

NEAL MOSES ROSENDORF, PH.D.

Telephone: +1 (516) 423-1492 (mobile)

E-mail address: nealrose@nmsu.edu

Website: <http://www.nmsu.edu/~govdept/rosendorf.html>

CURRENT STATUS:

Assistant Professor of Politics and International Relations, New Mexico State University

ACADEMIC POSITIONS:

Independent Scholar of International Relations History, 2010-13

Research Fellow, Center on Public Diplomacy, University of Southern California, 2008-09

Assistant Professor of U.S. and International Relations History, Long Island University, 2003-08

Lecturer (B) in International Relations, University of Queensland, Brisbane, Australia, 2002-03

Adjunct Lecturer in Public Policy, Kennedy School of Government, Harvard University, 2001

EDUCATION:

Harvard University, Ph.D., history of international relations, 2000

Ohio University, M.A., history, 1991

Rutgers University, B.A., history, 1987

AREAS OF CONCENTRATION:

Modern U.S. foreign relations and international relations; public/cultural diplomacy history and concepts; international public relations and “nation branding”; globalization history and concepts; history of the US film/TV industry and modern US popular culture

CURRENT AND PROJECTED RESEARCH TOPICS:

- “Cast a Giant Shadow: Israel’s Reputation-Building Efforts in the U.S., 1948-1978”
- Dictatorships and “Nation Branding”
- BRICs, Culture and Soft Power in the 21st Century

PUBLICATIONS I (Books, Refereed Articles and Book Chapters):

Franco Sells Spain to America: Hollywood, Tourism, and Public Relations as Postwar Spanish Soft Power (Palgrave Macmillan Press, February 2014: <http://www.palgrave.com/products/title.aspx?pid=630556>)

Hollywood Hustler: The Rise and Fall of Samuel Bronston, Producer, Visionary and Charlatan Extraordinaire (University of Texas Press, in contract; co-author Paul G. Nagle)

“Hollywood, Dictatorship and Propaganda: Samuel Bronston’s Special Relationship with the Franco Regime, 1957-1973,” in Kenneth Osgood and Brian Etheridge, eds., *The United States and Public Diplomacy: New Directions in Cultural and International History* (Brill, 2010)

“Renewing and Reinventing US Cultural Diplomacy: Strategic Overview and Prescriptions,” in Philip Seib, ed., *American Public Diplomacy* (Palgrave Macmillan, 2009)

“International Expositions” (featured article entry in Akira Iriye and Pierre-Yves Saunier, eds., *The Palgrave Dictionary of Transnational History*, Palgrave Macmillan, 2009)

“Globalization During the Cold War” (featured article entry in Ruud van Dyck, Jeremi Suri, et al., eds., *Encyclopedia of the Cold War*, Routledge/MTM, 2008)

“Hollywood in Madrid: American Film Producers and the Franco Regime, 1950-70” (*Historical Journal of Film, Radio and Television*, March 2007—**IAMHIST-Carfax Prize for best HJFRT article, 2007**)

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PUBLICATIONS I (Books, Refereed Articles and Book Chapters, continued):

“Be El Caudillo’s Guest: The Franco Regime’s Quest for Rehabilitation and Dollars After World War II Via the Promotion of U.S. Tourism to Spain” (*Diplomatic History*, June 2006)

“Social-Cultural Globalization: Concepts, History, and America’s Role” (chapter in Joseph S. Nye and John Donahue, eds., *Governance in a Globalizing World*, Brookings Institution Press, 2000)

“John Foster Dulles’ Nuclear Schizophrenia” (chapter in John Lewis Gaddis, Ernest May et al., eds., *Cold War Statesmen Confront the Bomb: Nuclear Diplomacy Since 1945*, Oxford University Press, 1999)

“The Cold War: A History” (Benjamin Frankel, co-author), in volume three of Benjamin Frankel, ed., *The Cold War, 1945-1991: Chronology, History, Concepts, Events, Organizations, Bibliography, Archives* (Detroit: Gale Research, 1992)

