

PDiN MONITOR

A Review & Analysis of Current Public Diplomacy in the News

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Volume 2, Issue 1



Featuring a closer look at:

Wikileaks: America's Cablegate

Contents

	PAGE
<ul style="list-style-type: none"> ● The View from CPD Philip Seib, Director, USC Center on Public Diplomacy 	3
<ul style="list-style-type: none"> ● PDiN Roundup News from Africa, Americas, Asia Pacific, Europe, Middle East and South Asia in the following categories: Cultural Diplomacy / Government PD / Media & PD / Nation Branding / New Technology / Non-State PD / Public Opinion / Soft Power <p>Featuring: <i>Taking Stock of WikiLeaks and Cablegate: A “Napster Moment” for Government?</i> by Daryl Copeland</p>	4
<ul style="list-style-type: none"> ● PDiN Spotlight <i>WikiLeaks Around the World</i> 	10
<ul style="list-style-type: none"> ● PDiN Extras CPD Events & Announcements 	13
<ul style="list-style-type: none"> ● PD in Print CPD Blogs 	14
<ul style="list-style-type: none"> ● About <i>PDiN Monitor</i> 	15



**Governments really have no choice
but to keep talking...**



-Daryl Copeland





This issue of *PDiN Monitor* focuses on WikiLeaks, a topic that has preoccupied many in the diplomatic community and the news business. I am among those - apparently a minority - who think the controversy about the specific content of the leaked documents has been overblown. The material is sometimes embarrassing, but rarely surprising, and there is no evidence the document dump has significantly disrupted the conduct of diplomacy. States need to deal with one another, and they will continue to do so even if accustomed secrecy is breached.

Most significant about WikiLeaks is the reminder that in the Internet era information will move freely and quickly. In this case, several major news organizations published excerpts of the diplomatic documents, but even if that had not happened the material would have reached a wide public through online dissemination. There are so many pathways to the public that news will inevitably surface and attempts at obstruction will fail. One example: as part of its effort to ensure that governments cannot halt the flow of its material, WikiLeaks has created more than 1,400 online “mirror” sites containing the organization’s content.

Also important is the view provided of how diplomats do their work. This has been known in a general sense, but reading the dispatches provides useful insight into the labors of unsung staff members of embassies, consulates, and other outposts. Although most of the documents are not revelatory, they are interesting - a C-SPAN of the written word.

We can expect to see communication security increase and perhaps increased circumspection, at least for a while, on the part of those who write diplomatic dispatches. Nevertheless, publics around the world now have greater knowledge of the inner-workings of U.S. foreign policy. For the standpoint of the United States, a country that champions openness, this is not a bad thing.

A handwritten signature in dark ink that reads "Philip Seib". The signature is written in a cursive, flowing style.

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

Taking Stock of WikiLeaks and *Cablegate*: A “Napster Moment” for Government?

by *Daryl Copeland*

Drip, drip, drip...

For analysts of both public and traditional diplomacy and international relations, the gradual release of only about 3,000 of over 250,000 U.S.-origin diplomatic communications is a bit like being subjected to [Chinese water torture](#). Even if the rate of publication is [stepped-up](#) somewhat, trying to assess the larger meaning and impact of *Cablegate* is likely to remain difficult.

One thing, though, is certain - the story is not about to end. Since *Cablegate* first burst onto the scene about two months ago, it has been with us every day since. Given the relentless pressures of the 24/7 news cycle, this must amount to something of an endurance record. Inevitably, however, the story is beginning to show signs of degeneration into [infotainment](#). Coverage of [specific message content](#) is now being displaced by [lurid gossip](#) and reports on the endless [legal wrangling](#) surrounding the [site's founder](#).

(continued)



Julian Assange. (The Associated Press, December 2010)

PDiN Round Up: Africa

George Clooney in Sudan *The New York Times* (Blog)

There's still considerable anxiety that the North, determined not to lose the three-quarters of the country's oil that lies in the South, will find one means or another to block the vote or deny its legitimacy — and that the result will be the world's worst war in 2011. That's where George Clooney comes in.

