

# ***PDiN MONITOR***

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

**October 2010**

Volume 1, Issue 8



*Featuring a closer look at:*

**Entertainment Diplomacy**

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**Many nations are looking to emulate the reach of Hollywood and have recognized the ‘soft power’ that flows from international export of one’s movies.**



**-Nicholas J. Cull**





Entertainment, broadly defined, deserves to be recognized as an important component of any nation’s public diplomacy. In terms of delivering a message that is a manifestation of a nation’s culture, a visiting dance troupe, rock band, or sports team is likely to connect with many more people than would a diplomat’s pronouncements.

Such efforts are good examples of the exercise of soft power. The political messages are often subtle; entertainment may be more successful at shaping a general outlook than at advancing a specific policy agenda. And, of course, some entertainment offerings can prove counterproductive if they reflect cultural insensitivity.

Entertainment diplomacy is most valuable if it is integrated into a larger public diplomacy strategy. It can help create receptivity to broader messages that advance diplomatic agendas and, perhaps more significantly, it can help shape underlying attitudes toward the nation that is the source of the entertainment.

International publics will presumably recognize that Barack Obama speaks more authoritatively about U.S. policy than Bruce Willis does. But in the process of defining a country in the eyes of the rest of the world, entertainment is an essential ingredient. This month’s analysis articles underscore the significance of this.

A handwritten signature in cursive script that reads "Philip Seib".

**Philip Seib**  
Director, USC Center on Public Diplomacy (CPD)



## Cinematic Diplomacy: Back to the Future, again...

by *Nicholas J. Cull*

The clutch of articles this issue reflect a familiar idea albeit rendered fresh by a new cast of characters: the idea is quite simply that because motion pictures command a large audience and have a role in forming that audience's perceptions of the wider world, they should be of concern to diplomats. Historically, this idea has taken a number of forms, all of which are in evidence here. There is the 'film as positive' approach: the idea that one's own films represent prestige objects from and cultural ambassadors on behalf of one's society and therefore should be seen as widely as possible. Hence we see [Iran](#) and [Taiwan](#) seeking out opportunities to showcase their films in neighboring countries, and a [Nigerian](#) journalist celebrating the influence of his country's film industry in its region. On the other hand we also see the 'film as negative' approach: complaints that the film industry of another country distorts perceptions of one's self, and fears that one's own film industry might be taken over by foreign influences and its energies directed



A young woman browses a selection of films from Nigeria's movie industry, known as "Nollywood". © BBC October 26, 2010.

## PDiN Round Up: Africa

### Africa needs a culture of science

**SciDev.net**

For science and technology to contribute to development goals, countries must embrace a 'science culture' — a scientifically enlightened society where research findings can be better and more efficiently used to produce goods and services.

*Categories : Non-State PD, Public Opinion, Africa*

### Nkate defends Brand Botswana logo

**Mmegi Online**

The Chief Executive Officer of the Botswana Export Development and Investment Authority (BEDIA), Jacob Nkate, has dismissed claims that the new Brand Botswana logo might have been plagiarised from South Africa's Mpumalanga Province. Both logos feature the rays of the sun.

*Categories : Nation Branding, Africa*

### Senegal Welcomes Haitian Students for Free Education

**Voice of America**

Senegal welcomed 163 Haitian university students to Dakar Wednesday. Senegalese president Abdoulaye Wade, offered them free education after an earthquake devastated their island nation in January.

*Categories : Government PD, Soft Power, Africa, Americas*

### Using Art to Keep 'Africa in Motion'

**The Harvard Crimson**

The "Africa in Motion" symposium, which took place last Thursday and Friday in the basement of the Northwest Labs, was at once a celebration of Harvard's recent top-notch scholarship and a sobering reminder of the work that needs to be done to solve the continent's problems.

*Categories : Soft Power, Africa*

### Cape Town opera snubs Tutu plea to cancel Israel tour

**BBC News**

South Africa's Cape Town Opera has turned down an appeal from Nobel peace prize winner Archbishop Desmond Tutu to call off a tour of Israel. He said it would be as inappropriate as it had been for international firms to visit South Africa during apartheid.

*Categories : Cultural Diplomacy, Non-State PD, Public Opinion, Africa, Middle East*

elsewhere. There is also the ‘film as chess pawn’ phenomenon with China registering its present disapproval of Japan by [withdrawing from a film festival](#).

