

Public Diplomacy

ARTICLES

Blackburn, Paul P.

[The Post-Cold War Public Diplomacy of the United States.](#)

WASHINGTON QUARTERLY, vol. 15, no. 1, Winter 1992, p. 75-86.

In the aftermath of the Cold War, USIA must reexamine its purposes and chart a course appropriate to the present moment. Like other players in the foreign policy community, it suddenly faces a policy environment in which containment of the Soviet Union no longer provides a fundamental organizing principle of strategic thinking. However, in contrast to US public diplomacy's pre-cold war crisis, when government information programs were considered wartime relics, institutional ossification rather than oblivion is today's nightmare.

Blinken, Antony J.

[Winning the War of Ideas.](#)

WASHINGTON QUARTERLY, vol. 25, no. 2, Spring 2002, p. 101-114.

US success in Afghanistan will count for little if the United States loses the global war of ideas. Many currents of anti-americanism develop not because the United States is misguided, but because it is misunderstood. Here is a 12-point plan to help bridge the perception gap.

Hoffman, David

[Beyond Public Diplomacy.](#)

FOREIGN AFFAIRS, vol. 81, no. 2, March - April 2002, p. 83-95.

The United States has put legions of spokespersons on the airwaves at home and abroad in a campaign to 'win the hearts and minds' of the Muslim world. So far, however, the world's superpower is losing the propaganda war to a terrorist in hiding. This is not surprising, given the virulent anti-Western messages that repressive Middle Eastern regimes spread through state-run media. Washington should focus instead on bringing freedom of the press to those countries where oppression breeds terrorism.

[How the War Is Selling : Foreign Journalists Look at U.S. Public Diplomacy.](#)

FOREIGN SERVICE JOURNAL, April 2002, Whole Issue.

<http://www.afsa.org/fsj/2002.html>

Seven articles in this issue present varied views of public diplomacy as applicable to the current 'war on terrorism'.

Laqueur, Walter

[Save Public Diplomacy.](#)

FOREIGN AFFAIRS, vol. 73, no. 5, September - October 1994, p. 19-24.

Rash budget cuts threaten to silence Voice of America, Radio Free Europe, and other US agencies.

Public diplomacy proved invaluable during the Cold War, and it remains an essential weapon against today's new threats.

Lord, Carnes

[The Past and Future of Public Diplomacy.](#)

ORBIS, vol. 42, no. 1, Winter 1998, p. 49-72.

It is not possible here to do full justice to the recent history of American public diplomacy, or to assess in more than provisional fashion its role in the collapse of the Soviet system. Empirical research and sophisticated analytical studies are needed in a field that is today even more of an academic and policy orphan than it was in the past. Nonetheless, it seems worthwhile to revisit what in many respects must count as the golden age of Cold War American public diplomacy, the years 1981-86. As an engaged participant during this period, the author cannot claim total objectivity. What he hopes to do is to provide insight into the thinking of senior Reagan administration officials, an appreciation of what they actually did, an assessment of the impact of these actions, and (not least important) a sense of the limitations of the overall enterprise. Finally, some comments are offered on the

implications of the Reagan-era story for US public diplomacy in the post-Cold War world.

Nye, Joseph S.

Owens, William A.

[America's Information Edge.](#)

FOREIGN AFFAIRS, vol. 75, no. 2, March - April 1996, p. 20-36.

The American century, far from being over, is on the way. The information revolution, which capsized the Soviet Union and propelled Japan to eminence, has altered the equation of national power. America leads the world in the new technologies. Its emerging military systems can thwart any threat. On the 'soft-power' side, it projects its ideals and other countries follow. To prevent an information race, America must share its lead; to preserve its reputation, it must keep its house in order.

Peterson, Peter G.

[Public Diplomacy and the War on Terrorism.](#)

FOREIGN AFFAIRS, vol. 81, no. 5, September - October 2002, p. 74-94.

To combat terrorism effectively, America must do more to communicate with the Muslim world, argues the Independent Task Force on Public Diplomacy sponsored by the Council on Foreign Relations. The United States should establish a coordinating structure for public diplomacy efforts, promote private-sector involvement through a 'Corporation for Public Diplomacy' , and increase government public-relations resources.

Ross, Christopher

[Public Diplomacy Comes of Age.](#)

WASHINGTON QUARTERLY, vol. 25, no. 2, Spring 2002, p. 75-83.

The US special coordinator for public diplomacy explains what this critical foreign policy tool is, how technology has changed it, and the new paradigm that the United States is considering to rebuild its capacity to conduct public diplomacy.

Dizard, Wilson

[Digital Diplomacy : U.S. Foreign Policy in the Information Age.](#)

Westport, CT : Praeger, 2001

An informative book on what the information age means for foreign policy. Rather than settling for banalities about a world in which knowledge crosses frontiers, Dizard rolls up his sleeves and explains the practical issues involved. These include the addition of information technology and software issues on policy agendas in trade or defense cooperation. He also offers an analysis of the US government's own systems for global communication and processing of data. He points out, for example, that until recently the State Department has been saddled with four separate internal communications networks, none of which were compatible with each other. Public diplomacy today is more powerful and vastly more complicated, especially as transnational networks and nongovernmental organizations become major players. Domestic telecommunications policy is now a critical foreign policy topic as well. Directly and indirectly, some American decisions are helping wireless phone services and Internet access providers offer novel opportunities for poorer countries to jump the digital divide.

Fisher, Glen

[Public Diplomacy and the Behavioral Sciences.](#)

Bloomington : Indiana University Press, 1972

Fortner, Robert S.

