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People, Places, Power | Season 2, Episode 47: Africa on the Move? The Prospects for a Better Image [1]

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, branding indices, transnational issues 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 I 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 Linchpin of Reputation | Ep. 24: Nordics: The Saga of Success? | Ep. 25: The Media: Friends or Foes of Country Image? | Ep. 26: Israel: Branded by Conflict? | Ep. 27: Afghanistan

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Episode 47: Africa on the move? The Prospects for a Better Image

In this episode, Nick and Simon discuss the shifting image of Africa, taking a lead from the latest version of the Anholt-Ipsos Nation Brands Index. Countries discussed include Egypt and Morocco, South Africa, Kenya, Tanzania and Botswana. Simon argues that external knowledge of culture is the key and proposes a collective effort in that regard like a joint equivalent of the British Council. Nick notes some single-country successes like Angola's win at the Venice Art Biennale. They agree that progress is slow and conclude with a discussion of the increased presence of China on the continent.