A historical perspective should calm both the euphoria and ease the panic. We have been here before. The Koreans should probably see [representations of their culture](#) on *Lost* and in other places as a glass-half-full, and acknowledge the milestone in their representation on the notoriously parochial primetime U.S. television. We Europeans have learned to live with Hollywood’s misrepresentations of our way of life. I never met an Irishman who didn’t love *The Quiet Man*, and maybe Londoners really should talk like Dick Van Dyke and tap dance on rooftops. The fear over [Chinese money taking over the industry formally known as Hollywood](#) seems like a re-run of the panic of the late 1980s over Japanese investment. Sony has hardly turned the U.S. film industry into a PR annex of the Land of the Rising Sun. One suspects that Chinese industrialists with the savvy to make the money to buy the golden goose of a Hollywood studio would know better than to slaughter it and serve it smothered in a Sichuan sauce by insisting on a raft of pro-Chinese propaganda films. Film can be a tricky medium for an outsider to manipulate. Take the case of Disney’s recent attempt to break into the Chinese market with a [locally produced version of High School Musical](#). The film was relocated to a university setting because no Chinese high school student could possibly have the spare time, energy or lee-way to put on a show, and the scenario was barely more believable at a college.

(continued)

“ **Film can be a tricky medium for an outsider to manipulate...** ”

## PDiN Round Up: Americas

### **D.C. offers evenings of musical diplomacy** **The Associated Press**

It’s the season for embassy soirees in the nation’s capital, and the public is invited to attend a series of concerts and receptions — not just for the music, but also as a way to sample the social whirl of the diplomatic set on a trip to Washington.

*Categories : Cultural Diplomacy, Soft Power, Americas*

### **What is the Brazilian Brand?** **Monga Bay**

An economic and social powerhouse, Brazil has burst forth on to the world stage with such tenacious drive and determination that observers may indeed wonder what sort of political impact the South American giant will have upon the wider region in the coming years.

*Categories : Nation Branding, Soft Power, Americas*

### **In Havana, Jam Sessions With a Master Trumpeter**

#### **The New York Times**

Wynton Marsalis pulled a young Cuban trumpeter aside as he left the Mella Theater here on Wednesday after a Jazz at Lincoln Center Orchestra concert. The band was here for a residency that ended over the weekend.

*Categories : Cultural Diplomacy, Non-State PD, Americas*

### **USAID’s PR problem** **Reuters**

Foreign aid is a much cheaper way of conducting a country’s foreign policy than the military — and in many cases it can be much more effective, too. The Obama administration is very keen on this.

*Categories : Government PD, Public Opinion, Americas*

### **Tijuana throws festival for a break from drug violence**

#### **Los Angeles Times**

Days after big names launched the Tijuana Innovadora, grisly slayings provided a reminder of Mexico’s drug war. Still, the city is determined to shrug off the violence and enjoy its moment in the sun.

*Categories : Cultural Diplomacy, Americas*



A couple walks past a poster for the Hollywood disaster movie "2012" at a theater in Beijing in Dec. 2009. © NBC News October 19, 2010.

Cinema diplomacy originated in the United States. During the course of World War One, the U.S. government worked closely with Hollywood to get American films into foreign markets, and keep home any picture that might give a bad impression of the U.S. Distribution deals in Latin America frequently required local theatres to stop showing German films. After the war the U.S. government tended to see film as just another export and of relevance only for its revenue generation but other nations understood its influence on their own societies. Britain and France searched desperately for mechanisms to hold back the flood of American influence at home and to compete elsewhere in the world. On the eve of World War Two the U.K. became rather glad of Hollywood's reach, working within the industry to promote positive representations of British people and the national struggle against Fascism. Their campaign reached its high point with *Mrs. Miniver*.

The war years marked America's belated realization that its film industry was a diplomatic asset. Following the war the government passed special legislation (known as the Informational Media Guarantee or IMG) to allow the export of American mov-

PDiN Round Up: Asia Pacific

**China's irresistible power surge**  
**The Australian**

During the past few years, Beijing has talked of projecting its soft power, its cultural influence. But that was either a feint or was destined to be a flop. Instead, China is now exercising its influence in the world of hard power.

*Categories : Government PD, Soft Power, Asia Pacific*

**Ma: Taiwan has become a donor country**  
**Radio Taiwan International**

President Ma Ying-jeou says Taiwan has become a donor country as the island has sponsored more than 280,000 children around the world. These children are the equivalent of more than one percent of Taiwan's population.