PUBLICATIONS II (Non-Refereed Print and Online Articles, Book Reviews, Op-Eds, etc.):

“Keeping Yoga Glow” (*India Gazette London*, June 2013, at [http://www.indiagazette.co.uk/Magazine/1389004374.India_Gazette_london_mag_wip\(1\).pdf](http://www.indiagazette.co.uk/Magazine/1389004374.India_Gazette_london_mag_wip(1).pdf))

“I Go to Rio” (*The American Interest*, July/August 2011, at <http://www.the-american-interest.com/articles/2011/07/01/vacation-note-i-go-to-rio/>)

“Israeli Public Diplomacy’s Longstanding Blind Spot: Arab Publics” (USC Center on Public Diplomacy Website, March 2011, at http://uscpublicdiplomacy.org/index.php/newswire/cpdblog_detail/israeli_public_diplomacys_longstanding_blind_spot_arab_publics/)

“Barack Obama’s India Trip: The View Through a Soft Power Lens” (USC Center on Public Diplomacy Website, November 2010, at http://uscpublicdiplomacy.org/index.php/newswire/cpdblog_detail/barack_obamas_india_trip_the_view_through_a_soft_power_lens/)

Review of Daniel J. Leab, *Orwell Subverted: The CIA and the Filming of Animal Farm* (*Journal of Cold War Studies*, Summer 2010)

“*India Today* Interview: Indian Versus Chinese Soft Power” (USC Center on Public Diplomacy Website, July 2010, at http://uscpublicdiplomacy.org/index.php/newswire/cpdblog_detail/india_today_interview_indian_versus_chinese_soft_power/)

“Arizona Schools Ignore Much Hispanic History” (opinion article, *Arizona Republic*, 6/21/10)

“Filling in the Blanks” (*The American Interest: AI Cont’d*, June 2010, at <http://blogs.the-american-interest.com/contd/>)

The 2010 Shanghai Expo, Cultural Diplomacy, and a Tale of Three States: China, North Korea and the U.S.” (*PDin Monitor: A Review and Analysis of Current Public Diplomacy in the News*, May-June 2010, at <http://uscpublicdiplomacy.org/media/PDiNM5-MayJune.pdf>)

“Ariz. Erodes U.S. Soft Power” (opinion article, *Albuquerque Journal*, 5/15/10)

“A State’s Affairs and Affairs of State: Arizona’s Immigration Law” (USC Center on Public Diplomacy Website, May 2010, at http://uscpublicdiplomacy.org/index.php/newswire/cpdblog_detail/a_states_affairs_and_affairs_of_state_arizonas_immigration_law/)

“Popaganda: What Hollywood Can Do For (And To) China,” (*The American Interest*, March/April 2009, at <http://www.the-american-interest.com/articles/2009/03/01/popaganda/>)

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PUBLICATIONS II (Non-Refereed Articles, Book Reviews, Online Articles, etc., continued):

“Vlad The Producer: Putin Scorns Soft Power; Uses Russian Film Industry For Domestic Propaganda” (USC Center on Public Diplomacy Website, March 2009, at

http://uscpublicdiplomacy.com/index.php/newsroom/pdblog_detail/vlad_the_producer_putin_disregards_soft_power_uses_russias_film_industry_fo/)

“New Mexico’s Death Penalty Repeal as US Soft Power Asset,” (USC Center on Public Diplomacy Website, January 2009, at

http://uscpublicdiplomacy.com/index.php/newswire/cpdblog_detail/new_mexicos_death_penalty_repeal_as_us_soft_power_asset/)

Review of Richard Crockatt, *After 9/11: Cultural Dimensions of American Global Power* and John Brenkman, *The Cultural Contradictions of Democracy: Political Thought since September 11* (*International History Review*, September 2008)

“Hollywood’s Investment Bet on India Over China: Democracy Matters,” (USC Center on Public Diplomacy Website, September 2008, at

http://uscpublicdiplomacy.com/index.php/newsroom/pdblog_detail/hollywoods_investment_bet_on_india_over_china_democracy_matters/)