Categories : Non-State PD, Africa, Americas

Will Bar Refaeli's view of Egypt as 'primitive' harm diplomacy? *Haaretz*

Israeli supermodel Bar Refaeli upset Egyptians when she called the country "primitive" in an interview after her most recent visit to the country a month ago, according to report in the Egyptian press.

Categories : Public Opinion, Africa, Middle East

Lights, camera, Africa *The Economist*

It is hard to avoid Nigerian films in Africa. Public buses show them, as do many restaurants and hotels. Nollywood, as the business is known, churns out about 50 full-length features a week, making it the world's second most prolific film industry after India's Bollywood.

Categories : Cultural Diplomacy, Soft Power, Africa

Although film is on the rise in Africa, music still holds its own *The Christian Science Monitor*

For the younger, more urbanized generation in Africa, film may be the dominant artistic medium, but for the continent's older generations, music remains central to identity.

Categories : Cultural Diplomacy, Africa

Tunisia's revolution isn't a product of Twitter or WikiLeaks. But they do help *The Guardian* (Blog)

The internet alone won't set anyone free. Between north Africa and Belarus, we are learning just what it can and can't do...What contribution do websites, social networks and mobile phones make to popular protest movements? Is there any justification for labelling the Tunisian events, as some have done, a "Twitter Revolution" or a "WikiLeaks Revolution"?

Categories : Media & PD, Africa



The novelty has worn off, audience fatigue is setting in.

This juncture, then, provides an opportunity for some preliminary stocktaking.

Some of the early reactions, for example, seem in retrospect to have been somewhat over the top. As reported in summary on [Waxy](#), Secretary of State Hillary Clinton [told reporters](#), "It is an attack on the international community, the alliances and partnerships, the conversations and negotiations, that safeguard global security and advance economic prosperity." NATO [condemned the release](#), saying "it endangers civilians and military personnel... It is illegal, irresponsible and dangerous." [George W. Bush](#), [Senator Joe Lieberman](#) and [Rick Santorum](#) described the Wikileaks release as "terrorism." [Mike Huckabee](#) called for Julian Assange's execution. Sarah Palin [wrote on Facebook](#) that Assange is "an anti-American operative with blood on his hands." Well... To date, despite legitimate concerns over the possible exposure of sensitive sources, there have been no casualties attributable to *Cablegate*. The international business of governments accumulates quickly and has carried on, as it must, apparently without major hiatus. Diplomacy - that indispensable approach to the management of international relations characterized by dialogue, negotiation and compromise - by all accounts continues.

Given the limited possibilities associated with the remedial use of [hard power](#) in the [age of globalization](#), there are very few practical alternatives to diplomacy. This is particularly true in addressing the host of issues which are rooted in [science and driven by technology](#) - climate change, pandemic disease, resource scarcity - none of which are amenable to the application of armed force. Indeed, concerns over the [militarization of international policy](#) seem finally to be coming to the [fore](#). Governments really have no choice but to keep talking, and for that reason alone any costs imposed on [diplomatic practice](#) are likely to prove temporary.

While this episode may, then, induce a chill, *Cablegate* has not, as was initially feared, become a diplomatic show-stopper.

So, what is it?

(continued)

PDiN Round Up: Americas

Muppet Ambassadors?

Common Era

In order to determine whether Sesame Street is a form of public diplomacy, we must first establish which lens to view public diplomacy through. If public diplomacy is citizens—or in this case Muppets—acting on behalf of a political body to establish interpersonal connections, then no, Sesame Street is not a vehicle for public diplomacy. However, if public diplomacy is measured by outcome, and not intention, then I dare say that Elmo and friends are cultural ambassadors.

Categories : Cultural Diplomacy, Americas

Favela Força goes south - cultural exchange [artslink.co.za](#)

The Cultural Development Trust (CDT) is hosting a theatre production from Brazil, Favela-Força from 7 to 19 December 2010. The theatre production consisting of five actors plus the art director is visiting South Africa as part of a cultural exchange programme between CDT and IBISS Brazil, a non-profit organisation that works with youth in the Favelas (townships in Rio de Janeiro).

Categories : Cultural Diplomacy, Africa, Americas

Ann Curry's Haiti tweet ranked most powerful of 2010

NBC News

Twitter announced its list of the Top 10 most powerful tweets of the year on Tuesday, and TODAY show anchor Ann Curry's 50-character message imploring the Air Force to allow physicians to land in Haiti to administer aid to the injured and dying came in No. 1.

