

# CPD **PERSPECTIVES**ON PUBLIC DIPLOMACY

A series of papers showcasing the latest research and critical thinking on the study and practice of public diplomacy.

**NEW** from CPD Perspectives on Public Diplomacy



2018 (NOVEMBER)

Netwar In Cyberia: Decoding
the Media Mujahidin
by Ali Fisher

The elusive world of online network-driven terrorism is particularly well-suited to evade top-down, traditional methods for countering violent extremism (CVE). In response, network analyst Ali Fisher dives deep into the complex information ecosystem of jihadist online culture to provide today's public diplomacy practitioners with timely, strategic insights for a more nuanced, effective approach to CVE in today's digital environment.



2018 (DECEMBER)
Public Diplomacy and the American Fortress
Embassy: Balancing Mission and Security
by Mieczysław P. Boduszyński

High-security, "high threat" American diplomatic posts pose a distinct challenge to public diplomacy practice. Former U.S. Foreign Service Officer and CPD Faculty Fellow Mieczysław (Mietek) P. Boduszyński offers policy recommendations in response to the imbalance he describes between securitization at heavily guarded missions in countries such as Iraq, Afghanistan and Pakistan and the ability to achieve foreign policy goals through public diplomacy.



2019 (APRIL)
EU Public Diplomacy: Adapting to an EverChanging World
by Bianca Baumler

The European Union's efforts to provide a unified, global EU image face not only a diverse conglomeration of identities and a changing media landscape, but structural and procedural complexities within the union itself. Bianca Baumler, EU senior consultant on public diplomacy, foreign affairs and communications, provides an insider's view of how the EU aims to shape hearts and minds.

#### 2019 / PAPER 2

**EU Public Diplomacy: Adapting** to an Ever-Changing World by Rianca Raumler

#### 2019 / PAPER 1

The Republic of Korea's Public Diplomacy Strategy: History and Current Status by Kwang-jin

## 2018 / PAPER 6

Public Diplomacy and the American Fortress Embassy: **Balancing Mission and Security** by Mieczysław P. Boduszyński

#### 2018 / PAPER 5

Netwar in Cyberia: Decoding the Media Mujahidin by Ali Fisher

## 2018 / PAPER 4

Many Voices, Many Hands: Widening Participatory Dialogue to Improve Diplomacy's Impact by Deborah L. Trent

## 2018 / PAPER 3

Seventy Years of the Smith-Mundt Act and U.S. International Broadcasting: Back to the Future? by Emily T. Metzgar

## 2018 / PAPER 2

Organizing Public Diplomacy: A Layered System by Barry A. Sanders

## 2018 / PAPER 1

From Crawling to Walking: Progress is Evaluating the **Effectiveness of Public** Diplomacy: Lessons Learned from NATO by Barbora Maronkova

# 2017 / PAPER 3

The Floating Tree: Crafting Resilient State Narratives in Post-Truth Environments by Vivan S. Walker

## 2017 / PAPER 2

Sino-Vatican Faith Diplomacy: **Mapping the Factors Affecting** Bilateral Relations by Juyan Zhang

## 2017 / PAPER 1

Why the Voice of America Remains a Vital Force in the World by Geoffrey Cowan

## 2016 / PAPER 5

The Reem Island Ghost: Framing State Narratives on **Terror** by Vivian Walker

# 2016 / PAPER 4

The Public Diplomacy of **Emerging Powers Part 2: The** Case of Indonesia by Ellen Huijgh

#### 2016 / PAPER 3

Canadian Public Diplomacy and Nation-Building: Expo 67 and the World Festival of Arts and **Entertainment** by Kailey Hansson

## 2016 / PAPER 2

Intersections between Public Diplomacy & International **Development: Case Studies in Converging Fields** by James

#### 2016 / PAPER 1

The Public Diplomacy of Emerging Powers, Part 1: The Case of Turkey by Ellen Huijgh and Jordan Warlick

## 2015 / PAPER 7

Public Diplomacy in Global Health: An Annotated Bibliography by Tara Ornstein

## 2015 / PAPER 6

Democratization through Public Diplomacy: An Analysis of the European Parliament's Reaction to the Arab Spring by Michael Reinprecht & Henrietta Levin

## 2015 / PAPER 5

Centers of Gravity in Public Diplomacy: A Case Study of U.S. Efforts in South Africa by Amelia Arsenault

## 2015 / PAPER 4

Public Diplomacy of Multilateral Organizations: The Cases of NATO, EU, and ASEAN by Zhikica Zach Pagovski

## 2015 / PAPER 3

Benghazi: Managing the Message by Vivian Walker

# 2015 / PAPER 2

Soft Power and Public Diplomacy: The Case of the European Union in Brazil by María Luisa Azpíroz