*Categories : Government PD, Asia Pacific*

**'I believe in power of culture, education'**  
**The Korea Times**

The concept of "nation branding" has become increasingly familiar here as the government has introduced various programs to promote Korea's economic and social achievements abroad, and to attract foreign visitors and investment.

*Categories : Nation Branding, Asia Pacific*

**Australia's global image hit by attacks on Indians, says expert**  
**Hindustan Times**

Australia was seen as a "pariah state" by a growing number of countries after violent attacks against Indian students badly damaged its global standing, a public diplomacy expert said on Thursday.

*Categories : Public Opinion, Asia Pacific, South Asia*

**Malaysia-Brunei Cultural Ties Soar To Greater Heights**  
**Bernama**

Malaysia-Brunei cultural ties soar to a greater height this week through the "Titian Budaya Malaysia-Brunei" programme which showcased the unique customs and traditions of the peoples of both countries.

*Categories : Cultural Diplomacy, Asia Pacific*

**How countries introduce themselves at the Shanghai Expo**  
**Nation Branding**

Earlier this week we looked at how countries have taken different tactics in their nation branding efforts at the Shanghai's World Expo. But, how do these approaches render in real life?

*Categories : Cultural Diplomacy, Nation Branding, Asia Pacific*





Walter Pidgeon, Greer Garson, and Richard Ney in the 1942 film, *Mrs. Miniver*, directed by William Wyler.

ies to countries whose currency could not be readily converted into dollars. A wave of Hollywood's back catalogue broke on Europe in unison with the Marshall Plan. Similarly, America's first generation of Cold Warriors was careful to build Hollywood into their web. First the Department of State, then the CIA and eventually the United States Information Agency ran a quiet operation reviewing scripts for the major studios to ensure that films were sensitive to international audiences. The procedure came to an abrupt end when Eisenhower left office. From the 1960s onwards American public diplomats swung between celebrating the reach of Hollywood and using film festivals as a stage for U.S. cultural diplomacy and bemoaning its emphasis on the darker side of U.S. life. In 1970, Nixon's USIA director, Frank Shakespeare, caused a scene at the Sorrento film festival in Italy by extemporaneously attacking Hollywood's portrayal of America as 'a purposeless society dedicated to violence and to vice' and inviting his audience to visit the country and see for themselves. In later years, USIA directors came to know which directors were friendly to their purposes and which merely contributed to a national aura of cool. The 1980s saw the Reagan-era USIA participating in talks with the USSR in what amounted to disarmament in the war or mutual movie stereotyping. Clin-

## PDiN Round Up: Europe

### Spending cuts may harm UK's global influence

[dawn.com](http://dawn.com)

Britain's armed forces, diplomatic network and even the BBC World Service are all likely to face cuts in the coalition government's spending squeeze, weakening Britain's influence on the world stage.

*Categories : Government PD, Europe*

### Conservatives slam Wulff for Islam remarks

**The Local**

Leading conservative German politicians assailed President Christian Wulff on Tuesday for comments intimating Islam had gained a status comparable to Christianity and Judaism in Germany.

*Categories : Public Opinion, Europe*

### France frets about its image abroad

**The Associated Press**

Many in France see the country as open to the world and a champion of human rights, a nation bound by liberty, equality and brotherhood. But tough government law-and-order policies including crackdowns on Gypsies and a ban on Islamic veils are causing trouble for France's image abroad.

*Categories : Public Opinion, Europe*

### Azerbaijan: Baku Reaches Out to Armenian Hard-liners in Karabakh PR Bid

**Eurasianet**

Some Baku residents probably did a double-take when the news broke recently: two members of the Armenian Revolutionary Federation-Dashnaktsutiun, a nationalist Armenian party fervently opposed to Azerbaijan's claims to Nagorno-Karabakh, had arrived in the Azerbaijani capital on a surprise visit.

