

PDiN MONITOR

A Review & Analysis of Current Public Diplomacy in the News

May/June 2010

Volume 1, Issue 5



Detail of the China Pavilion at 2010 Shanghai Expo. Photo courtesy of Cesar Corona ©

Featuring a closer look at:

Expo 2010 Shanghai

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...the exposition remains a significant factor
in cultural international relations...



- Neal M. Rosendorf



As of today (June 11), there have been 12,718,400 visitors to the Shanghai Expo since it opened on May 1, 2010. That means that the anticipated projection of 70 million visitors may well be surpassed by the time the Expo closes in October. With this unprecedented opportunity to communicate various national identities to the world, the USC Center on Public Diplomacy’s research team in Shanghai launched **CPD Video Conversations: Nation Branding at Expo 2010 Shanghai**, a video blog which will feature nation branding efforts of various countries at the World Expo. From June through August, the team will explore how nation-states define, communicate and manage their identity and image through national pavilions.

The first video conversation is featured in this issue of *PDiN Monitor* and focuses on the **French Pavilion: Culture as a Nation-Branding Platform**. I encourage you to stay tuned for additional video blogs from about a dozen pavilions over the summer. Next up is South Africa which of course is launching its own massive cultural diplomacy extravaganza today—the World Cup.

This special issue is full of great articles on the Shanghai Expo—from an in-depth exposé by **Neal Rosendorf** to **Peter Winter**’s snapshot from inside the much maligned USA Pavilion. **Cesar Corona** offers a historical context to the Expo while **Jian (Jay) Wang** and **Cynthia Schneider** tackle the impact and relevance of the Expo from various perspectives.

Finally you’ll find a brief round up of PDiN headlines about the **Gaza Flotilla** and a CPD book review by **Joshua Saidoff** of a new publication on US Public Diplomacy.

I hope you will enjoy this issue of *PDiN Monitor* and I welcome your feedback.

A handwritten signature in blue ink that reads "Sherine Badawi Walton".

Sherine Badawi Walton

Editor-in-Chief, *PDiN Monitor*

Deputy Director, USC Center on Public Diplomacy (CPD)

The 2010 Shanghai Expo, Cultural Diplomacy and a Tale of Three States: China, North Korea and the U.S.

by Neal M. Rosendorf

Expos Still Matter in the 21st Century

A couple of years ago, this correspondent contributed an [article on international expositions](#) to the *Palgrave Dictionary of Transnational History* which noted the recent global proliferation of Disneylands and eye-popping casino resorts that were usurping the historical role of world's fairs and concluded that while "cities around the world still vie to serve as hosts, and urban planners and politicians still see potential benefits....it is doubtful that the exposition will ever be able to recapture a large portion of its earlier transnational cultural and political significance."

I still stand by that assessment based on historical metrics: the exposition today does not offer the sort of global cultural game-changer on the lines of, for example, the 1851 London Great Exhibition, the 1893 Chicago Columbian Exposition, or the 1889 and 1900 Paris *Expositions Universelles* (the former, the first modern fair, grandly announced the second industrial revolution; the Chicago expo pole-axed the world with America's economic, technological and popular cultural might; and the Paris fairs provided, among other things, the inspiration through their imperial cultural displays for visiting figures like Gauguin, Matisse and Picasso to revolutionize Western art).

Nonetheless, the exposition remains a significant factor in cultural international relations, and more instrumentally in the realm of public/cultural diplomacy. Concerning the latter, the expo is a venue for the established powers to portray and explain themselves, for rising powers to announce themselves and help shape the nar-

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PDiN Round Up: Africa

Nigeria: Country to Become Peacekeeping Centre of Excellence

[AllAfrica.com](#)

The Nigerian Army will on Thursday in the United States be presented with an Accreditation Certificate of the United Nations in recognition of its peacekeeping centre as a centre of excellence for training in Peace Support Operations.

Tags: [Government PD](#) [Africa](#)

Amid Cup Fervor, Revisiting Pain of Apartheid **The New York Times**

For the next month, South Africans everywhere will be asked how they feel about the World Cup coming to their country. Many no doubt will talk about their pride, how they feel that a megaevent will give South Africa a chance to put its best foot forward before the world.

Tags : [Cultural Diplomacy](#) [Africa](#)

Experts Say the West Needs to Change Its Half-Hearted Approach to Somalia

[Deutsche Welle](#)

A conference on Somalia is being convened by the United Nations in Istanbul with the aim of showing support for the Somali people. But observers say the West's half-hearted approach is doing more harm than good.

Tags : [Government PD](#) [Non-State PD](#) [Africa](#)

Democracy and Development in Africa **Voice of America**

The United States and the African Union will increase their already close cooperation to promote democracy and development in Africa. Following three days of talks in Washington, it was agreed that meetings will be held at least annually...

Tags : [Government PD](#) [Public Opinion](#) [Africa](#) [Americas](#)

Promoting Nigeria Through Arts Writing **Next**

The role of arts journalists in advancing Nigeria's global relations was the focus of a workshop themed 'Journalism and Cultural Diplomacy,' organised by the National Institute for Cultural Orientation (NICO), on Wednesday, May 19.

Tags : [Cultural Diplomacy](#) [Africa](#)

Kenya to focus on trade and economic diplomacy, says Kibaki

[Kenya Broadcasting Corporation](#)

The Head of State pointed out that the current global economic, cultural and communities integration had led to a growing need for broad consular representation of the country to spur close interaction with other countries.

Tags : [Government PD](#) [Africa](#)

rative of their rise, and for smaller states to chart their accomplishments, challenges and aspirations. This is true both for the host country and for the sponsors of national pavilions.

Thoughtfully—and for wealthier countries, grandly but unostentatiously—mounted expositions and pavilions can be a boon to cultural diplomatic efforts, offering the opportunity to reach out to governments, large numbers of on-site visitors, and exponentially more virtual visitors via print media, television and especially the Internet.