# 2015 / PAPER 1

Distinguishing Cultural Relations from Cultural Diplomacy: The British Council's Relationship with Her Majesty's Government by Tim Rivera

## 2014 / PAPER 3

Confucious Institutes and the Globalization of China's Soft Power with contributions by R.S. Zaharna, Jennifer Hubbert, and Falk Hartig

## 2014 / PAPER 2

De-Americanizing Soft Power Discourse? by Daya Thussu

# 2014 / PAPER 1

Britain's International **Broadcasting** by Rajesh Mirchandani and Abdullahi Tasiu Abubakar

## 2013 / PAPER 6

Public Diplomacy and the Media in the Middle East by Philip Seib

#### 2013 / PAPER 5

Public Diplomacy in Germany by Claudia Auer and Alice Srugies

## 2013 / PAPER 4

The Syrian Crisis of 1957: A Lesson for the 21st Century by Kevin Brown

2013 / PAPER 3 "Psychopower" of Cultural Diplomacy in the Information Age by Natalia Grincheva

#### 2013 / PAPER 2

Cases in Water Diplomacy Edited by Naomi Leight

## 2013 / PAPER 1

Considering the "Illogical Patchwork": The Broadcasting Board of Governors and U.S. International Broadcasting by Emily T. Metzgar

## 2012 / PAPER 10

Engaging India: Public Diplomacy and Indo American Relations to 1957 by Sarah Ellen Graham

## 2012 / PAPER 9

Silicon Valley's Foreign Policy by Ernest J. Wilson III

# 2012 / PAPER 8

Buddhist Diplomacy: History and Status Quo by Juyan Zhang

## 2012 / PAPER 7

Public Diplomacy and Conflict Resolution: Russia, Georgia and the EU in Abkhazia and South Ossestia by Iskra Kirova

# 2012 / PAPER 6

Practicing Successful Twitter Public Diplomacy: A Model and Case Study of U.S. Efforts in Venezuela by Erika A. Yepsen

## 2012 / PAPER 5

Media Diplomacy and U.S.-China Military-to-Military Cooperation by Thomas A. Hollihan and Zhan Zhang

# 2012 / PAPER 4

The Cultural Awakening in Public Diplomacy by R.S. Zaharna

## 2012 / PAPER 3

Promoting Japan: One JET at a Time by Emily T. Metzgar

# 2012 / PAPER 2

**Experiencing Nation Brands: A** Comparative Analysis of Eight National Pavilions at Expo Shanghai in 2010 by Jian Wang and Shaojing Sun

#### 2012 / PAPER 1

Hizbullah's Image Management Strategy by Lina Khatib

## 2011 / PAPER 11

**Public Diplomacy from** Below: The 2008 "Pro-China" Demonstrations in Europe and North America by Barry Sautman

## 2011 / PAPER 10

Campaigning for a Seat on the UN Security Council by Caitlin

## 2011 / PAPER 9

A Resource Guide to Public Diplomacy Evaluation by Robert

## 2011 / PAPER 8

Essays on Faith Diplomacy Edited by Naomi Leight

#### 2011 / PAPER 7

A Strategic Approach to U.S. **Diplomacy** by Barry A. Sanders

## 2011 / PAPER 6

U.S. Public Diplomacy in a Post-9 / Paper 11 World: From Messaging to Mutuality by Kathy R. Fitzpatrick

## 2011 / PAPER 5

The Hard Truth About Soft Power by Markos Kounalakis and Andras Simonyi

## 2011 / PAPER 4

Challenges for Switzerland's Public Diplomacy: Referendum on Banning Minarets by Johannes Matyassy and Seraina Flury

## 2011 / PAPER 3

Public Diplomacy of Kosovo: Status Quo, Challenges and Options by Martin Wählisch and Behar Xharra

## 2011 / PAPER 2

Public Diplomacy, New Media, and Counterterrorism by Philip

# 2011 / PAPER 1

The Power of the European Union in Global Governance: A Proposal for a New Public Diplomacy El poder de la Unión Europea en el gobierno global: Propuesta para una nueva diplomacia pública by Teresa La Porte

# 2010 / PAPER 4

Spectacle in Copenhagen: Public Diplomacy on Parade by Donna Marie Oglesby

#### 2010 / PAPER 3

U.S. Public Diplomacy's **Neglected Domestic Mandate** by Kathy R. Fitzpatrick

#### 2010 / PAPER 2

Mapping the Great Beyond: Identifying Meaningful **Networks in Public Diplomacy** 

## 2010 / PAPER 1

Moscow '59: The "Sokolniki Summit" Revisited by Andrew

#### 2009 / PAPER 3

The Kosovo Conflict: U.S. Diplomacy and Western Public **Opinion** by Mark Smith