Categories : Non-State PD, Americas

Folk dances from Ecuador cast their spell [Sify News \(IANS\)](#)

The ethnic cultural diversity of the South American nation of Ecuador came to life in the Indian capital with a colourful showcase of music and dances based on the indigenous folklores and social mores of the country.

Categories : Cultural Diplomacy, Non-State PD, Americas, South Asia

Cuban Sound Invades New England [Voice of America](#)

Since then, Americans have had little interaction with Cuba and most know little about the Caribbean country or its culture. But a group of seven Cuban musicians is trying to change that - one New England school at a time.

Categories : Cultural Diplomacy, Non-State PD, Americas





Gary Hershorn/Reuters

Some would characterize the tale in heroic terms, citing it as an example of [information freedom](#), a massive leak generally supportive of the public interest and the people's right to know. That argument seems to me rather problematic. A quarter of a million messages do not constitute a leak, but instead an undifferentiated deluge, a data dump. Like freedom of speech, moreover, the freedom of information doctrine has some limits, especially when the information gathered was obtained in confidence or relates to legitimate concerns about security.

The case for whistle-blowing, too, seems somewhat shaky. Whistle-blowing refers typically to the exposure of corruption, wrong-doing or criminal behaviour. But probity is not the issue here. Instead, the main motive behind the release of this enormous trove seems to have had more to do with the simple fact that the material was available than with the service of any high public or moral purpose.

In my view, *Cablegate* represents more than anything else an excellent illustration of the double-edged, paradoxical quality of science and technology. Even as S&T is providing solutions to some of the world's most vexing challenges - public health, environmental remediation, genomics - it is creating new ones of its own. In this instance, the very technologies which have facilitated modern diplomatic communications have also made possible their unauthorized reproduction and mass dissemination.

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PDiN Round Up: Asia Pacific

Cultural diplomacy helps Vietnam's position Vietnam Net

Vietnam's successful cultural diplomacy in 2010 was reflected in activities dedicated to ASEAN and the 1,000th founding anniversary of Thang Long-Hanoi, and the effort to win UNESCO recognition of the country's cultural heritages.

Categories : Cultural Diplomacy, Public Opinion, Asia Pacific

Famous Japanese ryokan brings legendary service to Taiwan The Mainichi Daily News

A Japanese-style inn opened here in mid-December that brings the legendary service and attention of Japan's world-famous Kagaya Hotel to Taiwan. In development since 2004, the Radium-Kagaya International Hotel is located in Beitou, a famed if slightly faded resort area at the foot of a sulfur-scented group of mountains known as Yangmingshan that dominates Taipei's northern skyline.

Categories : Cultural Diplomacy, Asia Pacific

'Korean Wave' of pop culture sweeps across Asia CNN

At the end of May, it was announced that a South Korean band called Super Junior would perform at the Shanghai World Expo. Free tickets would be released for those who arrived early on the day of the performance, which was scheduled for the evening of May 30.

Categories : Soft Power, Asia Pacific

China wants tourism to improve battered image Reuters

China wants to use both inbound and outbound tourism to help promote its international image, which has been battered by endless product and food safety scandals and ethnic unrest.

Categories : Cultural Diplomacy, Government PD, Public Opinion, Asia Pacific

Celluloid Glimpses of Australia in Jakarta The Jakarta Globe

Moviegoers in Jakarta will be treated to a taste of Australian cinema at the city's first film festival of 2011, kicking off next week. Building on the success of the Australian Indigenous Cultural Festival in 2009, the Australian embassy will host "Australia on Screen 2011" at the Blitzmegaplex theater in Jakarta's Grand Indonesia mall.

Categories : Cultural Diplomacy, Asia Pacific





WikiLeaks founder Julian Assange, adjusts his sunglasses as he leaves a press conference in Geneva earlier this month. (FABRICE COFFRINI/AFP/Getty Images)

Like so much else associated with globalization, S&T cuts all ways.