“Can Bono, Becks and Brangelina Save the World?” Review of Andrew F. Cooper, *Celebrity Diplomacy* (USC Center on Public Diplomacy Website, April 2008, at

http://uscpublicdiplomacy.org/index.php/research/book_reviews_detail/celebrity_diplomacy/)

“Maestro Dudamel, Venezuelan Soft Power, and Lessons for America” (USC Center on Public Diplomacy Website, March 2008, at

http://uscpublicdiplomacy.com/index.php/newsroom/pdblog_detail/maestro_dudamel_venezuelan_soft_power_and_lessons_for_america/)

“Send in the Mousketeers!” (USC Center on Public Diplomacy Website, August 2007, at

http://uscpublicdiplomacy.com/index.php/newsroom/pdblog_detail/send_in_the_mousketeers/)

“Tech’s Effects: Cultural Convergence” (*Foreign Service Journal*, November 2001)

“Israeli Diplomacy During the Suez-Sinai Crisis, from July 31 through November 30, 1956” (John F. Kennedy School of Government Case Study in three parts, limited distribution, 1995)

CONFERENCE AND OTHER PUBLIC PRESENTATIONS:

“People and Propaganda in Motion at Expos: The Franco Regime’s Messaging Program at the Spanish Pavilion, New York World’s Fair 1964-1965” (American Historical Association-Pacific Coast Branch Conference, Denver, August 2013)

“BRICs, Culture and Soft Power” (International Governance Speakers Series, Balsillie School of International Affairs-University of Waterloo, Waterloo, Ontario, April 2012)

“The Truth Will Out: Nation Branding Efforts in Gaddafi’s Libya Versus Franco’s Spain” (Keynote Address, Institute for Cultural Diplomacy Conference, Berlin, December 2011)

Commentator, panel on “U.S. Public Diplomacy and the Spanish-Speaking World,” SHAFR conference (Alexandria, VA, June 2011)

“American Popular Culture as Global Soft Power: Provocations and Prescriptions” (Santa Fe Council on International Relations, April 2009)

Presentation on Soft Power and Public Diplomacy—Concepts and Strategy (USC Center on Public Diplomacy, April 2008)

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CONFERENCE AND PUBLIC PRESENTATIONS (continued):

Panelist, Symposium on Film and Public Diplomacy, U.S. House of Representatives Congressional Entertainment Industries Caucus (Washington, DC, November 2007)

“Vermont Diplomat, Global Struggle: Warren Austin and the U.N. Permanent Headquarters Debate, 1945-46” (seminar, University of Vermont Special Collections, November 2007; full presentation online at <http://www.retn.org/programs/vermont-diplomat-global-struggle>)

Audio and video interviews with Professor Joseph Nye, Dr. Alton Frye, Ambassador Winston Lord, Dr. Rita Hauser, and Professor Robert Legvold (Columbia Oral History Research Office, Council on Foreign Relations Video Oral History Project, 2007-08)

Video interview and audio commentary track for the DVD release of *El Cid* by the Weinstein Company (DVD released January 2008)

“The American Producer and the Spanish Dictator: Samuel Bronston’s Special Relationship with the Franco Regime, 1957-73” (“Rethinking Public Diplomacy: Toward an International History” conference, Mershon Center, Ohio State University, April 2007)

“‘Where Is the Center of the World?’ The Global-to-Local Struggle Over the Location of the United Nations’ Permanent Headquarters, 1945-46” (“New York: Global Village” conference, New York Institute of Technology, March 2007)

“The Global History of New York City” (Hutton House Lecture, Long Island University, June 2005)

Special Guest Commentator on U.S. Foreign Policy and Globalization (19th Plenary Session of the InterAction Council of Former Heads of State, Awaji, Japan, May 2001)

“American Popular Culture, American Foreign Relations” (Pell Center for International Relations and Public Policy Conference on “The International Role of the United States after the Cold War,” Salve Regina University, Newport RI, April 2001)

