

Advanced Academic Programs
Zanvyl Krieger School of Arts and Sciences
Johns Hopkins University

Course and Instructor Information

Course Number: AS.480.661.81 *International PR and Public Diplomacy*

Semester and Course Duration: *Spring 2024 (15 weeks)*

Instructor Information

Instructor: M. Karen Walker, Ph.D.

Telephone Number: 1-703-625-1298 (cell)

Email Address: mkarenwalker@jhu.edu or mwalke74@jhu.edu

Office Hours: By appointment

Email and cell phone are the easiest ways to reach me.

Course Information

Credit Hours: 3

Class Times: *online*

Course Prerequisites: N/A

Course Description:

In today's global world, reaching international audiences is a key function of U.S. government-funded public diplomacy programs, corporate public relations, and non-governmental organizations involved in relief and development. Through readings, lectures, discussions and exercises, this course examines the differences between domestic and international communication environments. Students develop communication skills needed to deliver messages and craft outreach strategies and programs for non-American audiences. Special attention is paid to communicating with audiences in Africa, Latin America and Asia. Topics include a historical overview of international public relations and public diplomacy, opportunities and challenges for today's public diplomacy practitioner, using research to understand international audiences, writing effectively for international audiences, health and development communication, and communication in international conflict resolution. Students emerge with skills to work overseas in the fast-growing areas of public diplomacy and international public relations.

About the Course

Program Educational Objectives

When you successfully complete the program requirements, you will achieve these goals:

- P1. Explain social science communication theories and their role in developing effective messaging
- P3. Assess the effectiveness of communication messaging in diverse settings
- P4. Develop effective content that mirrors real-world communication needs

Course Educational Objectives

When you successfully complete the course, you will be able to:

- C1. Appraise and discuss the international PR / public diplomacy landscape
 - Explore the network of players in the public diplomacy enterprise
 - Assess the practice and purpose amongst public diplomacy, public relations and stakeholder engagement
 - Relate foreign policy issues and cultural values to public diplomacy strategies
 - Understand how and why historical, political, social and economic contexts are important for effective international PR and public diplomacy
- C2. Plan and create within the international PR field and public diplomacy enterprise
 - Adopt a normative stance toward the practice of international PR and public diplomacy
 - Address trends and challenges for the scholar-practitioner
 - Express your views on issues that are actively debated amongst public diplomacy and PR professionals
 - Design a public diplomacy or good will campaign
- C3. Explain the accrual and exercise of soft power influence
 - Define soft power resources
 - Explain how new and traditional public diplomacy tools promote national interests and values
 - Conceptualize the creation and flow of global influence
 - Assess how international actors convert soft power resources into influence
- C4. Assess international PR and public diplomacy campaigns
 - Identify tools and techniques for perception management
 - Conceptualize the generation and use of social capital
 - Evaluate public diplomacy strategies and international PR campaigns led by governmental and non-governmental actors

Required Texts and Other Materials

Textbooks:

A Research Agenda for Public Diplomacy, available as an E-Book from GooglePlay at \$31.20 and other online providers (E-books.com, Vital Source and Kortext) for \$40.00. It's an edited volume with contributed chapters on pretty much every topic we will be studying (and more). The chapters are short - 10 to 12 pages each excluding notes - and are easy to read.

Here is the link to the publishers web site: <https://www.e-elgar.com/shop/usd/a-research-agenda-for-public-diplomacy-9781802207316.html>

Look for the tile that says "E-book for individuals," in the middle right column of the page. Clicking "options" will take you to a widget to get to the online publishers.

Other readings are available through E-Reserves. The complete bibliography is provided at the end of the course schedule.

Evaluation and Grading Policy

The table below presents the course requirements with due dates and assignment weights.

