

PDiN MONITOR

A Review & Analysis of Current Public Diplomacy in the News

September 2010

Volume 1, Issue 7



Featuring a closer look at:

**International Exchanges:
A Soft Power Tool**

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Public diplomacy is ultimately a field predicated on the communication of culture and values in the international arena.

- Paul Rockower





Since early in the 20th century, the United States has been a muscular presence on the world scene. When President Theodore Roosevelt dispatched the Great White Fleet on its around-the-world journey in 1907, he was announcing to other nations that the United States had an ample arsenal of hard power at its disposal. As it displayed to great effect in two world wars, America could summon the resources and resolve to impose its will.

The world doesn't work that way anymore. In an era of asymmetric warfare and non-state actors, muscle alone is not enough to advance the national interest, and so we have seen the rising importance of "soft power."

As the authors of this month's commentaries indicate, soft power becomes manifest in many ways, including exchanges and tourism.

Regardless of temporary ups and downs, soft power is clearly an essential diplomatic tool, a great equalizer that can be wielded by large and small nations. It is at the heart of public diplomacy, and the ways in which it is further developed will shape the future of public diplomacy.

A handwritten signature in cursive script that reads "Philip Seib".

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

Exchange Power

by Dr. Nancy Snow

Currently, some 1,500 American university students study in Israel each year. The MASA program, which is part of the Jewish Agency, hopes to boost those numbers considerably so that one day they are on a par with places like London and Paris, where tens of thousands of young Americans go to spend a semester abroad each year.

-*The Jerusalem Post*, September 16, 2010

Over a quarter of a million American students participate in study abroad programs each year, a four-fold increase in the last two decades to the present 262,416. According to the Institute of International Education's *Open Doors 2009*, this rise in numbers signals "a strong commitment to the value of an international academic experience to prepare them to live and work in a more global society." Despite this glowing assessment, study abroad participants still represent just a fraction of the over 18 million American university and college students enrolled in institutions of higher education.

Favorite destinations are a nation's capital or cultural center: first tier sites like London, Paris, Rome, and second tier destinations like Berlin, Beijing, Tokyo, and Melbourne, often called the "cultural capital" of Australia. The four perennial host sites for American students are the United Kingdom, Spain, Italy, and France, all in Western Europe.

A country that wants to be spoken in the same breath when discussing popular study abroad destinations is Israel. The Institute of International Education's *Open Doors 2009* report on international educational exchange lists Israel 22nd out of the top 25 study abroad destinations for American students. To boost interest in studying in Israel, the government has just announced [eight new university exchange agreements](#) with American universities, including Columbia's Barnard Col-

PDiN Round Up: Africa

Kenya seeks to build image after Bashir visit row

Daily Nation

The Government is on a charm offensive following the controversy sparked by the visit of Sudan President Omar al-Bashir. Foreign Affairs Minister Moses Wetang'ula has moved to secure international support for the implementation of the new constitution. International support has been a major driver to Kenya's reform process since the 2007 post-election violence.

Categories: *Government PD, Public Opinion, Africa*

'Let's Brand Ghana With Cocoa'

Ghana News

The Chief of Staff, Henry Martey Newman has urged Ghanaians to support initiatives aimed at finding a brand identity for Ghana. Mr. Newman was of the opinion that to build a better brand identity for Ghana, cocoa, which is the major foreign exchange earner of the country, should be rebranded and redesigned to look more attractive.

Categories: *Nation Branding, Africa*

Global news agencies uneasy over South Africa's press freedom

The Christian Science Monitor

The Associated Press, Reuters, Bloomberg, and Agence France-Presse sent a letter to South African President Jacob Zuma to express concern about a proposed law that could limit press freedom in South Africa.

Categories : *Media & PD, Non-State PD, Africa, Americas*

Wal-Mart could lead corporate America into Africa

The Christian Science Monitor

Wal-Mart has announced that it is prepared to pay approximately \$4.2 billion for Massmart Holdings. Massmart Holdings is a Johannesburg-headquartered chain of discount superstores with a grand total of 290 stores in 13 African countries.

