton forgoes soft power for hard elbows](#)  
[CTV](#)

[Obama's Mr. Cool Act Wins Few Foreign Friends: Celestine Bohlen](#)  
[BusinessWeek](#)

[Soft Power, Hard Battles](#)  
[Times of India](#)

[Moscow Failing To Counter Islamists' Psychological War, Markedonov Says](#)  
[Eurasia Review](#)

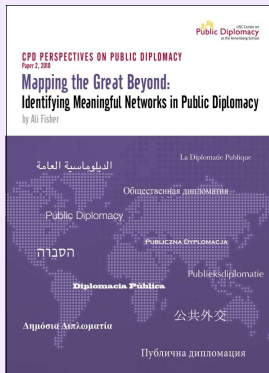
[Military's Haiti Mission Winds Down, But Soft-Power Lessons Linger](#)  
[WIRED](#)

### About the Author

Taleen Ananian is a Contributing Researcher for PDiN at the USC Center on Public Diplomacy. She manages communications and program planning work for the Southern California Leadership Network, a partnership with the Los Angeles Area Chamber of Commerce. She is currently a master's candidate in public diplomacy at USC's Annenberg School. Her interests in public diplomacy range from international broadcasting to cultural diplomacy.

## CPD Perspectives

*CPD Perspectives* is a series of papers by CPD staff, fellows, visiting scholars and practitioners showcasing critical thinking about the study and practice of public diplomacy. Interested in contributing to *CPD Perspectives*? [Click here](#) to read our Open Call for submissions.



In the most recent issue of *CPD Perspectives*, *Mapping the Great Beyond: Identifying Meaningful Networks in Public Diplomacy*, Dr. Ali Fisher highlights the importance of mapping social networks for the field of public diplomacy. In part one of *Mapping the Great Beyond*, Fisher discusses the value social media tools bring to PD practitioners and the new tools available to identify nodes of influence and alternative ways to engage publics. Providing clear examples of the utility of these new resources for PD, the second part of his paper illustrates the value of resource mapping and information coordination at strategic level. Fisher's concluding section discusses the use of network mapping to evaluate public diplomacy and contends that mapping networks can create new information for public diplomacy practitioners and scholars to better implement and evaluate public diplomacy strategies.

## CPD Blogs

The **CPD Blog** is intended to stimulate dialogue among scholars, researchers, practitioners and professionals from around the world in the public diplomacy sphere. The opinions represented here are the authors' own and do not necessarily reflect the views of the USC Center on Public Diplomacy at the Annenberg School. If you are interested in contributing to the **CPD Blog**, please email [cpd@usc.edu](mailto:cpd@usc.edu).

**Shanghai Expo: Not Just a Site for China's Image Construction** by Jian (Jay) Wang

**Hidden Power** by Cari Guittard

**Global Financial Reform-The Silver Lining in the Goldman Sachs Cloud?** by John D'Agostino

**Getting It Right Down Under?** by Daryl Copeland

**Don't Shoot the Messenger** by Mark Dillen

**Iran's Cultural Diplomacy and Its Cultural Centers** by Javad Rad



The **Association of Public Diplomacy Scholars (APDS)** contributed five blogs to the CPD Blog this month. Topics of discussion included Poland's tragic loss, corporate diplomacy, sports diplomacy, and cultural diplomacy. To read the APDS Blogs written by Master of Public Diplomacy candidates at the University of Southern California, click [here](#).

**Finding Support for the Confucius Institutes** by Chen Chen

**Cross-Cultural Encounters in Art: The Florentine Codex** by Regina Guzmán

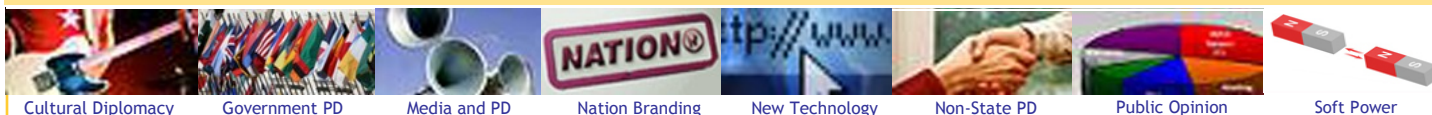
**Despite Poland's grief, there is much to celebrate** by Krysta Close

**The Green Rule of Corporate Diplomacy: Business 3.0** by Martha Adams

**The Sporty Spice of Colombia** by Miles Knowles

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

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Cultural Diplomacy

Government PD

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Nation Branding

New Technology

Non-State PD

Public Opinion

Soft Power

**PDiN Monitor** 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 Monitor* also provides commentary and analysis from CPD staff, fellows, visiting scholars and occasional guest contributors. To subscribe to *PDiN Monitor*, click [here](#).

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### PDiN Monitor 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](mailto:cpd@usc.edu)

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University of Southern California

3502 Watt Way, Suite G4

Los Angeles, CA 90089

T: (213) 821-2078

F: (213) 821-0774

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