*Categories : Government PD, Soft Power, Europe*

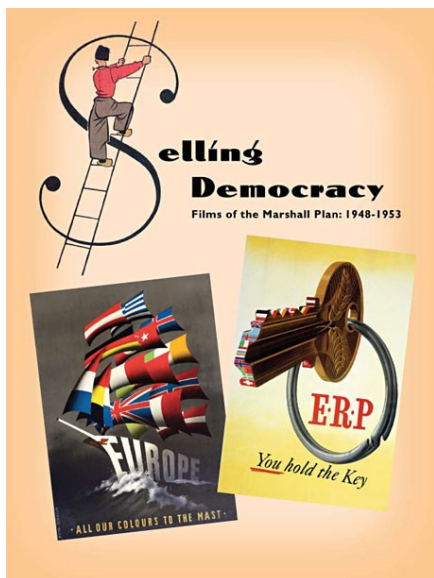
### Sweden 10th 'most admired country globally'

**The Swedish Wire**

With a strong industry, cutting edge technology, breathtaking landscape and exciting culture, Sweden is ranked as one of the most admired countries globally, according to a new nation branding survey.

*Categories : Nation Branding, Public Opinion, Europe*

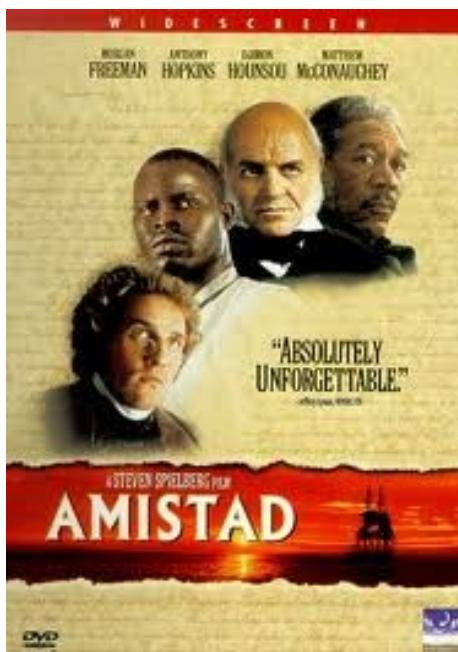




From the *Selling Democracy* Project. <http://www.sellingdemocracy.org/>

ton's USIA director Joseph D. Duffey in the 1990s despaired of Quentin Tarrantino but partnered readily with Stephen Spielberg. USIA arranged gala premiers of *Amistad* at several embassies and integrated the film into their programming.

Today - as we see from the collection of articles on page 10 - many nations are looking to emulate the reach of Hollywood and



1997 movie poster for the film, *Amsitad* . Directed by Steven Spielberg.

PDiN Round Up: Middle East

**Israeli Jews celebrate Palestinian Oktoberfest**

**The Jerusalem Post**

On Saturday, Israeli Jews were among those sipping the signature, honey-colored Palestinian beer. After the years of conflict, the chance to mingle over a beer was a welcome change for some.

*Categories : Cultural Diplomacy, Non-State PD, Middle East*

**Egypt, Iran resume flights after 30 years**  
**Africa News**

Egypt and Iran have agreed to resume direct flights between their capitals after 30 years of cold war diplomacy. A memorandum of understanding was signed over the weekend in the Egyptian capital Cairo between civil aviation and tourism authorities from both countries.

*Categories : Government PD, Africa, Middle East*

**Iraqi Kurds Keen to Use Iran's Cultural Experience**

**Fars News Agency**

Director-General of the culture and art office of Iraq's northern city of Sulaymaniyah voiced the Kurdish region's willingness to use Iran's experiences in cultural fields

*Categories : Cultural Diplomacy, Middle East*

**Saudi youth delegation to visit Seoul**  
**Arab News**

As part of a major cultural exchange initiative, a Saudi youth delegation will visit South Korea on Nov. 2 as part of efforts to strengthen bilateral relations. A 10-member Korean youth delegation is currently in the Kingdom.

*Categories : Cultural Diplomacy, Asia Pacific, Middle East*

**Qatar: a tiny state with global ambitions**  
**guardian.co.uk**

Looking at pictures of the statuesque Emir of Qatar (the emphasis is on the first vowel, by the way), and his even more statuesque wife, they seem perfectly at home in London. There's a reason for that. His Highness Sheikh Hamad bin Khalifa al-Thani, to give him his full title, owns large parts of it.