Categories : *Non-State PD, Africa, Americas*

How Nigeria has affected the rest of Africa

BBC

As Nigeria celebrates 50 years of independence, BBC reporters look at the impact Africa's most populous nation has had on countries around the continent - from its movie industry and peacekeeping efforts to its notoriety for ingenious scams.

Categories : *Cultural Diplomacy, Government PD, Africa*



lege, Washington University in St. Louis, Arizona State University, University of Florida and Michigan State. All will receive seed grants of \$50,000 to promote study abroad to Israel. The goal is to double the number of American student exchanges to 3,000 by 2013. According to the website of the Jewish Agency, "MASA, the Hebrew word for 'Journey,' is a strategic partnership between the Jewish Agency and the Government of Israel with an extraordinary vision: to dramatically increase the number of young Jews ages 18-30 from around the world on long-term Israel programs and forge a life-long connection to Israel and the Jewish people."

Study abroad initiatives like MASA are not just for an individual's personal fulfillment, cultural enrichment, resume padding, or professional development. They also have national security and policy objectives. Governments working with private agencies in such public-private partnerships have a goal to enhance the image of that host country in the eyes of the visiting student. The short-term outcome may be developing personal relationships with Israeli students and citizens. The long-term goal is to support Israeli foreign policy and strengthen U.S.-Israeli bilateral relations. This personal growth to policy objective continuum is no different from any country that seeks international students at institutes of higher education. The distinction with Israel is that its public image is infused with security concerns and an ongoing conflict between Israelis and Palestinians. Any international student in Israel must be open to immersion in debate that will ensue over internal politics and policies.

(continued)

Nearly three times as many international students come to the United States as American students go overseas.

PDIN Round Up: Americas

Chavez: 'We Respect and Love the Jews'

The Atlantic

During a visit to the International Tourism Fair in Caracas yesterday, Venezuelan President Hugo Chavez announced he would meet with leaders of Venezuela's Jewish community. "We respect and love the Jewish people," said Chavez, who added that opponents have falsely painted him as "anti-Jewish."

Categories : Government PD, Soft Power, Americas

Celebrating Mexico's Music

The University of Arizona: News

This year, the University of Arizona School of Music lays the foundation for the College of Fine Arts' innovative Institute for Arts of the Americas, starting with a year-long exploration of the music of Latin America. A special emphasis will be given to music and musicians from Mexico as the country celebrates two important anniversaries – the bicentennial of its independence and the centennial of its revolution.

Categories : Cultural Diplomacy, Americas

Kids to Kids Selected as a Top 10 Program by U.S. Center for Citizen Diplomacy

PRWeb

Kids to Kids has more than 650 members across the U.S. who are raising money and awareness in their schools and neighborhoods about kids living in underserved communities around the world. Through their efforts, Kids to Kids has funded more than 300 projects in eight countries impacting more than 30,000 kids.

Categories : Non-State PD, Americas

Lawyer in line to head Martí stations

The Miami Herald

President Barack Obama has proposed Carlos García-Pérez, a Cuban-American lawyer in Puerto Rico, to head the Radio/TV Martí stations that broadcast to Cuba, sources said Tuesday.

Categories : Government PD, Media & PD, Americas

Survey: Officers favor 'soft power'

Air Force Times

A majority of military officers — especially the mid-career officers in the O-4 and O-5 pay-grades — support giving more money and strategic emphasis to nonmilitary initiatives such as diplomacy and economic development in order to advance U.S. security interests, according to a recent poll.

Categories : Soft Power, Americas



As a young Fulbright student to the Federal Republic of Germany, I too was immersed in the hostilities to the Reagan administration policies in Western Europe. To many young German students, I was the personal "face" of U.S. foreign policy and a perfect opportunity for them to vent their frustration with the Republican in the White House. I did not share any of the Reagan policies but it didn't matter. Sometimes international students act more as a sounding board for host citizens whose only alternative is to yell at their television or throw out a newspaper in disgust. Wherever I went, I did not shy away from any political discussions, as political science was my field of study so I was comfortable with the often-heated exchanges in dialogue. For international students not normally engaged in political discussion, the rigors of political debate discussion in the Middle East and Europe can be eye-opening. I tell all my overseas-bound students to Europe to read as much in advance about politics in the region so that they will feel prepared for the likely questions and comments about U.S. foreign policy. (This was especially the case with the presidency of George W. Bush so unpopular overseas.)