Course Requirements	Assignment Value	Alignment with program and course objectives
Weekly exercises Due: 11:59 p.m. ET on last day of the module.	15 x 5 = 75 cumulative points	P3, C1, C2, C3, C4
Working definition of public diplomacy Due Date: 11:59 p.m. ET on February 6	10 points	P1, C2
Analysis of a civil society organization's soft power influence Due Date: 11:59 p.m. ET on February 20	15 points	P1, P3, C3, C4
Analysis of a government's cultural or educational exchange program Due Date: 11:59 p.m. ET on March 26	15 points	P1, P3, C3, C4
Analysis of a government's international broadcasting channel or program Due Date: 11:59 p.m. ET on April 9	15 points	P1, P3, C3, C4
Public diplomacy blog post Due Date: 11:59 p.m. ET on April 16	10 points	P4, C2
Literature review Due Date: 11:59 p.m. ET on April 23	20 points	P1, C3, C4
Public diplomacy or goodwill campaign plan Due Date: 11:59 p.m. ET on April 30	15 points	P4, C2
Research paper (in lieu of final exam) Due Date: 11:59 p.m. ET on May 13	25 points	P1, P4, C3, C4
Cumulative Points	200	

Grading

Letter Grade	Percentage	Points
A	94% to 100%	188-200
A-	90% and less than 94%	180-187
B+	88% and less than 90%	176-179
B	84% and less than 88%	168-175
B-	80% and less than 84%	160-167
C	70% and less than 80%	140-159
F	0% and less than 70%	<140

Course Policies

Managing Due Dates

Post completed written assignments through Canvas on or before 11:59 p.m. ET of the date due. Late assignments will be docked one point for each day overdue, absent extenuating circumstances. You may request an extension in advance of the due date to accommodate family and work commitments.

Weekly activities must be completed on time; students with an excused absence may make up lost points through an extra credit assignment negotiated with the instructor.

Writing Guide

With the exception of the blog post, students are encouraged to adopt the APA style manual for their written assignments.

Expectations for Learners

Structure of the Course

The course is organized into 15 weekly modules or lessons.

Modules 1 through 4 introduce public diplomacy and international PR in the context of the 3Ds – diplomacy, defense and development.

Modules 5 through 14 explore a specific PD function: nation branding; educational exchange; cultural diplomacy; international broadcasting; digital diplomacy; science diplomacy; democracy promotion; commercial diplomacy; Diaspora engagement; and sub-national diplomacy.

Module 15 prompts sharing of public diplomacy scholarship through students' research papers.

Each lesson module will contain a selection of readings accompanied by a lecture or video message, and a weekly activity conducted through an online discussion forum. Each weekly activity is valued at 5 points, typically earned by contributing one original post and two substantive responses to classmates' posts.

Assignments

The course entails eight written assignments. Collectively, the assignments enable students to demonstrate their creativity and breadth of their writing and analysis skills.

- Draft a **working definition of public diplomacy** (10 points). Students will construct a working definition to use throughout the course; they will compare and contrast strengths and limitations of existing definitions and connect their working definition to their own point of view.
- **Analysis of a civil society organization's soft power campaign** (15 points). Students will work back and forth between theory and practice, presenting a written critique of a soft power campaign conducted by an NGO, multinational corporation, academic institution or international organization, with the instructor's advance approval of the organization.

- **Analysis of a government’s cultural or educational exchange program** (15 points). Students will critique a government organization’s past or current cultural or educational exchange program or campaign, addressing the intended audience, goal, design, implementation, and benefits. The student should obtain the instructor’s advance approval of the exchange program.
- **Analysis of a government’s international broadcasting channel or program** (15 points). Students will critique a government’s international broadcasting channel or program, addressing the intended audience, goal, design, implementation, and benefits.
- **Public diplomacy blog post** (10 points). Students will draft a blog post on a topic or theme of their choosing following the examples on the [CPD Blog](#). The draft should be between 900 and 1,000 words, submitted through Canvas as a Word document. Students trained in news writing are encouraged to follow the Associated Press (AP) Style Guide. Students unfamiliar with AP style may use the APA Style Manual for grading purposes.
- **Campaign plan** (15 points). Students will select a government organization or nongovernmental / civil society organization as a “client.” They will then draft a plan for a new public diplomacy initiative or good will campaign for that organization. Instructor consultation on the organization and campaign theme is strongly encouraged.
- **Abstracts** (20 points). To prepare for the research paper, students will select and abstract 10 scholarly essays, journal articles or book chapters not included in the course reading list. Each abstract is valued at 2 points.
- **Research paper** (25 points). The research paper takes the place of a final exam. Students will address a challenge or opportunity in public diplomacy tradecraft identified in the peer-reviewed literature or practitioner forums. Instructor consultation on the research topic is strongly encouraged.