*Categories : Government PD, Middle East, Europe*





“ **The war years marked America’s belated realization that its film industry was a diplomatic asset.** ”

have recognized the ‘soft power’ that flows from international export of one’s movies. Film stars are even becoming international actors in their own right: celebrity diplomats with personal foreign policies, which can diverge dramatically from the official position of the land of their birth. Though as cinema diplomacy becomes received wisdom it is probably an indication to begin looking for the next big thing. Has anyone noticed the scale of the video games industry? ♦

**About the Author**



Nicholas J. Cull is Professor of Public Diplomacy and Director of the Masters Program in Public Diplomacy at USC. His research and teaching interests are broad and interdisciplinary, and focus on the role of culture, information, news and propaganda in foreign policy. He has published numerous articles on the theme of propaganda and media history and is an active film historian who has been part of the movement to include film and other media within the mainstream of historical sources. Cull is President of the International Association for Media and History, a member of the Public Diplomacy Council and has worked closely with the British Council’s Counterpoint Think Tank. He is the author of *The Cold War and the United States Information Agency: American Propaganda and Public Diplomacy, 1945-1989* (Cambridge 2008).

**PDiN Round Up: South Asia**

**India/Pakistan: Tennis anyone?**

**Tucson Sentinel**

After many rounds of peace talks gone bad, India and Pakistan are still very much at odds. But now, an unlikely duo of sports-loving 30-year-olds is aiming to see if a tennis match can solve what diplomacy has been unable to.

*Categories : Non-State PD, South Asia*

**Stage set for Nation Branding**

**The Island**

Sri Lanka has finally got the stage ready to launch an aggressive Nation branding campaign that can propel the country to be the ‘Wonder of Asia’.

*Categories : Nation Branding, Soft Power, Asia Pacific*

**Cinematic medium can bring a dramatic change in rural microfinance**

**The Economic Times**

Train a man and you will feed a mouth. Train a woman, and you will feed a family. This adage has found form in remote villages of Tamil Nadu, in the form of “relevant cinema”.

*Categories : Cultural Diplomacy, Non-State PD, Soft Power, South Asia*

**India’s Options in Afghanistan**

**iNewp The People’s Press**

For the US the war seems to have intensified from Afghanistan to a public diplomacy initiative in a West vs Islam debate. Whether the US public diplomacy initiatives can resolve this larger cause to marginalise the radical Islamic elements across the globe is a tough ask at the best of times, especially now.

*Categories : Government PD, Soft Power, South Asia*

**High speed Internet now even higher**

**The Christian Science Monitor**

A private telecom firm took high speed Internet facilities to the top of the world on Thursday when it launched Nepal’s first 3G services at the base camp of Mount Everest. The installation could help the tens of thousands of mountain climbers and trekkers who visit the Mount Everest region in the Solukhumbu district every year.

*Categories : New Technology, South Asia*



ENTERTAINMENT EXTRAS

PDiN Monitor's focus on Entertainment Diplomacy for the month of October has brought to light a number of initiatives taken on by nations attempting to engage in this special type of cultural diplomacy. Musical performances, artist showcases and a variety of dance recitals have all been used in order to promote national images and culture. From Asia to the Caribbean, entertainment is being featured to attract foreign audiences. Below is a selection of stories related to Entertainment Diplomacy aggregated by CPD's PDiN Research Team.

[Resistance in Iranian Cinema Week](#)  
DayPress

[Taiwanese movies expected to shine at South Korean film festival](#)  
AsiaOne

[Chinese Film, Culture Star In Festival](#)  
Gazettes.com

[China may have Hollywood dreams](#)  
NBC News (World Blog)

[Taiwanese movies expected to shine at South Korean film festival](#)  
AsiaOne

[Africa viewpoint: Nollywood and religion](#)  
BBC

[HIV-positive muppet to star in Nigeria's 'Sesame Street'](#)  
CNN

[Philharmonic Renews Effort to Visit Cuba](#)  
The New York Times

[U.S. Recruits a Justice League of Artist Diplomats](#)  
ARTINFO

[DPRK stages ancient Chinese romance to honor Chinese volunteers](#)  
Global Times

[How US Nightclubs Revolutionized West German Music](#)  
Spiegel Online

[A performance by Korean and Indian artists](#)  
Arirang

['Bolshoi Theater welcomes Korean artists'](#)  
The Korea Times

[A Different Kind of P2P: The Rhythm Road: American Music Abroad](#)  
The Huffington Post (blog)

No More Fun and Games for Delhi  
by Babeeta Kaur Dhillon

The 2010 Commonwealth Games in New Delhi highlighted some of India's best and worst traits and revealed the sad truth that the country may not yet be poised for superpower stature. Due to a number of rough-ups before the Commonwealth Games began on October 3, India must now choose whether to learn from its mistakes or gloss over them over like they never happened. Be that as it may, in order to stay a player in the race against China, Brazil, and South Africa, it is advised that India place its thinking cap swiftly on and be ready to seek guidance if it wants to be a leader in the global arena.

