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Jun 28, 2022 by [Nicholas J. Cull](#), [Simon Anholt](#)

## People, Places, Power | Season 2, Episode 32: COVID-19, Image, Media and Communication <sup>[1]</sup>

**Note from the CPD Blog Manager:** This post features the podcast *People, Places, Power* co-hosted by CPD Faculty Fellow [Nicholas J. Cull](#) and Good Country Index founder [Simon Anholt](#) and features their weekly discussions on international reputation, foreign policy and related issues along the way.

Season 2 launched in May 2022 and covers nation-ranking indices, the impact of COVID-19 on national images, the "country-of-origin effect" and much more.

Season 1: [Ep. 1: Biden's America](#) | [Ep. 2: Brexit Britain](#) | [Ep. 3: In Search of the Good Leader](#) | [Ep. 4: The European Union](#) | [Ep. 5: What Price Monarchy?](#) | [Ep. 6: Cities and International Image](#) | [Ep. 7: Mega Events? Buyer Beware.](#) | [Ep. 8: Germany: From Pariah to Paragon](#) | [Ep. 9: Culture: Decorative or Useful?](#) | [Ep. 10: Can Individuals Make a Difference?](#) | [Ep. 11: Migration Nations](#) | [Ep. 12: Credible India?](#) | [Ep. 13: The Bad Image](#) | [Ep. 14: Populism](#) | [Ep. 15: Oh, Canada!](#) | [Ep. 16: Digital Disruption: New Technology & Soft Power](#) | [Ep. 17: Japan at the Crossroads](#) | [Ep. 18: Scotland's Next Step](#) | [Ep. 19 Public Diplomacy and Place Branding](#) | [Ep. 20: The Talent Trade: Who's Looking for Einstein?](#) | [Ep. 21: France: Trouble at the Top?](#) | [Ep. 22: Systems and Structures: Organizing Public Diplomacy](#) | [Ep. 23: Trust: The](#)

The Media: Friends or Foes of Country Image? | Ep. 26: Israel: Branded by Conflict? | Ep. 27: Afghanistan

Season 2: Ep. 28: War in Ukraine | Ep. 29: Meet the Goodest: The Good Country Index for 2022 | Ep. 30: Issues in the Index: The Nation Brands Index, 2021 | Episode 31: Honest to God: The Image of Religions and other Transnational Groups

## **Episode 32: Reckoning with the Pandemic: COVID-19, Image, Media and Communication**

This episode takes an overall view of COVID 19 and its impact on reputation. Simon points out that the damage to reputations was only slight as most people really aren't interested in the internal affairs of other places. Image seems to be following expectations. People assume that Sweden managed the pandemic well, even though they didn't. The later discussion highlights the importance of real global collaboration and the problems of misinformation/disinformation evident during the pandemic. Nick notes the problem of opinions that should have been lightly held becoming full components of political/tribal identity. Simon notes the problem of politicians learning that lying to the public has few consequences. They agree that flaws in media became highly visible. Simon expresses the hope that the negative example of collective responses to the pandemic might guide a better response to climate change. The discussion closes with a plea for more critical thinking.

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People, Places, Power - Episode 32: Reckoning with the Pandemic: COVID 19, image, media, and communication