East Asia and Southeast Asian study abroad destinations like China, Japan and India are increasingly on the rise with



© The Japan Times. September 7, 2010

PDIN Round Up: Asia Pacific

Malaysia tackles national woes with ad campaign

Los Angeles Times

Malaysia's reputation as a moderate, progressive Muslim nation has been sullied by a string of embarrassing news stories involving church burnings, pig heads dumped in mosques, Muslim girls caned for premarital sex and an interminable sodomy trial of a senior political figure.

Categories : Nation Branding, Asia Pacific

Can Chinese media rule the airwaves?

CNN

At a time when many Western media outlets are contracting, Chinese media outlets are expanding, rapidly. Beijing is pouring billions into the country's state-run media machine, which is churning out new TV networks, radio stations and newspapers aimed at foreign audiences.

Categories : Media & PD, New Technology, Soft Power, Asia Pacific

South Korea Sends Flood Aid to North

The New York Times

The aid package, worth about \$8.5 million, is a fraction of the more than 300,000 tons of rice and other aid South Korea used to ship to the North annually until President Lee Myung-bak took office in early 2008. But it marked the first major aid shipment to the North since the South Korean warship, the Cheonan, was sunk.

Categories : Government PD, Asia Pacific

Australian report on international broadcasting and its contribution to public diplomacy

MountainRunner.us

Despite the dozens of reports on U.S. public diplomacy, it is actually quite rare to see an in-depth study on public diplomacy, particularly in the areas of government broadcasting. Even more rare is an in-depth public analysis of the public diplomacy of another country by another country. This week, an Australian think tank, the Lowy Institute, published such a report.

Categories : Government PD, Media & PD, Asia Pacific

Savouring Singapore ... in Paris, through culture

TODAYOnline

How might the Republic portray itself to European audiences as a dynamic global city through arts and culture or forge relationships through cultural diplomacy? With Finger Players' puppet theatre skits, Royston Tan's film 881, Peranakan artefacts and a Singapore Chinese Orchestra performance, among others.

Categories : Cultural Diplomacy, Government



© Ariel Jerozolimski, *The Jerusalem Post*, September 16, 2010

American students. India, the world's largest democracy, holds [soft power superpower strength](#) in diversity and pluralism. A sabbatical semester in Beijing in 2007 at Tsinghua University's School of Journalism and Communication, convinced me about China rising and this being China's century (with the acknowledgement that the 20th was the American century). Following the 2008 Beijing Olympics and the subsequent collapse of the financial markets in the United States, many young scholars and professionals set their sights now on Asia rising.

Japan has had a sluggish economy for more than a decade and an unusually public apology of its Tokyo CEO before the U.S. Congress following problems with sudden acceleration in some Toyota models. Yet it thrives as a soft power superpower in [anime, manga](#) (Japanese-language comics) and cultural "cuteness," as exhibited by the omnipresence of Hello Kitty and Harajuku fashion. The 2009 Oscar-winning best documentary, *The Cove*, the controversy around Japanese whaling, and the growing dissent about American troop presence in Japan have raised the level of political discussion and tension to new levels, but the U.S.-Japan relationship remains strong and is fueled by one of the most active and enduring international exchange communities in Japan, including the Fulbright and the [Japan Exchange and Teaching Programme \(JET\)](#) programs. Japan is also seeking stronger [cultural diplomacy ties](#) with its major strategic energy partner Iran where plans are underway for joint exhibits and an exhibition of Iranian art in Japan.