The Commonwealth Games were a chance for India to leap onto the world stage and strikingly demonstrate its power - at least many Indians thought this would be the case. It was seen as the country's first chance to unleash its soft power on a global stage and soak up the praise after it was all done. Instead the Commonwealth Games exposed India's corruption, lack of infrastructure, and an inability to take care of its people.

New Delhi's infrastructure had undergone much rehabilitation in order to accommodate the high flow of traffic for the Commonwealth Games. However, two



A worker hauls a bag of trash picked in New Delhi, next to a Commonwealth Games slogan. © The Hindu October 5, 2010



Jawaharlal Nehru stadium during the Commonwealth Games closing ceremony. © *The New York Times* October 14, 2010.

weeks before the Games started, the footbridge connecting to the main stadium (bridge number three) [collapsed](#) injuring 23 workers. [Press coverage](#) around the world attacked India and its inability to correctly implement its infrastructure and shed light on accusations that illegal permits and corruption had taken place in order to give New Delhi a time-sensitive facelift. The ultimate cost for this facelift is still unknown, but is [estimated](#) around \$4.6 billion dollars, nowhere near the budget of \$500 million dollars approved by the Indian Government in 2003. Additionally, according to the Housing and Land Rights Network, a research group, 100,000 families were [evicted](#) from their dwellings in order to grant space to new buildings for the Games.

Amongst a string of unfavorable press, the [BBC broadcast photos](#) from the athletes' village depicting dirty bathrooms and other unhygienic living conditions. Some athletes from Scotland and New Zealand called their accommodations "[unfit for human habitation](#)" and were ultimately relocated.

[Empty seats](#) and high ticket prices also stained the reputation of the Commonwealth Games organizers, and weigh-in troubles for the Boxing matches did not help either. But perhaps the biggest *faux pas* for India was a

[slip of the tongue](#) made by the Games' Organizing Committee Chairman Suresh Kalmadi, calling Prince Charles' wife Camilla Parker-Bowles, Princess Diana instead. In the mere two week span of the Commonwealth Games, around 300 complaints of corruption were made to India's Central Bureau of Investigation.

Given India's impressive [opening and closing galas](#) and its enormous soft power potential, the fallout from the Games is especially [disappointing](#). When people reminisce about the days of the 2010 Commonwealth Games they will likely not remember India's soft power displays: the vibrant fashion, the Bollywood performers, a terrific sporting match or even the hypnotizing performance of A. R. Rahman. Instead they will remember the [headlines](#) and [images](#) that branded India as just *not up to par*. ♦

#### About the Author

Babeeta Kaur Dhillon is a second-year graduate student in the Master of Public Diplomacy program at the University of Southern California. Her topics of research include cultural diplomacy, nation branding, corporate diplomacy and development, while her regions of focus are India, the United Kingdom, Australia, and Canada. She was born in Harrow, United Kingdom, and speaks Punjabi and Hindi.

## Upcoming Events at CPD

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



**Dr. Srinath Reddy - Global Health Diplomacy: A Framework for Global Health**

**Wednesday, November 3  
12:00 PM**  
USC; ASC 207-Geoffrey Cowan Forum

Dr. Reddy will discuss the need for a framework for consultative and coordinated international action to address global health challenges in an increasingly interconnected and interdependent world. The multiple actors and agencies presently involved in global health calls for creation of platforms on which multiple stakeholders can engage to set the agenda and undertake actions at the national and global level. In addition, the challenges and opportunities for creating such a framework will be discussed.



**Dr. Mai'a Cross: A European Foreign Service: Turning Diplomacy Inside Out**

**Thursday, November 11  
12:00 PM**  
USC; SOS B40

Dr. Cross will be discussing the creation of a European foreign service (formally known as the European External Action Service). The creation of this represents a major step towards a new kind of diplomacy in the international arena. But while the construction of such a large, supranational corps of diplomats is wholly unprecedented, she will discuss how the European Union's successful track-record in its own internal diplomacy contains many lessons for its future external diplomacy.