In the vastness of its scale, *Cablegate* also represents an unprecedented violation of individual privacy and confidentiality. Those who drafted the messages, and those with whom they were speaking, did not expect to read an account of their exchanges on the front page. To the extent that diplomacy is based upon relationships of trust and respect, this subversion of privacy and confidentiality will probably inhibit candid dialogue. Higher levels of classification, more limited distribution, fewer written records, and recourse to other forms of transmission, such as secure telephony, can also be predicted.

None of that is cause for celebration.

There remains as well a public diplomacy angle which has attracted little attention but is nonetheless worth examining. Although none of these messages were ever intended for public consumption, within the USA their publication has in general had a tonic effect on the image and reputation - the brand - of diplomacy *per se*. Several critics of the State Department have allowed that their estimation of the place has improved. Diplomats are shown as relevant, effective, and working very hard at doing their jobs.

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PDiN Round Up: Europe

Council on developing Hungary's country brand gets a makeover

Budapest Business Journal

With a panel of experts arriving from various areas and sectors, Hungary's Országmárka Tanács (Country Brand Council) is continuing its operation in a new structure, with new tasks. In a recent government decree, the Ministry of Public Administration and Justice has been assigned with reorganizing the council.

Categories : Government PD, Nation Branding, Europe

Poland's ambassador will focus on 'academic diplomacy'

The Star

Having taught students at university, Poland's Ambassador to Malaysia Prof Dr Adam W. Jelonek's will now focus on "academic diplomacy." ...Visits from top university officials from Poland are already in the pipeline and a bilateral agreement on higher education is due to be signed next year.

Categories : Government PD, Asia Pacific, Europe

Techno-skeptic MEPs trained to use Twitter, Facebook

Deutsche Welle

A young French Member of the European Parliament is leading the charge. Advocates hope that the increased use of social networking will get younger Europeans interested in what happens in Brussels.

Categories : Government PD, New Technology, Europe

Europe isn't just about potatoes, says cultural capital initiator

Deutsche Welle

The European Culture Capital initiative helps to highlight Europe's diversity and contributes to the development of the cities involved. What began as a spontaneous idea has developed into a large, multifaceted project.

Categories : Cultural Diplomacy, Europe

Swiss Muslim group offers lessons in working with media

GenevaLunch.com (blog)

The Swiss Islamic Shura Central Council is offering a series of workshops and seminars that began 8 January in Zurich to help Muslims learn to work with media to ensure better and fairer presentations of Muslims and Islam.

Categories : Media & PD, Non-State PD, Europe



“**To the extent that diplomacy is based upon relationships of trust and respect, this subversion of privacy and confidentiality will probably inhibit candid dialogue.**”

Rarely have members of the public been afforded such insights into what diplomats actually do: making contacts, maintaining networks, and adding unique value by advocating policies, pursuing interests, and providing advice and analysis to policy and decision-makers. For the first time in many years, and even if only fleetingly, interest in [diplomacy](#) has migrated from the esoteric margins of public consciousness into something closer to the cultural mainstream.

At home, the world's second oldest profession may come to be seen in a slightly more sympathetic light as a result.

The impact of these disclosures outside of the USA is more difficult to assess. Some governments and foreign nationals may be offended by the unvarnished assessments and critical commentary contained in the reports. And to be sure, one would not want to see vulnerable sources - for instance, pro-democracy campaigners in China or dissidents in Zimbabwe - compromised or exposed as a result of the revelations.

Over the longer term, there may be some lasting damage to U.S. power and prestige. The end of unipolarity, power shift to the Asia Pacific and the rise of the BRICs, the financial crisis and hollowing out of the domestic economy have already spawned a renewed wave of commentary about American [decline](#).

Viewed as a whole, these cables do not illustrate the seamless inner workings or high-level strategic calculus of an empire at

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PDiN Round Up: Middle East

Tehran holds Syrian culture festival
Press TV

Tehran has held a festival in an attempt to introduce Syrian culture and traditions to Iranians and boost cultural ties between the two countries. The festival was opened during a ceremony at Tehran's Bahman Cultural Center on December 4, 2010. Syrian ambassador to Iran Hamed Hassan attended the event along with a number of Iranian officials.