(continued)

PDIN Round Up: Europe

Turkey can be a boon in Brussels Financial Times

In the western Balkans and the Middle East, Turkey is already an important force and an influential actor with considerable "soft power". It is important both politically and economically in Iraq, and in working with the EU to persuade Iran to meet international concerns on its nuclear programme.

Categories : Government PD, Public Opinion, Soft Power, Europe

Vatican declares Pope's visit to Britain a success

The Associated Press

Pope Benedict XVI began a controversial visit to Britain on Thursday by acknowledging the Catholic Church had not acted decisively or quickly enough against priests who molested children. He said the church's top priority now was to help abuse victims heal.

Categories : Non-State PD, Europe

Oktoberfest: It's not about the beer

Global Post

As with most cultural festivals that go global, Oktoberfest has branded, packaged and exported Bavaria's culture of drinking beer at long trestle tables, playing oompah music, eating pretzels and pork-knuckle, and wearing Lederhosen and Dirndl, the frilly women's dresses.

Categories : Cultural Diplomacy, Non-State PD, Public Opinion, Europe

Catholic Church backs Muslim struggle to build Milan's first mosque

The Christian Science Monitor

While New York frets over the construction of an Islamic cultural center and mosque near ground zero, Milan is pushing back against construction of its first mosque. Local Muslims have found an unlikely ally in the Catholic Church.

Categories : Cultural Diplomacy, Non-State PD, Europe

France v the world

The Economist

It was operation damage control this week, as the Elysée tried to revive the president's standing abroad after sharp criticism of his expulsion of Romanies...For all the president's defiance, the French have been knocked by the response to the Romani row. Fully 71% of respondents to one poll said that they thought France's image abroad had been tainted.

Categories : Government PD, Public Opinion, Europe

Despite the positive growth in American students going abroad, a curious pattern endures. Just over 4% of American students spend a full academic year overseas. Much more common (56%) is an 8-week sojourn, summer break, or January excursion, suggesting that a full cultural and language immersion remains the exception and not the rule. This may explain why Senator J. William Fulbright, author of the Fulbright educational exchange legislation in 1946, remained a lifelong proponent of yearlong student exchanges.

“
The international student in the United States is likely to stay for a much longer duration and earn an undergraduate or graduate degree.
”

Nearly three times as many international students come to the United States (671, 616) as American students go overseas. The international student in the United States is likely to stay for a much longer duration and earn an undergraduate or graduate degree. The University of Southern California is the number one host institution in the U.S. for international students at over 7,400, a top position USC has held for over eight years. While California remains the most popular destination for international students in general, New York's Columbia University and New York University follow closely behind USC. Part of the reason for the U.S. domination as a host exchange site is its advantaged position as a nation where English is the primary language of education and business. Other countries are now recognizing the national prestige power of the English language, including the Republic of Georgia, whose pro-Western president Mikheil Saakashvili initiated a new exchange program of 350 foreign teachers called "[Teach and Learn in Georgia](#)." Its objective: train

PDIN Round Up: Middle East

Emirates increases Saudi services

Breaking Travel News

Emirates is to increase flights from Dubai to Al Madinah al Munawarah in Saudi Arabia to seven flights per week from 31 October 2010 due to the growing importance of economic and cultural ties between the two nations.

Categories : Non-State PD, Middle East

Students uncover secrets of UAE lore

The National

The four media students developed The Secrets Behind the UAE Identity as part of their graduating project. The manuscript was finished within two months. As a part of their marketing strategy, they have used social networking websites, created radio advertisements and held mall events where the book was distributed for free.

Categories : Cultural Diplomacy, New Technology, Non-State PD, Middle East

Public diplomacy Web site finally appears in English

The Jerusalem Post

A Web site that aims to help Israelis defend the country's image abroad – which Public Diplomacy and Diaspora Affairs Minister Yuli Edelstein said would be online in April – finally premiered on Sunday.

Categories : Government PD, Public Opinion, Middle East

New Media Strain Government Tolerance In Syria

NPR

The queen of Syria's morning drive-time radio plays Western rock and Arabic favorites. Honey al-Sayed opens her show — a mix of Arabic and English — with the words, "Good morning, Syria" and offers horoscopes, daily currency exchange rates and banter with truck drivers who call in to pass on the latest jokes.