I reserve the right to modify the course schedule by adding or deleting the learning materials, and to modify due dates, or add or delete assignments. These changes will be beneficial or necessary to help you achieve the course goals or to mitigate unforeseen circumstances. I will notify you of any changes through Canvas Announcements and email.

Discussion Forums

In the first week of class, students are invited to introduce themselves to their classmates in an ungraded “ice breaker” discussion forum. Graded discussion forums and threads are generated to support the weekly exercises. A discussion forum for questions about the syllabus, assignments and adminstrivia is also available.

Extra Credit

Students may choose to write a 900-word paper on one of two topics for 10 points extra credit toward their cumulative grade. The topics are celebrity and diplomacy, and how a nation’s leader influences a nation’s brand, introduced in modules 4 and 5 respectively. Extra credit assignments may be submitted any time on or before May 10, the last day of class.

Course Schedule

Lesson 1- The Public Diplomacy Enterprise

January 22 – 30

This week's learning objectives are to define public diplomacy; gain historical context for the public diplomacy mission; and become familiar with the organizations and programs that constitute the public diplomacy enterprise.

- Introduce yourself to your classmates through the Ice Breaker Blackboard discussion forum.
- Watch the lecture and complete the readings:

Geoffrey Cowan and Amelia Arsenault, "Moving from Monologue to Dialogue to Collaboration."

Kathy Fitzpatrick, "Public Relations."

Anthony C. E. Quinton, "Public Diplomacy: Can It Be Defined?"

R. S. Zaharna and Amelia Arsenault, "Relational and Collaborative Approaches."

- Supplemental Resource

U.S. Advisory Commission on Public Diplomacy, "2023 Comprehensive Annual Report on Public Diplomacy and International Broadcasting." **LOOK BEFORE YOU PRINT.** It's 240 pages.

- Weekly activity: Introduce an individually assigned organization that belongs to the public diplomacy enterprise. Provide the "5Ws": **what** the organization or entity does; **who** leads it and **whom** it serves or benefits; **where** it operates (does it have a particular geographic focus such as sub-Saharan Africa or the Middle East, or does it have a global reach?); **when** it was founded; and **why** it belongs in the public diplomacy enterprise.

Lesson 2- Soft Power

January 31 - February 6

This week's learning objectives are to become conversant in soft power theory; make appropriate distinctions between hard and soft power resources; and explore ways in which organizations translate soft power resources into influence.

- Watch the lecture and complete the readings:

Kathy Fitzpatrick, "Public Diplomacy and Ethics."

Marcie Muscat, "The Art of Diplomacy: Museums and Soft Power."

Joseph Nye, "Public Diplomacy and Soft Power."

William Rugh, "American Soft Power and Public Diplomacy in the Arab World."

- Supplemental Resource:
Jonathan McClory, “Socially Distanced Diplomacy.”
- Weekly activity: Watch Joseph Nye Jr.’s [soft power oration](#) (opens to YouTube video), delivered November 22, 2021, including the Q&A with the panelists. Share your reactions with your classmates following the discussion prompts.
- Submit your working definition of public diplomacy, due February 6 at 11:59 p.m. ET.
- Consult with the instructor (Zoom or phone conversation preferred) to select a case study for a civil society organization’s influence campaign.