The converse is true as well—a poorly mounted fair or an uninspired, uninspiring pavilion can be an insult to other governments, a disappointment to visitors, and a virally-spread embarrassment via the global media.

Welcome to Shanghai, Whether You're Naughty or Nice

And thus we come to the 2010 Shanghai Expo. China has mounted a big, attractive international exposition, a worthy successor to the 2008 Beijing Olympics. The Expo's organizers—that is, the Chinese government—have done something especially right, if only for self-interested reasons: the fair offers a venue to all comers, including [some very unpleasant actors](#). North Korea, Myanmar and Iran (whose pavilion proudly [displays a stuffed goat](#), ostensibly the first to be cloned in the Islamic Republic) are all present and accounted for. Cuba is there—no surprise, of course, given the two states' exceedingly nominal kindred communist ideological bent—as are Venezuela, Belarus and Zimbabwe, the last embedded along with many other African states both naughty and nice in a pan-continental pavilion [paid for](#)

(continued)

“...mounted expositions and pavilions can be a boon to cultural diplomatic efforts...”

PDiN Round Up: Americas

Latin America: has the Obama Opportunity Ended?

AmericaEconomia

Most Latin Americans responded enthusiastically to Barack Obama's election and to his first statements and actions on U.S. relations with Latin America. President Obama's statement at the Trinidad Summit of the Americas that his administration sought a relationship “without senior and junior partners” epitomized what was attractive about the Obama vision

Tags: Public Opinion Soft Power Americas

Oh, great—and he Tweets, too

Miami Herald

[Chavez] was not satisfied with his interminable Sunday TV addresses on Hello, president, his fiery harangues or his verbal duels with the presidents of neighboring nations. In his expansionist frenzy, the Venezuelan leader had to take over the social networks, because his rampant narcissism keeps him from leaving us in peace.

Tags: Government PD New Technology Americas

Time for a Reset in U.S.-Mexican Relations

The Washington Post

Instead of narrowing everything down to drugs, security and how the United States can best back Mexico's war, the two countries should "de-narcoticize" their relationship and make their goal Mexico's development and transformation into a middle-class society.

Tags: Government PD Public Opinion Americas

New Exhibit Celebrates Jazz Ambassadors

Voice of America

One of the most successful U.S. public diplomacy efforts of the late 20th century was a program known as the Jazz Ambassadors, and music today remains an important part of U.S. cultural outreach...The legacy of the original Jazz Ambassadors still lives through a modern-day State department program called Rhythm Road...

Tags: Cultural Diplomacy Americas

Is Iran Spreading Its Wings in Latin America?

The Globalist

In the last several years, at least since 2004, Iran has created a large network of installations of various kinds in Venezuela and in other countries in Latin America.

Tags: Government PD Americas Eurasia

[by Beijing](#). The Good, The Bad, and The Ugly as it were, 193 nations in all, stand cheek-by-jowl, spread across the vast grounds of what is ostensibly the largest world's fair to date.

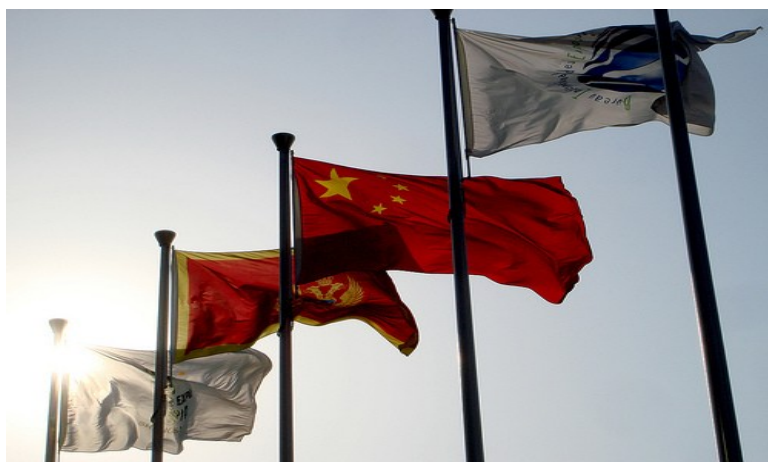
Most of the unpleasant states present at Shanghai hold some manner of strategic interest for China (e.g. African clients: raw materials; North Korea: prevent collapse and flood of starving refugees across border; Venezuela: goose the United States in its own back yard). Nonetheless, Beijing has done a fine if perhaps inadvertent service by giving some of the malefactors ample rope with which to publicly hang themselves and twist slowly in the breeze.

North Korea's Pavilion: Nuts On Display

In its first exposition appearance ever, the Democratic People's Republic of Korea is [the clear winner](#) of the "Pay No Attention to the Man Behind the Curtain" (also known as the "Are You Going to Believe Me or Your Own Lying Eyes?") sweepstakes. Visitors to the [DPRK pavilion](#) are assured that North Korea is "the Paradise for people."

As the Shanghai Expo's theme is "[Better City, Better Life](#)," the North Korean exhibits duly purport to "present a prosperous and modern Pyongyang based on

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Flags at 2010 Shanghai Expo. Photo courtesy of Cesar Corona © 2010

PDiN Round Up: Asia Pacific

China: Not Yet a Superpower
BusinessWeek

No matter where in the world you live or what sector you are involved in, you have to take into account China's rise. China continues to invest and buy things abroad in its drive to secure access to natural resources in places like Afghanistan and Australia and to exert power.

Tags : [Government PD](#) [Public Opinion](#) [Soft Power](#) [Asia Pacific](#)

Meddlesome diplomacy
The Himalayan Times

"At a time when Nepal is passing through a difficult phase, it is insensitive of the diplomats to favour the Maoists," a senior-level Nepali Congress politician said on condition of anonymity. "...it is not for the Europeans to save the Maoists' face," he said.