Categories : Media & PD, Middle East

Young Israelis and Palestinians in Paris to present their 'peace plan'

European Jewish Press

On the occasion of the international Day of Peace, French Education Minister and government spokesman, Luc Chatel, will receive Tuesday in Paris a delegation of 22 young Israelis and Palestinians participating in the operation "Kids Creating Peace".

Categories : Non-State PD, Middle East



young Georgian schoolchildren how to speak English in four years.

The academic study of international educational and cultural exchange is almost non-existent outside of those in speech and human communication studies who research cross-cultural communication at the interpersonal micro level. Those of us engaged in political and international communication and public diplomacy research must recognize study abroad at the macro level as a form of exchange power with as many national security outcomes and influences as any defense expenditure. Exchange of persons, events for cultural, educational, artistic, or even international athletic competition as with the FIBA World Championship in Turkey, carry a host of motivational factors. Trade, security, energy policy, regional and national prestige are influence dynamics in what makes people cross borders. If we truly want to walk the talk of Murrow's famous refrain, *the last three feet*, then we who study public diplomacy in practice need to raise the academic profile of these exchange relations. ♦

About the Author



Nancy Snow is the lead editor of the *Routledge Handbook of Public Diplomacy* and developed and taught the first international exchanges and public diplomacy course for the Master of Public Diplomacy program at USC. She is tenured associate professor of communications at Cal State Fullerton and research faculty fellow in the Maxwell School at Syracuse University. Dr. Snow spent two years on leave from Fullerton at Syracuse University's Newhouse School where she taught courses in public diplomacy and global communications. Reach her at www.nancysnow.com.

PDIN Round Up: South Asia

Dealing with a changing world

The Pioneer

In July 2010, the Ministry of External Affairs sent its first 'tweet' through its official Twitter account, thus pulling India into the age of digital diplomacy. Despite being an information technology powerhouse, India is a late entrant in using tools of e-diplomacy.

Categories : Government PD, New Technology, South Asia

Pakistan's 'parachute politician' main draw at film fest

Thaindian News (IANS)

Apart from a menu of 50 films from various South Asian countries, chairperson of the Pakistan Film Censor Board (PFCB) Nilofer Bakhtiar will be one of the main highlights of the South Asian Film Festival (SAFF) that begins in Goa Sep 17.

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

Lanka's "brand image" - can it be improved?

The Sunday Times

Sri Lanka is one of many countries today that have developed a strong and active interest in its international image, and are beginning to try and understand whether it is possible to exercise some influence over it, rather than leave it to the mercy of international public opinion, ignorance, and the media.

Categories : Nation Branding, Soft Power, South Asia

India still needs aid – as a tool to make its mark abroad

The National

The global image of India as a poor country that receives large amounts of aid from rich nations is so well entrenched that it may come as a surprise to many, Indians among them, that the country is fast becoming a major donor.

Categories : Government PD, Nation Branding, Public Opinion, South Asia

Bangladesh, 'Basket Case' No More

The Wall Street Journal

Not long ago, when you thought of a South Asian country ravaged by floods, governed by bumbler and apparently teetering on the brink of chaos, it wasn't Pakistan that came to mind. That distinction belonged to Bangladesh.

Categories : Nation Branding, Public Opinion, South Asia



Soft Power in a Hostel Environment

by Paul Rockower

"The whole world is a narrow bridge, you mustn't be afraid to cross it."