Lesson 3- Intersections with National Defense

February 7 - 13

This week’s learning objectives are to trace the evolution from soft to smart power; and to become familiar with information programs for conflict prevention and stability operations.

- Watch the lecture and complete the readings:
Alicia Fjällhed and James Pamment. “Disinformation.”
Kamya Yadav, et. al. “What Makes an Influence Operation Malign?”
- Weekly Activity: Read [Competitive Global Engagement: Strategic Communications and Public Diplomacy for the New Era](#), a 2023 report issued by the Robert M. Gates Policy Center. Analyze and comment on a subset of recommendations, assigned by the instructor. You may also watch the PDCA First Monday Forum video on same, <https://www.youtube.com/watch?v=gAp6zDZQlig>, for additional context.

Lesson 4- Intersections with International Development

February 14 - 20

This week’s learning objectives are to understand the interplay of public diplomacy, international PR and development communication; and to understand how development officers and non-governmental organizations leverage and employ public diplomacy resources to achieve their programmatic goals.

- Watch the lecture and complete the readings:
Simon Cottle and David Nolan, “Global Humanitarianism.”
Matthew Powers, “The Structural Organization of NGO Publicity Work.”
- Weekly Activity: Watch Foreign Policy editor-in-chief Ravi Agrawal’s interview with Samantha Power on Development Diplomacy: <https://vimeo.com/864633652>. Discuss ways in which governments can generate global goodwill through humanitarian aid and disaster response.
- Submit your analysis of a civil society actor’s soft power influence campaign, due February 20 at 11:59 p.m. ET.

Lesson 5- Nation Branding

February 21 – 27

This week's learning objectives are to identify tools and techniques employed in placemaking and to understand how nations seek to improve their global standing through image and reputation management.

- Watch the lecture and complete the readings:

Simon Anholt, "Nation as Brand."

Keith Dinnie and Efe Sevin, "The Changing Nature of Nation Branding."

Florian Kaefer, "Country Branding."

- Weekly activity: Read through the CPD Research Fellow Yoav Dubinsky's posts on [nation branding, public diplomacy and the Olympic Games](#) and additional opinion pieces linked from this page. Offer your perspective on how governments and civil society actors can strengthen their brand through international sporting events such as the Olympics, FIFA World Cup and Commonwealth Games.

Lesson 6- Educational and Professional Exchange

February 28 - March 5

This week's learning objectives are to gain in-depth knowledge of the history, purposes, benefits and limitations of educational, professional and technical exchange programs; and to become familiar with the organizations that conduct these programs.

- Watch the lecture and complete the readings:

Hajo Adam et. al., "How Living Abroad Helps You Develop a Clearer Sense of Self."

Paul Lachelier and Sherry Lee Mueller, "Citizen Diplomacy."

Kyung Sun Lee and Diana Ingenhoff, "Cultural Mediation in International Exchange Programs."

- Weekly Activity: Read the November 2023 report, [Public Diplomacy and DEIA Promotion: Telling America's Story to the World](#)." Discuss the drivers, findings and recommendations to make diversity, equity, inclusion and accessibility more intentional in public diplomacy program design and management. What gleanings from the report are transferable to corporations and non-governmental organizations? Are there best practices from the private sector not covered in the report that could be usefully adopted by public diplomacy officers?
- Initiate consultation with the instructor (Zoom or phone conversation preferred) to select a case study for a government organization's cultural or educational exchange program.

Lesson 7- Cultural Diplomacy

March 6 - 12

This week's learning objective is to gain in-depth knowledge of the purposes, benefits, limitations and organizations engaged in cultural exchange programs, museum diplomacy and people-to-people diplomacy.

- Watch the lecture and complete the readings:

Amal Bakry, "Co-branded Diplomacy."

Teck Fann Goh, "Emergence of Japanese Film Festivals."