Tags : [Government PD](#) [Public Opinion](#) [Asia Pacific](#) [Eurasia](#)

Made in Australia: Indigenous Art Takes Out-back to China

The Sydney Morning Herald

DOT paintings from the indigenous Papunya community are heading to the heart of Beijing. In an exercise in cultural diplomacy, packers at the National Museum of Australia spent yesterday sliding paintings from its successful 2007-08 exhibition into crates marked for the National Art Museum of China.

Tags : [Cultural Diplomacy](#) [Asia Pacific](#)

Korea to Use Taekwondo for Overseas Peace Mission

The Korea Times

World Friends Korea, the local version of the Peace Corps of the United States, unveiled a plan Wednesday to use taekwondo, a traditional Korean martial art, to promote peace and friendship in underdeveloped countries around the world.

Tags : [Cultural Diplomacy](#) [Government PD](#) [Asia Pacific](#)

History Shows We'd Be More Successful Finding Friends in East Asia

The Australian

But would it make sense for Australia to put more effort into engaging East Asian or Asian regionalism rather than focusing so strongly on our long-term Asia-Pacific project? There are good reasons to continue to develop regional institutions, but the distinction between these two types of regionalism matters.

Tags : [Government PD](#) [Public Opinion](#) [Asia Pacific](#)

the traditions of DPRK, where education, science, culture and sports have achieved great development during its long history.”

The word “prosperous” has, it should be obvious, been stretched rather beyond the breaking point, given the 1990s famine that killed a million people (and which currently [threatens to recur](#)), the recent drastic [de-valuation of the local currency](#) that beggared most of the populace, and the [ground](#) and [satellite](#) photographic evidence that Pyongyang, the national showplace, slips into pre-industrial darkness come nightfall along with the rest of the country because of an utter lack of available electricity.



Theme Pavilions and Volunteers Sculpture at 2010 Shanghai Expo.
Photo courtesy of Cesar Corona © 2010

China’s Tibet and Xinjiang Pavilions: Almost Pyongyang-Worthy

In a salutary twist, the People’s Republic of China has even managed to inflict some of the same kind of damage on itself with some of its own exhibitions, which qualify as at least semi-finalists in the aforementioned “Pay No Attention etc.” sweepstakes. The Tibet pavilion “displays the unique charms of Tibetan culture, Tibetan people’s patriotism, resolution to make progress, and aspiration for well-off life, peace and harmony,” which will come as news to the Tibetans themselves, particu-

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PDiN Round Up: Eurasia

Turning to France’s Soft Power DefenseNews

As part of the plan, DCI seeks to “create French influence” through academic and training courses, Rotrubin said. Instilling an appreciation of the language and culture, the company’s leaders believe, will confer a competitive advantage for French products, and DCI hopes graduates might later draw up specifications that reflect the French training.

Tags : [Government PD](#) [Soft Power](#) [Eurasia](#)

NATO and Europeans Plot Path Ahead The New York Times

An unusual online effort by NATO, the European Union, governments and research groups to ask a broader public for ideas on the future of Western security policy has produced a series of recommendations that call for NATO to develop a civilian arm and the European Union to create its own intelligence agency.

Tags : [Non-State PD](#) [Eurasia](#)

5 Reasons Europe Won’t Run the 21st Century The Atlantic Wire (blog)

Oh how quickly the European Union has fallen out of fashion. Only five years ago, international observers gushed over the European superstate. Scholars praised its soft power and economists revered its massive GDP. Pop internationalist texts, such as Why Europe Will Run the 21st Century, burst with optimism.

Tags : [Government PD](#) [Public Opinion](#) [Eurasia](#)

UNESCO Showcases 600 Art Works in Paris Afrique en ligne

The United Nations agency tasked with preserving the world’s cultural heritage on Saturday opened the doors of its headquarters in Paris to the public for guided tours of its collection of 600 masterpieces and artistic works.

Tags : [Cultural Diplomacy](#) [Government PD](#) [Eurasia](#)

Recep Tavgip Erdogan: Turkey’s Diplomatic Dynamo The National

Turkey’s mercurial leader is clearly a man on the move – and he is taking his country along for the ride. A decade ago a somewhat cautious American ally and Nato member, Turkey today is becoming a force to contend with, particularly in the Middle East, a region it had kept at an arm’s length for decades.

Tags : [Government PD](#) [Middle East](#) [Eurasia](#)

larly those who participated in the [bloody 2008 Lhasa uprising](#) or were victimized in the subsequent crack-down.

Similarly risible is the theme of the Xinjiang provincial pavilion, "[Xinjiang is a nice place](#)," which is undoubtedly true, but which would perhaps be a more accurate reflection of Beijing's attitudes and policies if it were extended to further state, "except for all those confounded Uyghers" (a powder keg of anti-Han resentment like Tibet, Xinjiang had its own paroxysm of violence and resultant government crackdown in 2009).

What Happens in Shanghai...Goes Everywhere, Fast

The fact that I am writing these words whilst sitting in my back yard in Santa Fe, New Mexico without yet having ventured to the Expo should provide the reader with a sense of the ease with which information hemorrhages forth from the source and spills around the world, even from countries like China that vigorously filter what comes in and goes out.

While the vast majority of visitors to the Shanghai Expo will be Chinese, many, many times more international observers will access information and commentary about the fair via the Web. Do something right and the world will take notice, quickly and *en masse*.

The same of course holds true if one does something wrong. Spectacular physical infrastructure? Stunningly handsome Chinese pavilion? Millions across the earth applaud. Mendacious Chinese regional exhibits concerning beleaguered, restive minorities? Certifiably crazy claims by North Korea about the state of the DPRK economy and society? Millions across the earth cringe, guffaw, or merely shake their heads in amazement.

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PDiN Round Up: Middle East

Istanbul becomes hub of Mideast diplomacy Today's Zaman

President Abdullah Gül and Prime Minister Recep Tayyip Erdoğan had talks this weekend with a number of top leaders from Turkey's Middle Eastern neighbors, including Syrian President Bashar al-Assad.