**Ambassador Johannes Matyassy: Minaret Diplomacy & Challenges for Swiss Public Diplomacy**

**Thursday, December 2  
12:00 PM**  
USC; SOS B40

When Switzerland conducted a referendum on banning minarets, it received massive media coverage worldwide and faced criticism from international organizations, governments and religious leaders, especially from the Muslim world. In response, Switzerland opted for a proactive communication strategy abroad. Ambassador Johannes Matyassy, head of Switzerland's public diplomacy, will talk about his country's experiences in this case and about lessons learned for public diplomacy in general.

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### CPD Event Highlights



**Amra Tareen**  
**CPD-Journalism Directors' Forum**

On October 26 [The USC Center on Public Diplomacy](#) and [ASC School of Journalism](#) hosted a discussion with [Amra Tareen](#), President of [Allvoices.com](#).

Tareen discussed Allvoices.com, an online platform which allows online media participants to post and find articles from citizen journalists, both local and global. Allvoices receives nine million unique visitors per month where 60% of the content is international and 40% is posted by users in the United States. One of the many unique aspects of Allvoices is that it does not take copyright on any of the published content. In general, the most popular posts are opinion pieces. Each citizen journalist has a ranking and the most interesting and accurate posts rise to the top through this system. This platform for citizen journalism brings about new discussions and questions for international broadcasting, citizen diplomacy and public diplomacy.

### Announcement: CPD Blog has a "New Look"!



CPD continues its web site update with the redesign of the CPD Blog. Regular readers will notice new features, such as the tag cloud, in addition to the categorization of 'most popular', 'related' posts and news stories.

Please visit our web site at [www.uscpublicdiplomacy.org](http://www.uscpublicdiplomacy.org) to check out the new CPD Blog.

As always, we welcome your feedback at [cpd@usc.edu](mailto:cpd@usc.edu).

## CPD Blogs

Volume 1, Issue 8

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).

Tags: united states, internet, immigration, business diplomacy, entrepreneurship, innovation

**Entrepreneurship as Diplomacy**  
By Cari Guittard

Tags: china, soft power, international broadcasting, taiwan, radio taiwan international, southeast asia, guest workers

**Radio Taiwan International: The Voice Of Taiwan**  
By Paul Rockower

Tags: china, shanghai expo, nation branding, sweden

**The Swedish Pavilion: Public-Private Partnership for Nation Branding (Videoblog)**  
By Jian (Jay) Wang

Tags: israel, media, obama, journalism, palestinians, arab media, cartoons

**Media Review: The Arab Press on the Middle East Peace Process**  
By Abeer Al-Najjar

Tags: nation branding, india, international broadcasting, australia, educational exchange, bollywood, image building

**Advance Australia Where? Nation Brands and Soft Power Down-Under**  
By Nicholas J. Cull

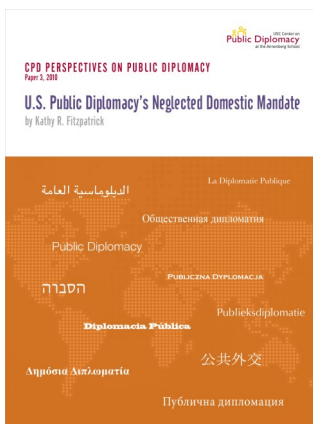
Tags: israel, iran, public diplomacy, middle east, lebanon, hizbullah

**Ahmadinejad's Public Diplomacy Showcase**  
by Lina Khatib

Tags: iran, international broadcasting, obama, bbc

**Obama's BBC Public Diplomacy**  
By Javad Rad

## CPD Publications



In the latest issue of the *CPD Perspectives on Public Diplomacy* series, "[U.S. Public Diplomacy's Neglected Domestic Mandate](#)", CPD Research Fellow Kathy R. Fitzpatrick examines the domestic dimensions of U.S. public diplomacy in an effort to shed light on the need for greater consideration of the American domestic public in crafting foreign policy.

Fitzpatrick discusses the second domestic mandate of public diplomacy, advocated by former President Jimmy Carter, laid out by Congress for U.S. public diplomacy more than half a century ago which focuses on Americans' understanding of other nations' policies, ideas, and values.

Fitzpatrick determines the present status of the domestic mandate and the potential consequences of its neglect. She also reviews public diplomacy's evolving mission and mandates and, looking forward, emphasizes the need for greater incorporation of the domestic mandate in U.S. public diplomacy activities. Read Fitzpatrick's essay online [here](#).

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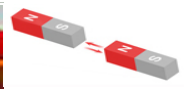
New Technology



Non-State PD



Public Opinion



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