Tadashi Ogawa, "New Frontiers in Relational Public Diplomacy."

- Weekly Activity: In September 2023, U.S. Secretary of State Antony Blinken launched the Global Music Diplomacy Initiative (<https://www.state.gov/music-diplomacy/>). Explore and offer your thoughts on the potential of this initiative, especially partnerships with American companies and non-profits to promote cross-cultural exchange.

Lesson 8- International Broadcasting

March 13 – 26 (encompasses spring break, March 18 – 24)

This week's learning objectives are to gain in-depth knowledge of the history, purposes, benefits and limitations of international broadcasting programs and to become familiar with the governance structure for U.S. international broadcasting.

- Watch the lecture and complete the readings:

Simon J. Potter, "The BBC and the Decline of British Soft Power."

Shawn Powers, "International Broadcasting."

Téwodros W. Workneh, "Journalistic Autonomy in VOA's Amharic Service."

- Weekly Activity: The Open Technology Fund, a USAGM grantee, supports projects focused on counteracting repressive censorship and surveillance, enabling citizens worldwide to exercise their fundamental human rights online. Scroll through the gallery of the Open Technology Fund [supported projects](#); share one or two that you think are especially noteworthy, explaining what appeals to you and why.
- Submit your analysis of a government organization's cultural or educational exchange program, due March 26 at 11:59 p.m. ET.

Lesson 9- Digital Diplomacy

March 27 – April 2

This week we continue our study of international broadcasting with a focus on social media and also consider digital diplomacy strategies and initiatives to advance public diplomacy goals.

- Watch the lecture and complete the readings:

Elyse Huang, “Facebook Not Statebook.”

Zhao Alexandre Huang and Rui Wang, “Building a Network to ‘Tell China Stories Well’.”

Laeq Khan et al, “Public Engagement Model to Analyze Digital Diplomacy on Twitter.”

- Weekly Activity: Read Corneliu Bjola’s CPD blog post, “[Exploring the Metaverse and Its Implications for Digital Diplomacy](#).” In your view, when and how should members of the public diplomacy enterprise adopt virtual reality and its use of avatars? Weave in examples to support your position.

Lesson 10- Environmental and Science Diplomacy

April 3 - 9

This week’s learning objectives are to define the three dimensions of science diplomacy and to gain in-depth knowledge of the history, purposes, benefits, limitations and organizations engaged in science diplomacy.

- Watch the lectures and complete the readings:

Cathleen A. Campbell, “U.S. Science Diplomacy with Arab Countries.”

Joan Leach, “The Role of Science Communication in International Diplomacy.”

Karen Walker, “The Rhetorical Work of Science Diplomacy.”

- Weekly Activity: Watch the AAAS webinar, “[A Decade of Science and Diplomacy](#).” Introduce a trend that you believe will emerge or grow in the next 5-10 years and describe how it might affect the tradecraft of science diplomacy.
- Submit your analysis of a government’s international broadcasting channel or program, due April 9 at 11:59 p.m. ET.
- Consult with the instructor (Zoom or phone preferred) on your ideas for your international PR or public diplomacy campaign plan and your research paper topic. Note that these two assignments can be mutually reinforcing, representing two dimensions of the same topic.

Lesson 11- Democracy Promotion

April 10 – 16

This week's learning objectives are to distinguish exemplary and interventionist forms of national exceptionalism; and to gain in-depth knowledge of the history, purposes, benefits, limitations and organizations engaged in democracy promotion.

- Complete the Readings:

Thomas Carothers and Benjamin Feldman, "Understanding and Supporting Democratic Bright Spots."

Jason Edwards and Joseph M. Valenzano, "Bill Clinton's 'New Partnership' Anecdote."

Samantha Power, "How Democracy Can Win."

Watch the FP-IFES Dialogue "[Freeing the State](#)," convened February 9, 2023.