Tags : Government PD Middle East Eurasia

Saudi ambassador helps promote Saudi culture at AUB event Al Bawaba

In a cultural evening, held on May 5, 2010 on AUB'S Green Oval, decorated with divan-like seats and carpets, Saudi Ambassador Ali Asseri, commended all students for their efforts in organizing an event which links Saudis to their cultural heritage.

Tags : Cultural Diplomacy Middle East

Doha Film Institute Launched The Peninsula

Bringing together Qatar's myriad film initiatives under one banner, H E Sheikha Mayassa bint Hamad bin Khalifa Al Thani officially launched the Doha Film Institute (DFI) yesterday. The institute, launched at the Cannes International Film Festival, expands the scope of Qatar's international film ambitions and ventures.

Tags : Cultural Diplomacy Americas Middle East

Syria Re-Imposes Its Patronage over Lebanon Middle East Media Research Institute

Five years after a Western-Arab-Lebanese front emerged to oppose Syria's presence in Lebanon, forcing Syrian President Bashar Al-Assad to withdraw the military and security forces that had been there since 1976 and had provided the military backing for Syria's control of Lebanon, Syria seems to be regaining its control over Lebanon.

Tags : Government PD Public Opinion Middle East

Where the UAE Trains its Diplomats The National

Twenty-two students are studying a dedicated master's course at Zayed University, the first of its kind in the region and one which the students hope will be the foundation for a career in the higher echelons of diplomatic relations.

Tags : Government PD Middle East

The American Pavilion: Brought to You by Pepsi, 3M, Amway, and a Slew of Other Corporations

Which brings us to the American pavilion at Shanghai, and more broadly to US policy concerning participation in international expositions. The verdicts on the United States exhibition range from tepid approval—Secretary of State Clinton told journalists, “[It’s fine](#),” after her visit to the pavilion, not exactly the proverbial ringing endorsement—to thunderous excoriations. *Popular Science*, not a magazine given to angry pronouncements, fairly snarled that “[The USA Pavilion is a Disgrace](#)”: contrasting the many fair pavilions that “are phenomenal, both inside and out” with the US offering, *PopSci’s* writer laments not only that the pavilion, marked by the anodyne theme “Rising to the Challenge,” is “visually unimpressive” (a common refrain among critics; how far has US fair architecture fallen from [the heady days of Edward Durell Stone and Buckminster Fuller](#)), but that its festooning with the logos and other associations, including out-and-out advertisements, of its many corporate sponsors “is an embarrassment....The only content inside the USA Pavilion is more advertising, only for corporations, not culture. Is that really the message we want to be sending?”

Observers are left to wonder how the wealthiest, most powerful, most culturally influential nation on earth could have made such a hash of the opportunity-cum responsibility. The puckish but incisive Shanghai-based US journalist Adam Minter has been [chronicling the myriad problems](#) surrounding the US Shanghai Expo pavilion project. The bottom line is a lack of governmental vision, commitment and funding that has its roots in the debacle of the 1992 Seville Exposition, in which the US spent millions of federal dollars in a haphazard fashion to fund a poorly received pavilion, and [which resulted in backlash legislation](#) that made appropriating money from Congress for future exposi-

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PDiN Round Up: South Asia

32 South Asian artists showcase power of art in Delhi

Thaindian News (IANS)

Thirty-two artists from eight SAARC countries and Myanmar showcased the soft power of art at a day-long exhibition titled "Puducherry Blues" here Saturday. The artists had met in a camp at the Dune Eco beach resort in Puducherry for a South Asian artists' camp in early March.

Tags : Cultural Diplomacy Government PD Non-State PD Soft Power South Asia

Pak, India track II diplomacy resumes SAMAA

Back door diplomacy between India and Pakistan has begun, SAMAA reported Wednesday. 10 member delegation of Pakistan under former Army Chief Janhagir Karamat has left for India for holding talks with Indian leadership.

Tags : Non-State PD South Asia

A Soft Push The Express Tribune

Given the cyclical nature of politics, you’d expect Pakistanis to be masters of the soft-power game. But then again maybe it’s difficult for strong arms to use a soft touch. But now the time is ripe for Pakistan to go on a charm offensive, particularly in the aftermath of Ajmal Kasab and Faisal Shahzad.

Tags : Government PD Public Opinion Soft Power South Asia

India has Cultural Edge to Lead World: Indonesia Envoy

The Economic Times

India has the cultural strengths that are ideally suited for the country to take on a global leadership position, according to Indonesian ambassador to India, Andi M Ghalib.

Tags : Cultural Diplomacy Government PD Public Opinion Asia Pacific South Asia

Afghanistan Appreciates its Partnership with the U.S.

The Washington Post

The many sacrifices of both Afghans and Americans have led to tremendous achievements. We are grateful for America's contributions and will always remember your resolve in standing by us. Now and during my visit to Washington this week, I hope to convey my deepest condolences to families of those who lost their lives in Afghanistan.

Tags : Government PD Americas South Asia

tions difficult if not impossible.

Since then funding has come exclusively from private—that is, commercial—sources, and the US pavilion in Shanghai is the *reductio ad absurdum* of this process. Writing at the *Huffington Post*, Bob Jacobson has catchily labeled the phenomenon [“the Blackwatering” of US public diplomacy](#), a reference to the infamously trigger-happy private security company that operated in Iraq on a US government outsourcing contract, performing duties normally associated with the military but without the governmental oversight to which troops or other official armed personnel are subject.