Categories : Cultural Diplomacy, Middle East

Qatar and Sheikh Mozah's Vision Extends Further Than the World Cup
The Huffington Post

When Qatar was awarded the World Cup for 2022 it was viewed derisively in many Western capitals. Who was this small nation? Where was this country? Why Qatar? Even US President Barack Obama claimed afterwards, "The wrong decision was made."

Categories : Cultural Diplomacy, Soft Power, Middle East

Palestinian women race car drivers leave gender barriers in the dust
The Christian Science Monitor

A handful of Palestinian women have taken up race car driving in the West Bank, and although there's been resistance, these women are too good to shut out.

Categories : Cultural Diplomacy, Middle East

World music Israeli style: Idan Raichel Project
BBC News

"If I got an invitation to perform from the president of Syria or the prime minister of Lebanon, I would be the first to go," says Idan Raichel, one of Israel's biggest-selling musicians. Right now that seems like a highly unlikely prospect, given the hostile relations between Israel and its neighbours to the north.

Categories : Cultural Diplomacy, Middle East

New networking site for young entrepreneurs
Gulf Daily News

A new social networking site that aims to connect Bahraini and American entrepreneurs was officially launched yesterday. The Entrepreneurship Portal, known as e-pad (www.epad-bh.com), is an online portal dedicated to young Bahraini and American entrepreneurs, seeking broader access to growth markets, investors and mentors in the developing world.

Categories : Media & PD, Non-State PD, Americas, Middle East



the top of its game. Instead, readers are offered the chronicles of something akin to [imperial retreat](#) - snapshots of defensive, rearguard actions and generalized geopolitical disarray. Given the magnitude of the recession still besetting the USA, for example, one might have expected to see intensive coverage of the various national responses to the global financial crisis. Economic reporting, however, has been notable mainly for its absence.

That is surprising, and suggests the kind of drift - a lack of priorities and direction - which historians associate with the demise of great powers.

By virtue of its very occurrence, is this, then, a "Napster moment" for the state, a game-changer from which there is [no turning back](#)?

Quite possibly.

But again, these are early days yet. ◆

About the Author



Daryl Copeland is a Canadian analyst, author and educator who writes and speaks on international policy, global issues, diplomacy and public management. He is Adjunct Professor of International Studies and a Senior Fellow at the University of Toronto's [Munk Centre](#), and in 2009 was appointed as a Research Fellow at the University of Southern California's Center on Public Diplomacy. Mr. Copeland grew up in Toronto and received his formal education at

Jarvis C.I., the University of Western Ontario, where he won the Chancellor's Prize (social sciences) Gold Medal (political science), and the [Norman Paterson School of International Affairs](#) at Carleton University, where he was awarded the Canada Council Special MA Scholarship. His informal learning, life skills and world-view have been nurtured over the course of years spent backpacking through six continents. He has experience and expertise in diplomacy, foreign ministries and careers in the foreign service, international and non-governmental organizations. Further information on Daryl Copeland and his thinking on diplomacy, development and security in the age of globalization are available at: www.guerrilladiplomacy.com.

PDiN Round Up: South Asia

Afghan TV Show Aims To Burnish Police Reputation
NPR

A new television cop show has hit the airwaves in Afghanistan. Called Eagle Four, it tracks the fictional adventures of an elite police unit that chases terrorists, kidnappers and smugglers in the midst of a war zone. Loosely inspired by American TV thrillers such as 24, the show has plenty of cartoonish action, but the people behind it, including financial support from the U.S. Embassy in Kabul, are hoping it also conveys a message.

Categories : Cultural Diplomacy, Media & PD, South Asia

Pat-down search of envoy not good public diplomacy: India
Indian Express

India on Friday said the 'pat-down' search of Ambassador Meera Shankar at a US airport was not good public diplomacy.

Categories : New Technology, Americas, South Asia

Voices of South Asia: 15 young bands forge new cultural engagement
Sify News (IANS)

The power of South Asia as a cultural block is woven around its young contemporary music which is drawing from ancient traditions to fuse with new sounds to create a distinct voice and identity.

Categories : Cultural Diplomacy, Non-State PD, South Asia

Brand Bangladesh through ICC Cricket World Cup
The Daily Star

Some 16,000 foreign guests are expected to come Bangladesh to see the 2011 ICC Cricket World Cup matches. The host countries -- Bangladesh, India and Sri Lanka -- are now busy giving a facelift to the tournament venues. But this mega event is especially significant for Bangladesh.