- Weekly Activity: An unprecedented number of countries are holding elections in 2024. If you're curious about which countries expect to hold elections in the coming months, you can check out IFES' election guide: <https://electionguide.org/elections/type/upcoming>. If you were heading up a public diplomacy shop, how would you approach "free and fair elections" as part of a broader effort to support democracy defenders and good governance?
- Submit your blog post, due April 16 at 11:59 p.m. ET.

Lesson 12- Commercial Diplomacy

April 17 - 23

This week's learning objectives are to gain in-depth knowledge of commercial diplomacy and advocacy tools and resources and to explore how commercial diplomacy and public-private partnerships advance corporate social responsibility.

- Watch the lecture and complete the reading: Candace L. White and Wilfried Bolewski, "Corporate Diplomacy."
- Weekly activity: The Corporate Council on Africa is conducting the US-Africa Business Summit in Dallas this May. Putting yourself inside a corporation based in the U.S. or an African nation, how would you leverage participation in the summit to increase bilateral trade and investment? For inspiration, explore the 2023 Summit resources on the CCA web site, linked here: <https://www.usafricabizsummit.com/usafricabizsummit/home>.
- Submit your abstracts of 10 scholarly essays, journal articles or book chapters that you will incorporate in your research paper. Due April 23 at 11:59 p.m. ET. Each abstract is valued at 2 points, but only for sources not included in the course reading list.

Lesson 13- Diaspora Engagement

April 24 – 30

This week's learning objectives are to become familiar with Diaspora studies as an academic discipline; to understand the role of Diaspora communities as international actors who accrue and use soft power; and to explore Diaspora engagement as a facet of public diplomacy and international public relations.

- Read Liam Kennedy, "Diaspora and Diplomacy."
- Weekly activity: Engage in an open-ended discussion on Diaspora engagement, with an emphasis on Diasporans fleeing sectarian conflict and war.
- Submit your public diplomacy or goodwill campaign plan, due April 30 at 11:59 p.m. ET

Lesson 14- Subnational Diplomacy / "CityDip" Studies

May 1 - 7

This week's learning objectives are to understand how local and regional governments use public diplomacy to support strategic priorities such as economic development and address challenges such as climate change; and to interpret this emerging trend in public diplomacy research and practice.

- Read Efe Sevin and Sohaela Amiri, "City Diplomacy."
- Weekly activity: How can member-driven, community-based organizations -- such as World Affairs Councils, Sister Cities International chapters, Global Ties Network Members, and Kiwanis and Rotary Clubs -- help city and state governments promote international cooperation?

Lesson 15- Future Directions for Public Diplomacy Scholarship

May 8 - 10

- Weekly activity: Share with your classmates the question or knowledge gap you are addressing through your research paper and something interesting you learned while writing your paper in answer to that question. Because this is a short module at the end of the course, you will earn the full 5 points for sharing your research with your classmates.
- Submit your research paper, due May 10 at 11:59 p.m. ET