By the time the George W. Bush administration put out its call in 2006 for non-governmental applicants to supervise the US pavilion enterprise, the project description entailed a total [off-loading of responsibility on the government’s part](#): “Proposals should clearly demonstrate how the planned ex-

hibit [to be devised by the applying party] will educate and inform foreign audiences about the United States and its people and promote broad US commercial interests around the world, as well as how specifically it will address the theme and General Regulations of the Expo.” But while Jacobson’s metaphor may be a bit over the top—for example Amway, [a prominent pavilion sponsor](#), is a [pretty eccentric enterprise](#), but they’re not killing anyone, and [the company is actually quite popular in China](#)—his core idea, building on Adam Minter’s reportage, is basically sound. America’s participation in international expositions is far too important in terms of both positive and negative return to leave the planning and execution to the private sector. The US government was heavily and openly involved in two years of planning for the American pavilion at the 1958 Brussels Exposition; in contrast, it was only in early 2009, a bit more than a year prior to the start of the Shanghai Expo, that a

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The China pavilion at the 2010 Shanghai Expo. Photo courtesy of Peter Winter © 2010

non-profit organization went public with plans for a US pavilion and an initial request for private-sector funding. To be sure, the Obama administration worked heroically on short notice to re-engage with the Shanghai Expo after several years of neglect by its predecessor; but the resulting pavilion could not help but be a jerry-built farrago.

If Shanghai 2010 is a Loss, There's Always Milan 2015 (and Beyond): US Policy Prescriptions

The damage has been done for 2010. The question for the US is, what about the future? Italy competed fiercely with Turkey in particular for the 2015 Expo, which will be held in Milan. The competition is already on for the 2020 exposition, even though no formal bids are allowed prior to 2011. Host lobbying movements are afoot throughout the world; among them are several major American cities, including New York, San Francisco and Houston. Thus there are opportunities for a true, substantive US re-engagement with international expositions, both as guest and host.

In the immediate term, the Obama administration can take several concrete steps. First, it can make the strategic decision that the US can and must be an active participant in expositions. Second, having done so, it can re-center the planning process at the State Department, specifically within the office of the Undersecretary for Public Affairs and Public Diplomacy, although there should be a public-private advisory board that draws on strengths that have not been seriously tapped recently in the education and cultural—both high and popular—sectors. The Department of Commerce and broader US private sector interests can have a substantial con-

sultative role, but clear authority should rest with State, and the emphasis should be on cultural interaction, not commercial advantage.

Third, the US should rejoin the Bureau International des Expositions [BIE], from which it was suspended in 2001 over non-payment of the tiny yearly dues. This leads to the fourth necessary administration action, which is to get Congress to once again provide ready funding for US exposition activities. The BIE dues are controlled by Congress, but that is symbolic; more to the point, and pocketbook, is overturning the 1990s legislation that turned off the funding spigot. This will require fast action, as the Democrats are likely to suffer losses in the upcoming mid-term elections, and the Republicans, whether they are a strengthened Congressional minority or a majority, are unlikely to be sympathetic to restoring funding.



Detail of the Russian Pavilion at the 2010 Shanghai Expo. Photo courtesy of Cesar Corona. © 2010

In the globalized early 21st century, the eyes of the world can shift to, and stay focused on, any

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“ **America’s participation in international expositions is far too important...to leave the planning and execution to the private sector.** ”

event or phenomenon that captures their attention. The Internet in particular can serve as a force multiplier to either enhance or erode the attractive/persuasive soft power of a high-profile institution like the international exposition.

The choice for hosts and guests alike is whether or not to put themselves forward attractively, honestly, and, to the extent that finances allow, generously. In 2010 China has admirably managed the first and third but fallen rather short on the second; and the less said about North Korea the better. The US has completely bollixed the first and third; and while there's nothing dishonest about the pavilion's tacit emphasis on commerce, it does a grave disservice to the richness of American culture and society and sends an unappetizingly narrow message about US values.

The private sector has proven that it lacks the vision and will to take the lead in devising America's participation in international expositions. The US government thus has no real choice but to move back to the forefront when it comes to de-

signing, funding and executing the American exposition presence. The world's peoples will continue to watch what the US does or doesn't do concerning world's fairs, as they do virtually everything concerning America, scrutinizing through cheap, reliable, 24/7 electronic spectacles. Washington needs to make sure America gives them something worth seeing and applauding. ♦



Malaysia, Singapore, and Australia Pavilions at the 2010 Shanghai Expo. Photo courtesy of Cesar Corona © 2010

About the Author



This month's feature piece was written by **Neal M. Rosendorf**. Dr. Rosendorf was a Fellow at the USC Center on Public Diplomacy from 2007-2009 and is currently an independent scholar in US and international history. For over a decade he has been teaching, writing, lecturing and consulting around the world on subjects related to public diplomacy, the cultural dimensions of international relations, and cultural globalization. He was recently a researcher/oral historian for a project on the Council on Foreign Relations. He earned his doctorate in history at Harvard University in 2000; he received his M.A. from Ohio University in 1991 and his B.A. from Rutgers University in 1987. For Dr. Rosendorf's complete biography, please click [here](#).

The Diplomatic Component of Expos

By Cesar Corona

Volume 1, Issue 5

If we define public diplomacy as communication between a national government and foreign public, Expo 2010 Shanghai is certainly the most extensive public diplomacy event to date. In a 1,304 acre site and during six months, national governments from 189 countries will communicate directly with an estimated 70 million visitors.

Frequently, Expos appear together with the Olympic Games and FIFA World Cup as mega-events of global scale. However, Expos stand out for having a formal diplomatic component that other mega-events lack. Unlike the Olympic Games and FIFA World Cup, Expos directly involve national governments from the host and participating countries.

Expos are regulated by the Convention Relating to International Exhibitions, an international treaty ratified by 157 countries in 1928. The International Exhibitions Bureau (Bureau International des Expositions or BIE) is the intergovernmental organization created to supervise the observance of the Convention. In its General Assembly, representatives of each member country take decisions on a vast array of issues around Expos.

The diplomatic component of Expos manifests in different ways. For example, invitation by the host country and subsequent confirmation of participation by guest countries is done exclusively through diplomatic channels.

Then, the national government of each participating country must accredit a Commissioner General of Section to officially represent it before the government of the host country on all issues related to Expo, following an ad hoc diplomacy scheme. Before and during the Expo, heads of state and government visit the site to nurture diplomatic relations between countries.