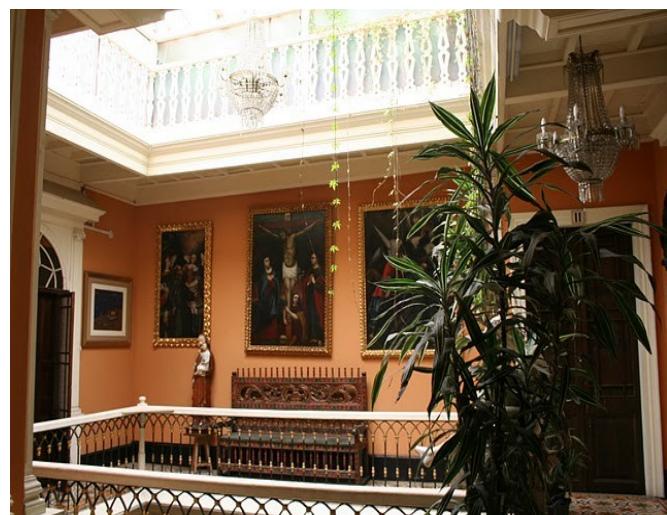
-Rabbi Nachman of Breslov

Travel has a long history as a medium for public diplomacy considering the role travelers have played in communicating culture and ideas of far-away lands. These peripatetic souls often provide practical readings of the global zeitgeist while carrying out their meanderings. Famous travelers such as Marco Polo, Ibn Battuta, Leo Africanus and Benjamin of Tudela are just a few of the luminaries whose work influenced generations long ago to wonder what lay beyond their city gates and made the world just a little bit smaller with their writings.

Some of the first contemporary machinations of travel diplomacy include Mark Twain's famous book Innocents Abroad on his travels to Europe and the Near East including his pilgrimage to the Holy Land. Twain's treatise on travel and his observations of the culture and societies encountered helped spur a young America to peer back to the Old World as a source of travel fascination.

Just this month, modern incarnations of ancient civilizations have been reaching out across time and space to create cultural exchange as the sons of Athens and Sparta seek to welcome those of China's Middle Kingdom to the isles where triremes once waded. All the while, the eternal city of Damascus again plays host to the meeting of Occident and Orient as music festivals fill the medieval citadel of the Syrian capital and travelers are beckoned back to the City of Jasmine. The whole Middle East is experiencing a tourism renaissance, as the Christian Science Monitor reports that better political stability and enhanced tourism outreach has tourist arrivals up 20 percent since last year, compared to a 2 percent increase for European tourism and a 6 percent increase for Asian tourism. The United Nations' World Tourism Organizations notes the Middle East clocking over 53 million visitors to the region, double the numbers from a decade prior. And these statistics don't even include tourism statistics from Israel and Turkey, two of the region's larger tourist markets.

President Dwight Eisenhower was the first U.S. president to recognize the possibility of using American travelers as roving citizen diplomats. His administration instituted a program to train U.S. citizens traveling abroad on how to portray America well, and provided them with material and pamphlets on how to be effective citizen diplomats. Eisenhower understood that tourists positively representing the U.S. abroad could be a booster for its soft power. A more recent machination is seen in Israel's Masbirim ("Explainers") campaign, an effort to get the nation's traveling denizens to act as citizen diplomats while they wander the globe—Israel is attempting to alter its negative international image through the soft power tool of tourism.



Hostel in Lima, Peru. Photo courtesy of Paul Rockower © 2008

What remains perhaps the purest form of travel as public diplomacy is embodied in the youth hostel. Youth hostels facilitate cultural exchange by offering cheap accommodation for international and domestic travelers, the majority of whom are students and backpackers, to bed down for the night. Hostels are more effective than hotels for tourism diplomacy because they often provide more communal environments such as shared dorm rooms, kitchens and salons to encourage social interaction between the diverse guests. The combination of cheap accommodation, communal environs and international clientele makes the youth hostel a prime location for the ever-important exchange of ideas- a notion central to the field of public diplomacy.

(continued)

The overarching youth hostel movement, [Hostelling International](#) (HI) is more than a century old. In 1909, German schoolteacher [Richard Schirrmann](#) launched the idea of the youth hostel (*Jugendherberge*) after he and his pupils were forced to lodge in farms and schools during a school trip. Three years later, Schirrmann created the first youth hostel at the Altena Castle in Westphalia, Germany.