Course Bibliography

- Adam, Hajo, et. al. "How Living Abroad Helps You Develop a Clearer Sense of Self." *Harvard Business Review*, May 22, 2018.
- Anholt, Simon. "Nation as Brand." In Eytan Gilboa (Ed.) *A Research Agenda for Public Diplomacy*, (Pp. 219-231). Northampton, MA: Edward Elgar Publishing, 2023.
- Bakry, Amal. "Cobranded Diplomacy: A Case Study of the British Council's Branding of 'Darwin Now' in Egypt." *International Journal of Communication* 14 (2020): 5108-5127.
- Campbell, Cathleen A. "U.S. Science Diplomacy with Arab Countries." In Davis, L. S. and R. Patman (Eds.) *Science Diplomacy: New Day or False Dawn?* (Pp. 27-44). Hackensack, NJ: World Scientific Publishing, 2015.
- Carothers, Thomas and Benjamin Feldman: [Understanding and Supporting Democratic Bright Spots](#). Washington, DC: Carnegie Endowment for International Peace, 2023.
- Competitive Global Engagement: [Strategic Communications and Public Diplomacy for the New Era](#). Newington, VA: The Robert M. Gates Global Policy Center, 2023.
- Cottle, Simon and David Nolan. "Global Humanitarianism and the Changing Aid-Media Field: 'Everyone Was Dying for Footage'." *Journalism Studies* 8, no. 6 (2007): 862-878.
- Cowan, Geoffrey and Amelia Arsenault. "Moving from Monologue to Dialogue to Collaboration: Three Layers of Public Diplomacy." *The ANNALS of the American Academy of Political and Social Science* 616 (March 2008): 10-30.
- Dinnie, Keith and Efe Sevin. "The Changing Nature of Nation Branding: Implications for Public Diplomacy." In Nancy Snow and Nicholas J. Cull (Eds.) *Routledge Handbook of Public Diplomacy*, 2nd ed., (Pp. 137-144). New York, NY: 2020.
- Edwards, Jason A. and Joseph M. Valenzano, III. "Bill Clinton's 'New Partnership' Anecdote: Toward a Post-Cold War Foreign Policy Rhetoric." *Journal of Language and Politics* 6, no. 3 (2007): 303-325.
- Fjällhed, Alicia and James Pamment. "Disinformation." In Eytan Gilboa (Ed.) *A Research Agenda for Public Diplomacy*, (Pp. 173-186). Northampton, MA: Edward Elgar Publishing, 2023.
- Fitzpatrick, Kathy R. "Public Relations." In Eytan Gilboa (Ed.) *A Research Agenda for Public Diplomacy*, (Pp. 141-156). Northampton, MA: Edward Elgar Publishing, 2023.
- Fitzpatrick, Kathy R. "Public Diplomacy and Ethics: From Soft Power to Social Conscience." In R.S. Zaharna, Amelia Arsenault and Ali Fisher (Eds.) *Relational, Networked and Collaborative Approaches to Public Diplomacy: The Connective Mindshift*, (Pp. 29-43). New York, NY: Routledge, 2013.
- Goh, Teck Fann. "The Emergence of Japanese Film Festivals in the Asia-Pacific 1990-2018," *Transnational Screens* 12, no. 2 (2021): 99-114.

- Huang, Q. Elyse. "Facebook Not Statebook: Defining SNS Diplomacy with Four Modes of Online Diplomatic Participation." *International Journal of Communication* 14 (2020): 3885-3902.
- Huang, Zhao Alexandre and Rui Wang. "Building a Network to 'Tell China Stories Well': Chinese Diplomatic Communication Strategies on Twitter." *International Journal of Communication* 13 (2019): 2984-3007.
- Kaefer, Florian. "Country Branding: A Practitioner Perspective." In *Routledge Handbook of Public Diplomacy*, 2nd ed., edited by Nancy Snow and Nicholas J. Cull, 129-136. New York, NY: 2020.
- Kennedy, Liam. "Diaspora and Diplomacy." In *Routledge Handbook of Public Diplomacy*, 2nd ed., edited by Nancy Snow and Nicholas J. Cull, 213-223. New York, NY: 2020.
- Khan, M. Laeeq, et. al. "Public Engagement Model to Analyze Digital Diplomacy on Twitter: A Social Media Analytics Framework." *International Journal of Communication* 15 (2021): 1741-1769.
- Lachelier, Paul and Sherry Lee Mueller. "Citizen Diplomacy." In Eytan Gilboa (Ed.) *A Research Agenda for Public Diplomacy*, (Pp. 91-105). Northampton, MA: Edward Elgar Publishing, 2023.
- Leach, Joan. "The Role of Science Communication in International Diplomacy." In Davis, L. S. and R. Patman (Eds.) *Science Diplomacy: New Day or False Dawn?* (Pp. 155-169). Hackensack, NJ: World Scientific Publishing, 2015.
- Lee, Kyung Sun and Diana Ingenhoff. "Cultural Mediation in International Exchange Programs: Personalization, Translation and Coproduction in Exchange Participant Blogs." *International Journal of Communication* 14 (2020): 4343-4363.
- McClory, Jonathan. "[Socially Distanced Diplomacy: The Future of Soft Power and Public Diplomacy in a Fragile World](#)." Los Angeles: University of Southern California Center on Public Diplomacy, May 2021.
- Muscat, Marcie M. "[The Art of Diplomacy: Museums and Soft Power](#)." November 9, 2020, accessed January 6, 2024.
- Nye, Joseph S., Jr. "Public Diplomacy and Soft Power." *The ANNALS of the American Academy of Political and Social Science* 616 (March 2008): 94-109.
- Ogawa, Tadashi. "New Frontiers in Relational Public Diplomacy: Collaborative Cultural Initiatives in Peace Building." In R.S. Zaharna, Amelia Arsenault and Ali Fisher (Eds.) *Relational, Networked and Collaborative Approaches to Public Diplomacy: The Connective Mindshift*, (Pp. 117-131). New York, NY: Routledge, 2013.
- Potter, Simon J. "The BBC and the Decline of British Soft Power: How Domestic Politics Muffled the Country's Voice." *Foreign Affairs*, July 31, 2023.
- Power, Samantha. "How Democracy Can Win." *Foreign Affairs*, March-April 2023.