It is also important to consider that the public diplomacy scheme of the Olympic Games and FIFA World Cup is diametrically opposed to that of Expos. Whereas in the former the host country projects itself abroad, mainly through broadcasting (inside-outwards), in Expos participating countries present themselves to the public of the host country through experiential learning (outside-inwards).

What is the importance of international governments' awareness of the diplomatic component of Expos? Fundamentally, it is to create and fully use opportunities to approach a foreign public with clear and appropriate messages.

In spite of the 159-year long history of Expos and the 82 years of the Convention's existence, a consid-

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erable number of governments continue to neglect both the **diplomatic component** and **public diplomacy potential** provided by Expos. An illustrative case is the United States, which despite being the most highly anticipated pavilion by the Chinese public, did not receive any monetary support from the U.S. Government.

All the pavilion’s expenses have been paid by private companies, despite the fact that international legislation strictly limits commercial promotion in official pavilions.

One of the most notable examples of successful public diplomacy at this year’s Expo is Canada, whose government accredited Mark Rowswell as Commissioner General of Section. Mr. Rowswell is a Canadian citizen who might not be well known in his own country, but is **extremely popular as a freelance performer in China by the name of "Dashan"**. Canada gave *ad hoc* diplomatic status to a celebrity who is able to build a natural bridge with the Chinese public, a decision that is probably the result of the experience accumulated during the eight years in which the Canadian Government established its **permanent agency** and because of the active participation of Canadian delegates in the BIE.



Flags and China Pavilion at 2010 Expo. Photo courtesy of Cesar Corona © 2010

Expo 2010 Shanghai will remain open until October 31. After it closes, the tradition will continue with Expo 2012 Yeosu (Korea) and **Expo 2015 Milan** (Italy). Some national governments have already started working under the premise that Expos offer unique opportunities for massive and direct communication with the public of the host country. Those that don’t acknowledge this fact will miss an unparalleled opportunity to engage in the world’s biggest public diplomacy event. ◆

About the Author



Cesar Corona is a research intern at the USC Center on Public Diplomacy. He graduated with honors in International Relations from Universidad Nacional Autonoma de Mexico (UNAM). Currently, Cesar is a student in the Master of Public Diplomacy at USC, under the sponsorship of Fulbright-Garcia Robles, CONACYT and Rafael Osuna scholarships, and the support of FIDERH and FUNED. Cesar’s research interests are public diplomacy, International Expositions (‘Expos’ or ‘World’s Fairs’), governmental transparency, and Constructivism. He is currently attending the 2010 Shanghai Expo.

The USA Pavilion's Human Element

By Peter Winter

The USA Pavilion at the 2010 Shanghai World Expo has a thick skin. While critics have taken shots at its [uninspired design](#) and the [politics behind its construction](#), the curiously overlooked question is how the Pavilion experience fares in the minds of visitors. Unlike any other Pavilion at the Expo, the U.S. has brought in 160 Mandarin-speaking American students to run the show. These [Student Ambassadors](#) have become the “[highlight at the Pavilion](#),” with guests entranced by their language abilities and youthful approach. While the shows inside push a message of individual initiative and creativity, the young Ambassadors put that spirit [front and center](#) for the 35,000 daily guests. The Ambassadors add an [incredible human element](#) to the U.S.’s public diplomacy efforts at the Expo, a crucial detail absent from most other Pavilions. And the Chinese guests recognize it - real interaction with real Americans. While the [ends cannot always justify the means](#), critics of the USA Pavilion are missing a crucial point -- it is effective. ♦



Student Ambassadors in front of the USA Pavilion at the 2010 Shanghai Expo. Photo courtesy of Peter Winter © 2010

About the Author

Peter Winter is the USC US-China Institute Program Officer for the Student Ambassador Program at the USA Pavilion. Previous to his time in Shanghai, Winter was managing editor of [US-China Today](#). He graduated with a Master's in Public Diplomacy from USC in May 2010.

CPD Blogs on Expo Shanghai 2010



Below are posts by [Jian \(Jay\) Wang](#), CPD University Fellow and associate professor of public relations at USC Annenberg's School of Journalism. Wang is currently in Shanghai where he's heading up the [CPD research project](#) and [video blog](#) focused on Nation Branding at the Expo.

A LITTLE GOOD NEWS FROM THE U.S. PAVILION

There has been plenty of bad news concerning the unimaginative U.S. pavilion at the World Expo in Shanghai. But let me for the moment, share a little good news.

WHY ISN'T THE EXPO A MEDIA EVENT?

According to Media Tenor, a Zurich-based research institute, like other recent world exhibitions, Expo Shanghai only received scant attention in the international media prior to its grand opening on May 1.

SHANGHAI EXPO: NOT JUST A SITE FOR CHINA'S IMAGE-CONSTRUCTION

To characterize the Shanghai Expo as mainly China's showcasing of its soft power misses an important point.



[Cynthia P. Schneider](#), CPD Research Fellow, 2009-2011 and Distinguished Professor in the Practice of Diplomacy at Georgetown University and Hailey Woldt, Research Director of the Global Initiative for Cultural Diplomacy, contributed this critique of the USA Pavilion:

SHANGHAI'D, OR THE USA PAVILION AS A CORPORATE THEME PARK

Let's begin with the positive: the United States is present at the World Expo in Shanghai. The Secretary of State deserves praise for making this possible, by launching an eleventh hour fundraising drive, after the previous administration had done virtually nothing (besides rejecting a proposal that included Frank Gehry as architect).

CPD Video Conversations: Nation Branding at Expo Shanghai 2010

As part of CPD's [Nation Branding at the Expo Shanghai 2010](#) project launched this spring, [Jian \(Jay\) Wang](#), CPD University Fellow and Associate Professor of strategic communication at USC Annenberg, is leading a research team in Shanghai to document how countries define, communicate and manage their identity and image through national pavilions at the Expo. To read the full CPD announcement about this undertaking, click [here](#). The [Nation Branding at the Expo Shanghai 2010](#) project is produced in partnership with:



and



What is Nation Branding?