Categories : Cultural Diplomacy, Nation Branding, South Asia

Pak football team's tour of Palestine stirs uproar
Al Arabiya

The itinerary of Pakistani football team's proposed tour of Palestine in a few months time has generated a controversy among Islamists and political leaders.

Categories : Non-State PD, Public Opinion, South Asia, Middle East



WikiLeaks Around the World



At the end of November 2010, the world did a diplomatic double-take when [WikiLeaks](#), a not-for-profit media organization released confidential U.S. diplomatic cables. Since [Cablegate](#) broke into the global media, the USC Center on Public Diplomacy has aggregated both [domestic](#) and [international](#) coverage of the released cables. The *PDiN Monitor* spotlight on “WikiLeaks Around the

World” serves as a small report on the impact of WikiLeaks on a regional basis. CPD’s Media Monitor, “[WikiLeaks: America’s Cablegate](#)” will continue to aggregate the continued coverage and impact of the released cables and provide a second report on the public diplomacy impact of the cables when the coverage comes to a close.

Africa

The most salient piece of information obtain from WikiLeaks was the exposure of the collaboration between Zimbabwean opposition leader, Morgan Tsvangirai, and his political party, Movement for Democratic Change (MDC), and a few Western states. Tsvangirai and the MDC are considered Zimbabwe’s greatest hopes for unseating dictator, Robert Mugabe, and bringing democratic reforms to the country. In 2009 Tsvangirai met with representatives from the United States, United Kingdom, the Netherlands and the European Union to discuss sanctions that had been imposed on Zimbabwe by certain Western nations. Tsvangirai said that Mugabe had been slow to enact political reform and that the sanctions should remain in place to force Mugabe to give up political power. While Tsvangirai publicly condemned the sanctions, he privately agreed with them. He recognized that if his political adversaries learned that he supported the unpopular measures, [the information would be a powerful weapon to attack and discredit him](#). The U.S. embassy in Zimbabwe sent this information in a confidential cable which was subsequently released in WikiLeaks. This led Zimbabwe’s attorney general, appointed by Robert Mugabe, to declare that Tsvangirai



Morgan Tsvangirai. Photo Courtesy of The Atlantic. December 28, 2010.

would be investigated for treason which presented a major setback for democracy in the African nation.

A series of leaked cables included references to Kenya as a [“swamp” of corruption](#). This characterization, a spokesman from the Kenyan government described as “malicious”, if true. A headline of the country’s *Daily Nation* stated that “U.S. Envoys see Kenya as a [“swamp of graft”](#)”, citing the German magazine, *Der Spiegel* as the source of the [information](#).

While candid and unflattering descriptions of African leaders were common throughout the leaked cables, analysts do not believe that the leaks will cause permanent damage to the [U.S.-African diplomatic relationship](#).

Americas

In the immediate aftermath of WikiLeaks’ release of U.S. diplomatic cables, U.S. domestic [public opinion was highly critical](#) of the manner in which the confidential documents were exposed. According to a [Washington Post-ABC News poll](#), many Americans supported the arrest of WikiLeaks founder Julian Assange, and an interesting convergence across party lines resulted from the leaks as Democrats, Republican and Independents shared the common perception that the release of the cables is harmful to U.S. interests and jeopardizes [the future of U.S. diplomatic efforts](#) around the world for the long-term.



President Barack Obama greets Venezuelan President Hugo Chavez at the Summit of the Americas in 2009. Image courtesy of Flickr user.

Little attention was paid in WikiLeaks to the [“less restive, less threatening locales”](#) in Latin America. However, cables did reveal U.S. attempts to tighten control over Latin American affairs by leading efforts to isolate Venezuelan President, Hugo Chavez. Other cables demonstrated the lack of faith the U.S. has in the Mexican army’s ability to fight the country’s drug cartels. An important insight from the cables is that while the U.S. influence in Latin America may be decreasing, several countries still rely heavily on U.S. intelligence and military assistance.