“Global Cultural Sovereignty and the United States” (InterAction Council of Former Heads of State High Level Expert Group Meeting, Kennedy School of Government, April 2001)

Lead Discussant, Panel on Culture and Diplomacy (Conference on Cultural Diplomacy, The White House, Washington D.C., November 2000)

“Cultural Globalization: An Overview” (U.S. State Department, Washington D.C., November 2000)

Keynote Address: “The New Scotland in the Age of Globalization: Observations and Provocations” (University of Glasgow School of Government Studies—Holyrood Summer School, August 1999)

“The Global Power of American Pop/Mass Culture in the 21st Century” (*Visions of Governance for the 21st Century* Project Conference on Globalization, Bretton Woods, NH, July 1999)

“American Pop Culture at El Caudillo’s Service: U.S. Tourism, Hollywood, and Madison Avenue and the Franco Regime after World War II” (Society of Historians of American Foreign Relations Conference, Georgetown University, June 1997)

“The View From Tel Aviv during the Suez Crisis of 1956” (Suez Crisis 50th Anniversary Conference, Ditchley Park, U.K., December 1996)

“Nuclear Schizophrenic: Contradictions in the Evolution of John Foster Dulles's Thinking on Atomic Weapons” (CISSM Nuclear History Project conference, Ohio University, Sept. 1991)

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OTHER ACADEMIC WORK EXPERIENCE AND ACTIVITIES:

- **Editorial Advisory Board.** *Historia del Presente* (published by the Centro de Investigaciones Históricas de la Democracia Española-UNED, Spain), 2013-present
- **Appointee,** Governor's Task Force on Reinventing the College of Santa Fe, 2009
- **Researcher/Oral Historian,** Columbia Oral History Research Office Project on the Council on Foreign Relations, Columbia University, 2007-08
- **Dean's Research Specialist** (full-time position; aide to K.S.G. Dean Joseph S. Nye), Kennedy School of Government-Harvard University, 1998-2001

ACADEMIC GRANTS, FELLOWSHIPS, AND HONORS:

HARVARD UNIVERSITY:

- Kittredge Foundation research grant, 1994-95
- Certificates of Distinction in Teaching, 1993-94; 1996-97
- Real Colegio Complutense research grant, 1994
- Nuclear History Program (CISSM) research grant, 1991

JACOB K. JAVITS FELLOWSHIP, U.S. Department of Education, 1988-1992

OHIO UNIVERSITY:

- MacArthur Foundation Graduate Fellowship, 1988-1990

RUTGERS UNIVERSITY:

- B.A. with High Distinction (*magna cum laude*) and Highest Departmental Honors

DOCTORAL DISSERTATION:

"The Life and Times of Samuel Bronston, Builder of 'Hollywood in Madrid': A Study in the International Scope and Influence of American Popular Culture"

- Committee: Akira Iriye (*chair*), Joseph S. Nye, Ernest R. May

PROFESSIONAL AFFILIATIONS:

- American Historical Association
- Society of Historians of American Foreign Relations
- International Studies Association
- International Association for Media and History

LANGUAGES:

- **Spanish:** high-competent skill in speaking, reading and writing
- **German:** competent skill in reading; basic/competent skill in speaking and writing
- **Italian:** basic/competent skill in reading; basic skill in speaking and writing
- **French:** basic/competent skill in reading; basic skill in speaking and writing
- **Hebrew:** elementary skill in speaking and reading (currently in intensive study)

REFERENCES:

- **Akira Iriye**, Professor Emeritus of History, Harvard University:
(1-617) 496-5054; e-mail: airiye@fas.harvard.edu
- **Joseph S. Nye**, University Distinguished Service Professor, Kennedy School of Government:
(1-617) 495-1123; e-mail: joseph_nye@harvard.edu
- **Nicholas J. Cull**, Professor of Public Diplomacy and Director, Masters Program in Public Diplomacy, University of Southern California: (1-213) 821-4080; e-mail: cull@usc.edu