- Powers, Matthew. "The Structural Organization of NGO Publicity Work: Explaining Divergent Publicity Strategies at Humanitarian and Human Rights Organizations." *International Journal of Communication* 8 (2014): 90-107.
- Powers, Shawn. "International Broadcasting." In Eytan Gilboa (Ed.) *A Research Agenda for Public Diplomacy*, (Pp. 233-249). Northampton, MA: Edward Elgar Publishing, 2023.
- Quainton, Anthony C. E. "Public Diplomacy: Can It Be Defined?" In Deborah L. Trent (Ed.) *Nontraditional Public Diplomacy: Past, Present, and Future*," (Pp. 25-41). Washington, D.C.: Public Diplomacy Council, 2016.
- Rugh, William. "[American Soft Power and Public Diplomacy in the Arab World.](#)" *Nature*, January 10, 2017.
- Sevin, Efe and Sohaela Amiri. "City Diplomacy." In Eytan Gilboa (Ed.) *A Research Agenda for Public Diplomacy*, (Pp. 75-89). Northampton, MA: Edward Elgar Publishing, 2023.
- U.S. Advisory Commission on Public Diplomacy. "[Public Diplomacy and DEIA Promotion: Telling America's Story to the World.](#)" November 21, 2023.
- U.S. Advisory Commission on Public Diplomacy. "[2023 Comprehensive Annual Report on Public Diplomacy and International Broadcasting.](#)" Washington, D.C., November 19, 2023.
- Walker, M. Karen. "The Rhetorical Work of Science Diplomacy: Border-Crossing and Propheteering for U.S.-Muslim Engagement." *Poroi* 11, 2 (December 2015).
- White, Candace L. and Wilfried Bolewski. "Corporate Diplomacy." In Eytan Gilboa (Ed.) *A Research Agenda for Public Diplomacy*, (Pp. 59-73). Northampton, MA: Edward Elgar Publishing, 2023.
- Workneh, Téwodros W. "Journalistic Autonomy in Voice of America's Amharic Service: Actors, Deterrents, and Safeguards." *Journalism Studies* 21, no. 2 (2020): 217-235.
- Yadav, Kamyra, et. al. "[What Makes an Influence Operation Malign?](#)" Washington, DC: Carnegie Endowment for International Peace, August 7, 2023.
- Zaharna, R.S. and Amelia Arsenault. "Relational and Collaborative Approaches." In Eytan Gilboa (Ed.) *A Research Agenda for Public Diplomacy*, (Pp. 157-171). Northampton, MA: Edward Elgar Publishing, 2023.