[Public Diplomacy and International Politics : The Symbolic Constructs of Summits and International Radio News.](#)

Westport, CT : Praeger, 1994

Examines international radio news coverage of the four superpower summit meetings between Soviets and Americans from 1987 to 1990. The book concentrates on the symbolic constructs used by radio services to report the summits, including their treatments of the leaders and their joint communiqués.

Frederick, Howard H.
[Global Communication & International Relations.](#)
Belmont, CA : Wadsworth, 1993

Hansen, Allen C.
[USIA, Public Diplomacy in the Computer Age.](#)
New York : Praeger, 1989

First published in 1984, this is the only current study of the USIA. This completely updated second edition incorporates the dramatic changes that have occurred in USIA world communications through computerization. It is a detailed study of how the USIA carries out its mission and how it might improve. This edition also outlines changes since 1984 and forecasts future possibilities. Advocating a greater focus on the third world and paying particular attention to glasnost, this book will interest students of international relations and government employees.

Hitchcock, David I.
[U.S. Public Diplomacy.](#)
Washington : Center for Strategic and International Studies, 1988

[The Information Revolution and National Security : Dimensions and Directions.](#)
Schwartzstein, Stuart J. D., ed.
Washington : Center for Strategic and International Studies, 1996

McEvoy-Levy, Siobhan
[American Exceptionalism and US Foreign Policy.](#)
Houndmills, UK : Palgrave, 2001

This work examines a critical time and place in world history (the end of the Cold War) and the strategies and values employed in the public diplomacy of the Bush and Clinton administrations to build domestic and international consensus.

Malone, Gifford D.
[Political Advocacy and Cultural Communication : Organizing the Nation's Public Diplomacy.](#)
Lanham, MD : University Press of America, 1988

In contemporary politics and diplomacy, no other form better illustrates the place of rhetoric and discourse than public diplomacy. This systematic and comprehensive analysis is written by an expert who has authoritative first-hand knowledge of the recurring problems in organizing the government for the twin functions of political advocacy and cultural communication.

Manheim, Jarol B.
[Strategic Public Diplomacy and American Foreign Policy : The Evolution of Influence.](#)
New York : Oxford University Press, 1994
Political "image management" has become increasingly important not only in domestic policy but also in international affairs. This study examines the growth and impact of such campaigns, arguing that they do have a significant impact on the US foreign policy agenda.

Ninkovich, Frank A.
[The Diplomacy of Ideas : U.S. Foreign Policy and Cultural Relations, 1938-950.](#)
Cambridge : Cambridge University Press, 1981

Ohmstedt, Holger
[Von der Propaganda zur Public Diplomacy : die Selbstdarstellung der Vereinigten Staaten von Amerika im Ausland vom Ersten Weltkrieg bis zum Ende des Kalten Krieges.](#)
München, 1993
Diss. doct. rerum politicarum Munchen

[Public Diplomacy : A Strategy for Reform.](#)
Peterson, Peter G., ed.

Council on Foreign Relations Press, 2003

[Public Diplomacy : USA versus USSR.](#)

Staar, Richard Felix, ed.

Stanford, CA : Hoover Institution Press, 1986

Workshop Papers

Tuch, Hans N.

[Communicating with the World : U.S. Public Diplomacy Overseas.](#)

New York : St. Martin's Press, 1990

Tuch defines and examines public diplomacy in the context of a government's conduct of foreign affairs and identifies its rationale as an outgrowth of the world wide communications revolution.

WEB SITES

<http://www.state.gov/r/>

U.S. Department of State. Under Secretary for Public Diplomacy and Public Affairs

<http://www.publicdiplomacy.org/>

Public Diplomacy Web Site

Sponsored by United States Information Agency Alumni Association and The Public Diplomacy Council

This web site is designed to inform anyone interested in U.S. foreign affairs regarding the important role public diplomacy has played, and is playing, in supporting US foreign policy and in safeguarding and advancing US interests.

<http://www.usembassy.de/duesseldorf/publicdiplomacyspeech.htm>

U.S. Consulate General Düsseldorf

'[The Role of U.S. Public Diplomacy in the Transatlantic Relationship](#)'. Remarks by U.S. Consul General Daniel Harris, America Haus, Köln, November 27, 2002.

<http://ceip.org/files/publications/Metzl/PublicDiplomacy.asp>

Carnegie Endowment for International Peace

'[Can Public Diplomacy Rise from the Ashes ?](#)', by Jamie Frederic Metzler.

<http://www.clingendael.nl/publ/diplomacy/pdf/issue81.pdf>

Netherlands Institute of International Relations 'Clingendael'

'[Canada and the New Public Diplomacy](#)', by Evan H. Potter, Discussion Papers in Diplomacy, Issue 81, July 2002.

<http://www.cfr.org/index.php>

Council on Foreign Relations

http://www.cfr.org/PublicDiplomacy_TF.html

Council on Foreign Relations

'[Public Diplomacy : A Strategy for Reform](#)'. A Report of an Independent Task Force on Public Diplomacy, July 2002

<http://www.washingtoninstitute.org/media/finn/finn-importance.htm>

The Washington Institute for Near East Policy

'[Public Diplomacy : Effective Strategies for the Future. The Importance of Cultural and Academic Exchange](#)', by Helena Kane Finn, Georgetown University Speech, April 2, 2002.

<http://www.terrorismanswers.com/responses/diplomacy.html>

Terrorism : Questions & Answers

Council on Foreign Relations in cooperation with the Markle Foundation

Relevant section on 'What is Public Diplomacy'.

<http://www.gannettonline.com/gns/mideast/diplomacy.htm>

Gannet News Service

America's Mixed Image Abroad. A Gannett News Service Special report. History of Public Diplomacy.