Today, [Hostelling International](#) represents one of the largest international membership organizations, with more than 3 million member; hostels connected with the HI movement provide more than 35 million overnight stays a year through more than 4,000 hostels in over 80 countries that span the globe. The Hostelling International movement's [mission statement](#) is saturated with the ideals of public diplomacy:

To promote the education of all young people of all nations, but especially young people of limited means, by encouraging in them a greater knowledge, love and care of the countryside and an appreciation of the cultural values of towns and cities in all parts of the world, and as ancillary thereto, to provide hostels or other accommodation in which there shall be no distinctions of race, nationality, colour, religion, sex, class or political opinions and thereby to develop a better understanding of their fellow men, both at home and abroad.

Beyond the hostels affiliated with HI, there are also a large variety of independent hostels that also cater to the needs of travelers, backpackers and all others abroad.

As such, the hostel has an unmatched ability to attract travelers of all ages and representing diverse nationalities, cultures and social backgrounds. It provides these itinerants with a safe space to informally share their experiences, and in turn learn about themselves, their traveling compatriots and their environment. Public diplomacy is ultimately a field predicated on the communication of culture and values in the international arena, in this regard, the youth hostel and its ability to facilitate the exchange of ideas represent the essence of public diplomacy.

The medium of travel and tourism represent an important avenue of public diplomacy, and an under-appreciated source of soft power. The power of attraction by virtue of a country's historical or cultural draw is a valuable aspect of soft power influence. The ability to communicate a country's values and culture to the strangers in its midst can enhance soft power in ways not often fully realized. If, as Mao said, (hard) power comes from the barrel of a gun, then perhaps in our increasingly globalized and connected world, soft power can be found tied to a luggage tag. ♦



Traditionally-dressed Japanese girls enjoy American-style treats.

Photo courtesy of Paul Rockower © 2009

About the Author

Paul Rockower is a recent graduate of the Master of Public Diplomacy Program at the University of Southern California. He last contributed to the [PDiN Monitor](#), [Volume 1, Issue 2](#), as co-author of the article "Lost in Explanation". He has traveled to nearly 55 countries, including treks from Beijing to Cairo, from Buenos Aires to Patagonia and back up to Lima, and from Los Angeles to Panama. His next adventure, which started in Taiwan, is to the Philippines, Indonesia and parts still unknown. You can follow his travels at: <http://levantine18.blogspot.com>.

Upcoming Events at CPD

Below is a listing of upcoming events organized by the USC Center on Public Diplomacy



Islamophobia Town Hall Forum

Sunday
October 3
1:30PM
USC; Taper Hall,
Room 101

The current climate in the United States in terms of Islamophobia is worse today than the 24 months after 9/11. This town hall meeting will discuss many important topics related to being Muslim in America today. In addition to the experience of being Muslim in America, there will be time devoted to the real/perceived lack of religious freedoms and tolerance in Muslim countries for non-Muslims.



Barefoot in Baghdad: An Evening with Manal Omar

Tuesday
October 5
7:30 PM
USC; Doheny
Library, Room 240

[The USC Center on Public Diplomacy](#), [USC Office of Religious Life](#) and the [Claremont School of Theology](#) are pleased to welcome [Manal Omar](#), Director of Iraq Programs at USIP, for a talk and book signing. *Barefoot in Baghdad: A Story of Identity - My Own and What it Means to Be a Woman in Chaos* is an intimate look at the struggle for freedom and identity in Iraq.



CPD-Journalism Directors' Forum: Amra Tareen

Tuesday
October 26
12:00PM
USC; ASC 207
Geoffrey Cowan
Forum

[The USC Center on Public Diplomacy](#) and [ASC School of Journalism](#) is pleased to host a discussion with [Amra Tareen](#), President of [Allvoices.com](#). This conversation will be moderated by [Philip Seib](#), Director of the USC Center on Public Diplomacy and [Geneva Overholser](#), Director of the School of Journalism.