Watch Professor Wang's video guide to the concept of branding and its relevance to national image management and international communication practices. *Click [here](#) or on the video still below to view.*



The French Pavilion: Culture as a Nation-Branding Platform

In the video below the Pavilion director discusses how culture is presented to the Chinese public and the Chinese image of France. *Click [here](#) or on the video still below to view.*



Additional CPD Coverage of the 2010 Shanghai Expo:

Created specifically for CPD's Nation Branding at Expo Shanghai 2010 project, the [Shanghai Expo 2010 Media Monitor](#) tracks relevant coverage of the Shanghai Expo in China and abroad. Headlines are categorized into three groups: [Chinese Coverage](#), [International Coverage](#), and [Editorials](#).

For a full index of the video blog coverage of the 2010 Shanghai Expo, click [here](#).

You can read more about CPD's Nation Branding project [here](#).

PD and the Gaza Flotilla

Summary

There have been strong reactions from around the world to the Israeli raid on the Gaza flotilla on May 31, 2010. Official reactions have varied from deep concern over the incident to strong condemnation, while civilian reactions have included public protests following the news of the deaths of individuals on board. Below are the official government positions on the situation from Turkey, Israel and the United States. The stories on the right demonstrate the range of international public opinion.

Israel: Prime Minister Benjamin Netanyahu, in an official [press release](#), expressed regret for the loss of life, said that the event represented a clear case of self-defense of the Israeli Defense Force soldiers, and expressed full backing for the military raid.

Turkey: Prime Minister Recep Tayyip Erdoğan described the raid as “[state terror](#)” and expressed the desire that Israel be “[punished](#)” for its “[bloody massacre](#)”

US: Secretary of State Hillary Clinton expressed support of the UN Security Council’s condemnation of the acts and its call for a “[prompt, impartial, credible, and transparent investigation.](#)”

PDiN Headlines

The Limits of Public Opinion: Arabs, Israelis and the Strategic Balance

[Frontier India](#)

Ayalon Claims Successes in PR Battle

[The Jerusalem Post](#)

U.S Mutes Criticism of Israeli Raid

[The Wall Street Journal](#)

Israel Turns to YouTube, Twitter After Flotilla Fiasco

[CNN \(Wired\)](#)

The Gaza Raid: No Help to U.S. Mideast Diplomacy

[Time](#)

Flotillas and the Wars of Public Opinion

[Real Clear World](#)

A PR disaster for Israel

[The Spectator](#)

Q+A: Are Odd Couple Turkey and Israel Breaking Up?

[Reuters](#)

Business Counts Cost of Turkey-Israel Spat

[Financial Times](#)

Hamas rejects Israel-approved snack foods for Gaza

[The Associated Press](#)

CPD Blog Coverage



On June 5, [Sandy Tolan](#), Associate Professor, Annenberg School for Communication & Journalism at the University of Southern California, contributed a piece on the Gaza flotilla incident as a catalyst for the demise of the Israeli-Turkish alliance. Click [here](#) to read the blog.

The United States and Public Diplomacy: New Directions in Cultural and International History

by Kenneth A. Osgood & Brian C. Etheridge, eds.

Reviewed by Joshua A. Saidoff

The United States and Public Diplomacy is the fifth in a multi-volume series published by Clingendael under the masthead, “Diplomatic Studies”. The present volume is a collection of twelve original essays on the history of public diplomacy.

The book should be of interest to scholars of public diplomacy and U.S. history. It provides novel perspectives on historical events, focusing attention on aspects of the field that have received insufficient study to date. It also endeavors to provide practical insights, suggesting contemporary applications for lessons learned in the past.

Although this book may not hold much appeal beyond the community of scholars, practitioners, and public diplomacy enthusiasts, teachers of history and public diplomacy should pay particular attention to it. The essays contained in this volume are appropriate for college and graduate-level course syllabi. They are well written, prescient, and easily stand alone.

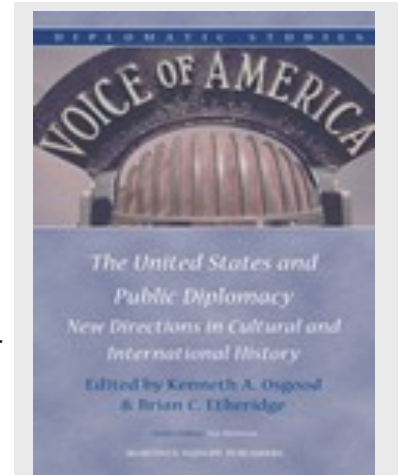
The title, *The United States and Public Diplomacy: New Directions in Cultural and International History* is a rather inelegant effort to describe the diverse set of monographs included in this volume. It is also a bit of a mind bender. What is “Cultural and International History” and how can it go in “New Directions”? It takes an advanced degree just to unpack what this means.

Six of the essays examine past U.S. public diplomacy campaigns. The other six focus on public diplomacy as practiced by foreign governments and non-state actors. Several essays describe the role of film, art, and culture in public diplomacy. Others focus on international informational campaigns. And others suggest new directions for future research.

Representing a cross-section of current public diplomacy research, this collection provides twelve interesting essays from across the field. At least half of the essays explicitly involve public diplomacy in countries other than the United States (demonstrating another problem with the title *The United States and Public Diplomacy*.) The other half of the essays address under-explored parts of U.S. public diplomacy history including: the origins of U.S. public diplomacy in the period before the Cold War, U.S. public diplomacy campaigns targeting the developing world, and the historical use of film in U.S. public diplomacy.

In their introduction to *The United States and Public Diplomacy*, editors Kenneth Osgood and

(continued)



Kenneth A. Osgood and Brian C. Etheridge, eds., *The United States and Public Diplomacy: New Directions in Cultural and International History*, (Martinus Nijhoff Publishers, 2010).