Asia Pacific

The most significant insight to emerge from WikiLeaks related to the Asia Pacific region was [China’s view of North Korea](#). Some analysts [argued](#) that the released documents may serve to open North Korea’s eyes to the harsh reality that it no longer has the backing of China, to which it has become accustomed. The cables reveal that the DPRK may in fact be the most isolated country in the world, now that China has shifted its policies toward it in light of the DPRK’s recent acts of aggression. While China’s view of North Korea reflected positively on it in the West, some damaging cables revealed that [Chinese leaders ordered](#) cyber attacks on Google and U.S. government computers.

Other released documents included [unflattering remarks](#)



Diplomats, quoting sources, described Kim Jong-il, the ailing dictator of North Korea, as a “flabby old chap” and someone who had suffered “physical and psychological trauma” as a result of his stroke. (KCNA Handout/EPA)

from Singaporean diplomats about Myanmar, North Korea, Malaysia, and India. Singapore’s Foreign Affairs Minister, George Yeo, explained that the leaks have caused Singaporean officials to be more cautious and guarded in their communications with U.S. diplomats, a consequence feared by many U.S. government officials.

Europe

The New York Times reported that many Europeans felt that the United States’ reaction to WikiLeaks was [excessively fierce and demonstrated arrogance and hypocrisy](#) given the U.S. commitment to secrecy in the post-9/11 era. American officials and politicians were criticized in various European publications for describing the leaks as an



Georgian President Mikheil Saakashvili and U.S. Secretary of State Hillary Clinton in Tbilisi. Radio Free Europe/ Radio Liberty. December 20, 2010

act of “terrorism” and “an attack against the international community”. This response and the U.S. demands to shut down WikiLeaks was cast as hypocritical after Secretary of State Hillary Clinton’s major speech



about internet freedom barely one year ago.

A specific European issue that received much attention in diplomatic cables was the [2008 war between Georgia and Russia](#). The cables, written by the U.S. ambassador to Georgia, played directly into the Georgian account of events as a measure of self-defense from Russian aggression, confirming Tbilisi’s version of the war. This was seen as an example of “going native”, when diplomats serving abroad begin to see problems through the prism of local society.

Middle East

Following the release of the diplomatic cables, Secretary of State Hillary Clinton embarked on an [“apology tour”](#) throughout the Middle East in order to mitigate any damage done and to reassure U.S. allies.



President Mahmoud Ahmadinejad of Iran, center, with militia members, is distrusted by many leaders in the Middle East, according to diplomatic cables. (The New York Times)

The cables revealed a [distrust of Iran](#) and its nuclear ambitions on the part of many Arab states and demonstrated that U.S. partners in the Middle East would support a forceful, perhaps even military, response against Iran’s nuclear aspirations. Nevertheless, a number of re-

gional leaders remain mindful of the permanence of Iranian power and the “costs of antagonizing it”. While there is still no united Arab front against Iran, confirmation of such discussions and points of view is significant.

The [silence of Jordanian media](#) in response to the WikiLeaks release was another major story especially since the U.S. embassy in Jordan was one of the top sources of the cables regarding Jordanian officials’ positions on Iran and the Middle East peace process. While Jordanian officials were largely quoted in the international media, the local media initiated a “self-imposed embargo” on the story, simply stating the official government position on the situation without analysis or commentary.

South Asia

India’s foreign secretary, Nirupama Rao, spoke out in [defense of the confidentiality](#) principle of democratic communication and criticized WikiLeaks for publishing the diplomatic cables. Released cables revealed the U.S. plan to promote anti-extremism throughout the world, as well as peace in Afghanistan, through the [use of Bollywood](#), India’s top cultural export. Bollywood films with their growing global appeal are recognized as the “fulcrum” of India’s soft power.

As part of broader attempts to downplay the significance of the diplomatic cables, Pakistani Prime Minister Yousaf Raza Gilani [discounted the leaks](#) as being “the observation of junior diplomats”. The cables exposed a lack of transparency in Pakistan between what Pakistani officials convey to U.S. representatives in private and what is communicated to the Pakistani public. The country’s anti-Western Urdu-language press saw conspiracy theories behind the leaked cables and described it as propaganda against Muslim countries. Another revelation that emerged from the cables was [concern on the part of U.S. officials](#) about a stockpile of highly enriched uranium in an “aging nuclear reactor” in Pakistan, enough to build several “dirty bombs” or even an actual nuclear bomb if placed in skilled hands. The information in the leaked cables and the fact that Pakistani media even published [false cables](#) demonstrate the complexity of the relationship between the United States and Pakistan.