CPD Event Highlights

The Hidden Geopolitics of Cyberspace

On September 27, [USC Center on Public Diplomacy](#), the [USC Master's in Public Diplomacy Program](#), and the [USC Annenberg School for Communication](#) welcomed [Dr. Ronald Deibert](#), Associate Professor of Political Science and Director of the [Citizen Lab](#) at the Munk Centre for International Studies, University of Toronto. With an attendance of more than 60 USC faculty, staff and students, as well as some of Los Angeles' Consular community, Deibert provided an overview of the hidden geopolitics of cyberspace, with a focus on the emerging ecosystem of crime and espionage. He gave the audience a better understanding of the "cyber war" occurring without the Internet users' knowledge and provided some insight into the impact that this underground war can have on international relations, public diplomacy and global communications.

Announcement: Update to PDiN Digest

Beginning next week, PDiN Daily Digest e-mails will be sent at 10:00 pm PST. This change will allow



the PDiN Research Team to aggregate the most comprehensive daily list of public diplomacy in the news.

The PDiN Weekly Digest, for those readers interested in a weekly summary of public diplomacy in the news, will now arrive in your inbox on Monday at 8:00 am PST.

As always, you can read the latest PDiN on [our website](#). If you are not yet a PDiN Digest subscriber, you can sign up [here](#).



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.

[Beyond the Rhetoric: the Human Impact of Settlements](#) By Cynthia Schneider & Sam Schneider

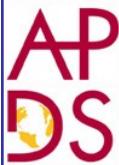
[The Saudi Arabian Pavilion: The Ultimate IMAX Experience \(Videoblog\)](#) By Jian (Jay) Wang

[NATO Still Enjoys Considerable Public Support in Europe and the United States](#) By Stefanie Babst

[Public Diplomacy and Counterterrorism](#) By Philip Seib

[Creating a Nation-Brand Experience at Shanghai Expo](#) By Jian (Jay) Wang

[The Japan Pavilion: A Tale of Two Japans \(Videoblog\)](#) By Jian (Jay) Wang



The Association of Public Diplomacy Scholars (APDS) contributed one blog to the CPD Blog in July/August.

To read the APDS Blogs written by Master of Public Diplomacy candidates at the University of Southern California, click [here](#).

[France Goes Head-To-Head with Arizona for “Toughest On Immigration” Title](#) By Hilary Tone

CPD Publications



In September, the USC Center on Public Diplomacy proudly announced that [Melanie Ciolek](#), MPD '11, was the winner of the 2010 CPD Prize for Best Student Paper in Public Diplomacy. Her paper, titled "[Understanding Social Media's Contribution to Public Diplomacy](#)" is an examination of the U.S. Department of State's use of Facebook to increase the visibility and impact of President Obama's planned visit to Indonesia. Below is an abstract of the paper.

While the State Department has embraced increasingly popular social media platforms as another way to engage with audiences around the world, there is confusion about using social media as a public diplomacy tool and skepticism about whether it can prove effective. Social media platforms like Facebook, Twitter, and YouTube have not fundamentally changed the objectives of public diplomacy, but are just new tools for facilitating engagement and dialogue with audiences in an evolving information environment. Whether the use of these tools is considered "effective" should be based on whether they contribute to the objectives of public diplomacy, demonstrate evidence of engagement, and strengthen potential for future interaction.

A case that illuminates some of the strategies and challenges associated with social media's role in public diplomacy is the U.S. Embassy in Jakarta's use of Facebook. Embassy Jakarta has undertaken an extensive Facebook campaign to engage young Indonesians in dialogue, especially about President Barack Obama's planned visit to Indonesia. Embassy Jakarta has used its understanding of Indonesia's evolving information environment to develop an effective strategy for using Facebook within its larger public diplomacy efforts, producing visible interaction with its audience and building a basis for continued engagement. This paper intends to demonstrate that social media tools can contribute to public diplomacy when their use responds to the audience and considers the overall information landscape. By recognizing both the limitations and potential of social media within Indonesia's information environment, Embassy Jakarta's Facebook outreach provides valuable lessons for developing future State Department efforts.

To read the announcement about the Melanie's award, click [here](#).

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