Brian C. Etheridge complain that the “global conversation” about public diplomacy has, “focused inordinately on the United States,” (p.5) and has been, “taking place in something of a historical vacuum.” (p.6) The essays in this volume redress these shortcomings.

The book opens with Jessica C.E. Gienow-Hecht’s essay, on “Cultural Diplomacy and Civil Society since 1850”. Gienow-Hecht, urges public diplomacy scholars to expand their historical scope beyond the Cold War. Gienow-Hecht suggests that the early 20th century bears greater similarity to the present era. Around the turn of the century, European cultural diplomacy was the province of professional groups, non-governmental organizations, and, occasionally, partnerships between these groups and the State. These arrangements were beneficial to the State. They required less capital outlay, less commitment of bureaucratic resources, and left planning in the more experienced hands of producers and distributors. Distance from the State allowed a greater range of artistic license and risk-taking. This model was not without its attendant risks. Corporations and civil society groups did not always share the State’s view of the national interest, and sometimes acted at cross purposes to the State’s diplomatic goals. As Gienow-Hecht reflects on the current state of the field she sees many similarities.

U.S. policymakers are unwittingly re-creating cultural diplomacy along lines drawn by Europeans at the turn of the century at a time when America was a net consumer, rather than a net producer of cultural diplomacy products. Current U.S. cultural diplomacy efforts are likely to face the same challenges as their historical analogues.

As a candidate for the U.S. Presidency, Barak Obama articulated a vision for American cultural diplomacy based on public-private partnerships. Now, as President Obama and his staff work to implement this vision, they should bear in mind the historical examples that predate both institutional memory and recent scholarship on Cold War cultural diplomacy.

Gienow-Hecht’s article exemplifies both the strengths and the weaknesses of the volume. All of the essays are excellent. The quality of research and writing is consistently impressive but there is one systematic weakness: conclusions appear to have been stitched onto some of the articles, in order to prove their relevance to the overall work. The essay by Gienow-Hecht was among the more egregious in this regard. Her mention of the Obama administration seems to be a bit of an after-thought. No doubt, it satisfied the requests of the editors, but it is somewhat jarring for the reader.

Nevertheless, this weakness detracts little from the quality of the book. *The United States and Public Diplomacy* showcases fascinating new research into the history of public diplomacy. Each essay adds a fresh perspective to the narrative with impressive research and writing throughout. Collectively, they represent a significant contribution to the emerging literature on public diplomacy. ♦

About the Reviewer

Joshua A. Saidoff recently received a Master of Public Diplomacy degree from the Annenberg School for Communication and Journalism at the University of Southern California. He also holds a Masters degree in Government from the Interdisciplinary Center in Herzliyah, Israel and a Bachelors degree in Political Science from Stanford University.

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. Below is a sample of CPD Blogs from May/June 2010 not featured elsewhere in *PDIn Monitor*. If you are interested in contributing to the CPD Blog, please email cpd@usc.edu.

Iranian Democracy and US Public Diplomacy: Offering an Alternative Perspective by Javad Rad

Russia is a Testing Ground for U.S. Public Diplomacy by Philip Seib

A State's Affairs and Affairs of State: Arizona's Immigration Law by Neal M. Rosendorf

Here We Go Again: The Contradictions in China's International Media Strategy by Gary D. Rawnsley



The **Association of Public Diplomacy Scholars (APDS)** contributed four blogs to the CPD Blog in May/June. To read all APDS Blogs written by current and former Master of Public Diplomacy (MPD) students at the University of Southern California, click [here](#).

A Report on the AUD-USC Exchange by S. John Nahas

Argentina at the Smithsonian, 2010 by Mariana González Insua

Herbert Hoover and the Origins of American Public Diplomacy of the Deed by Paul Rockower

Arizona's New Immigration Law: How State Politics can Inhibit our Public Diplomacy by Hilary Tone

PD Reports & Papers

The USC Center on Public Diplomacy website features a rich database of public diplomacy-related books, articles, reports, and legislation. To view CPD's online resources, click [here](#).



Kull, S. (June 2010). Americans and the World in Difficult Times. World Public Opinion: Global Public Opinion on International Affairs.

As the stress of two wars combines with after-effects of a deep recession and a global financial crisis that keeps unfolding new chapters, many observers have expressed concern that the American public will be increasingly unwilling to shoulder the burden of America's unique world position of leadership.



Lord, K. & Lych, M. (May 2010). America's Extended Hand: Assessing the Obama Administration's Global Engagement Strategy. The Center for a New American Security.

Engagement is a guiding principle of President Obama's foreign policy. While the Obama administration has achieved its initial objective of "re-starting" America's relationship with the world, it has struggled to capitalize on its early promise and so far has failed to make lasting reforms necessary to ensure public engagement strategies further key national security objectives.



Committee on Foreign Relations United States Senate. (June 2010). U.S. International Broadcasting:—Is Anybody Listening?— Keeping the U.S. Connected.

Broadcasting issues related to Russia, Iran, China, Zimbabwe, North Korea, Cuba and Venezuela, where regimes do all they can to prevent our broadcasts from getting through, all demand immediate attention, as does a critical look at our Middle East broadcasting, where we are struggling for market share in a media market that only grows more crowded by the day.

About *PDiN Monitor*



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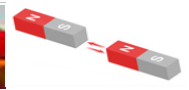
New Technology



Non-State PD



Public Opinion



Soft Power

PDiN Monitor is CPD's electronic publication which highlights significant news articles and opinion pieces in public diplomacy aggregated by the Center's PDiN Research team. *PDiN Monitor* also provides commentary and analysis from CPD staff, fellows, visiting scholars and occasional guest contributors. To subscribe to *PDiN Monitor*, click [here](#).

Public Diplomacy in the News (PDiN) is CPD's regular aggregation of news articles and opinion pieces on public diplomacy from sources around the world (via [RSS Feed](#), [Twitter](#) and delivered to your [inbox](#) as a daily or weekly newsletter). For an overview of all PDiN categories, click [here](#).

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