“Hoax cables” were reported prominently in leading Pakistani newspapers. (BBC)

CPD Events

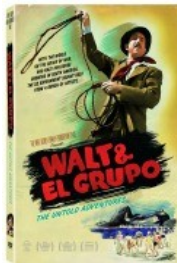
Below is a selection of upcoming events from the USC Center on Public Diplomacy.



UNESCO: Creating Norms for a Complex World

February 3, 2011
12:00 PM
Venue: USC; SOS 250

The [USC Center on Public Diplomacy](#) is pleased to host [J.P. Singh](#), Associate Professor at the graduate program in Communication, Culture and Technology at [Georgetown University](#), to speak about his new book, "*UNESCO: Creating Norms for a Complex World*", (2010, Routledge Press). This book traces the history of [UNESCO](#) from its foundational idealism to its current stature as the preeminent international organization for science, education, and culture, building a well-rounded understanding of this important organization.



Walt & El Grupo: Screening and Conversation

February 8, 2011
7:00PM
Venue: USC Ray Stark Family Theatre

The [USC Center on Public Diplomacy](#), the [USC Outside the Box \[Office\]](#), and [Walt Disney Studios Home Entertainment](#) are pleased to host a screening of [WALT & EL GRUPO](#), written and directed by Theodore Thomas and Produced by Kuniko Okubo. Followed by a Q&A with the director and producer [Nicholas J. Cull](#), CPD University Fellow and Director of the USC Master's Program in Public Diplomacy, will lead a Q&A discussion with the director immediately following the screening.

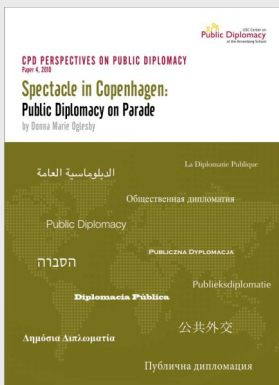


Turkey's Ambassador to the U.S. Namik Tan, "Public Diplomacy: The Turkish Experience"

February 16, 2011
12:00 PM
Venue: USC; SOS 250

The [USC Center on Public Diplomacy](#) is pleased to host [Turkish Ambassador Namik Tan](#). Ambassador Tan will be speaking about Turkey's foreign policy outlook from a public diplomacy perspective. His Excellency Namik Tan was appointed the ambassador of the Republic of Turkey to the United States in February 2010. Prior to this appointment, he was responsible for bilateral political affairs and public diplomacy.

CPD Announcement



New issue of *CPD Perspectives on Public Diplomacy* **Spectacle in Copenhagen: Public Diplomacy on Parade**

In the most recent [paper](#) from the *CPD Perspectives* series, [Donna Marie Oglesby](#) examines the role the public plays in global climate change politics.

Oglesby tests the values-based theories of public diplomacy using the 2009 UN Climate Change Conference in Copenhagen as a case study. Its failure to conclude with a significant outcome, she argues, is due in large part to the fact that the debate around climate change focused on the global public sphere without taking into account that policy decisions are made in the capitals of nation states. Oglesby recommends that such public diplomacy should be grounded within state-centered politics.

Read the paper [here](#).

[CPD Perspectives](#) is a periodic publication from the USC Center on Public Diplomacy, and highlights scholarship intended to stimulate critical thinking about the study and practice of public diplomacy.

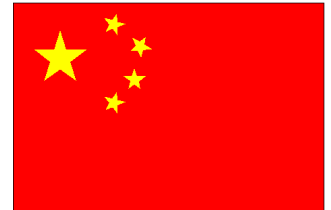
CPD Blogs

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.

CHINA

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[Advertising China](#) By Jian (Jay) Wang



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[WikiLeaks, Al Jazeera, and the Qatari Public Diplomacy Challenge](#) By Lina Khatib



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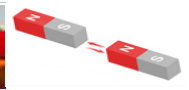
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