

# CPD PERSPECTIVES ON PUBLIC DIPLOMACY

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

## A Selection from *CPD Perspectives on Public Diplomacy*



2018 (DECEMBER) / PAPER 6

### **Public Diplomacy and the American Fortress Embassy: Balancing Mission and Security**

by Mieczysław P. Boduszynski

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



2019 (OCTOBER) / PAPER 3

### **The China-Pakistan Economic Corridor in Social Media: A Critical Discourse Analysis**

by Zahid Shahab Ahmed, Silada Rojratanakiat & Soravis Taekasem

This sentiment analysis of high-volume Twitter diplomacy regarding China's relationship with Pakistan via the Belt & Road Initiative, conducted by CPD Research Fellow Zahid Shahab Ahmed and co-authors, reveals the strong role of Twitter in shaping Pakistan's positive national narrative of the China-Pakistan Economic Corridor (CPEC). The authors note that Pakistan's population of 200+ million people is one of the world's largest and fastest-growing social media audiences.



2019 (DECEMBER) / PAPER 5

### **America's Cities on the World Stage**

by Kyle Hutzler

This must-read in modern city diplomacy by Kyle Hutzler of McKinsey & Company examines the opportunities and challenges in American cities' efforts on the world stage through a much-needed managerial perspective, which focuses on the tangible questions of strategy, organization and operations that will determine whether or not cities are successful in city diplomacy. "American cities deserve the opportunity to succeed on the global stage because it is to the benefit of the entire country," writes Hutzler.

2019 / PAPER 5

**America's Cities on the World Stage** by Kyle Hutzler

2019 / PAPER 4

**Shifting Attitudes in the Arab World Toward Israel: The Importance of Public Diplomacy** by Lindsay J. Benstead

2019 / PAPER 3

**The China-Pakistan Economic Corridor in Social Media: A Critical Discourse Analysis** by Zahid Shahab Ahmed, Silada Rojratanakiat & Soravis Taekasem

2019 / PAPER 2

**EU Public Diplomacy: Adapting to an Ever-Changing World** by Bianca Baumler

2019 / PAPER 1

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

2018 / PAPER 6

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

2018 / PAPER 5

**Netwar in Cyberia: Decoding the Media Mujahidin** by Ali Fisher

2018 / PAPER 4

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

2018 / PAPER 3

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

2018 / PAPER 2

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

2018 / PAPER 1

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

2017 / PAPER 3

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

2017 / PAPER 2

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

2017 / PAPER 1

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

2016 / PAPER 5

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

2016 / PAPER 4

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

2016 / PAPER 3

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

2016 / PAPER 2

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

2016 / PAPER 1

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

2015 / PAPER 7

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

2015 / PAPER 6

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

2015 / PAPER 5

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

2015 / PAPER 4

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

2015 / PAPER 3

**Benghazi: Managing the Message** by Vivian Walker

2015 / PAPER 2

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

2015 / PAPER 1

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

2014 / PAPER 3

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

2014 / PAPER 2

**De-Americanizing Soft Power Discourse?** by Daya Thussu

2014 / PAPER 1

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

2013 / PAPER 6

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

2013 / PAPER 5

**Public Diplomacy in Germany** by Claudia Auer and Alice Srugies

2013 / PAPER 4

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

2013 / PAPER 3 "Psychopower"

**of Cultural Diplomacy in the Information Age** by Natalia Grincheva

2013 / PAPER 2

**Cases in Water Diplomacy** Edited by Naomi Leight

2013 / PAPER 1

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

2012 / PAPER 10

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

2012 / PAPER 9

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

2012 / PAPER 8

**Buddhist Diplomacy: History and Status Quo** by Juyan Zhang

2012 / PAPER 7

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

2012 / PAPER 6

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

2012 / PAPER 5

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

2012 / PAPER 4

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

2012 / PAPER 3

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

2012 / PAPER 2

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

2012 / PAPER 1

**Hizbullah's Image Management Strategy** by Lina Khatib

2011 / PAPER 11

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

2011 / PAPER 10

**Campaigning for a Seat on the UN Security Council** by Caitlin Byrne

2011 / PAPER 9

**A Resource Guide to Public Diplomacy Evaluation** by Robert Banks

2011 / PAPER 8

**Essays on Faith Diplomacy** Edited by Naomi Leight

2011 / PAPER 7

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

2011 / PAPER 6

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

2011 / PAPER 5

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

2011 / PAPER 4

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

2011 / PAPER 3

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

2011 / PAPER 2

**Public Diplomacy, New Media, and Counterterrorism** by Philip Seib

2011 / PAPER 1

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

2010 / PAPER 4

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

2010 / PAPER 3

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

2010 / PAPER 2

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

2010 / PAPER 1

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

2009 / PAPER 3

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

Download and view full the archive at:  
[uscpublicdiplomacy.org/Perspectives](http://uscpublicdiplomacy.org/Perspectives)