Background Reading Material on Public Diplomacy

Public Diplomacy before Gullion: The Evolution of A Phrase
Nicholas J. Cull, April 2006

Wielding Soft Power – The New Public Diplomacy
Jan Melissen, May 2005
Read: “Public Diplomacy and Related Concepts,” pp. 22-30

Can America Regain Its Soft Power After Abu Ghraib?
Joseph S. Nye, Jr., July 2004
http://yaleglobal.yale.edu/display.article?id=4302

The Hard Road Back to Soft Power
Pamela Hyde Smith
http://journal.georgetown.edu/72/Smith.cfm

Public Diplomacy as a Global Phenomenon
Christoph Meran, April 2006

What Public Diplomacy Is and Is Not (only U.S.)
http://www.publicdiplomacy.org/1.htm

Public Diplomacy Websites and Blogs

There are numerous institutions and think tanks dealing with Public Diplomacy, as well as PD websites and weblogs. Following is a small selection.

Public Diplomacy Websites:

The Edward R. Murrow Center of Public Diplomacy, The Fletcher School, Tufts University
http://fletcher.tufts.edu/murrow/public-diplomacy.html
Examples of Successful Public Diplomacy

The great diversity of the following examples of successful public diplomacy highlights the complexity of this term and proves the lack of a commonly agreed definition. Although the goals of Public Diplomacy are always more or less the same, the contexts vary from political to economic to cultural. All of these examples - historical and contemporary - have been collected from various statements of Public Diplomacy practitioners and scholars.

1. The Coal and Steel Community in United Europe

The most influential element of soft power over the centuries? French Foreign Minister Robert Schuman’s dream of a united Europe in the wake of World War II's ashes. Although still very much a work in progress, the first stage—the six-nation Coal and
Steel Community founded in 1951—began the transformation of this war-torn continent into a cooperative international economic powerhouse with strong political dimensions that, step by step, has raised all boats. U.S. behind-the-scenes **support through the Marshall Plan was crucial to its success**, but without French and German agreement to make West Europe a better, more peaceful place built upon Schuman's vision, the prosperous Europe of today would not be.

2. The Internet as Public Diplomacy Communication Tool

Although its influence is still evolving, and its mark on history not yet a blip, **the Internet's impact will surely be felt and noted by historians as nothing short of significant for our era.** Created originally as a post-apocalyptic communication tool by the U.S. Defense Department, the Internet has become the current definitive venue for global outreach and cultural influence. From redefining communities online to democratizing everything from play to politics to publishing, the Internet is where the world makes its opinion heard, seen and replayed to multitudinous echoes, iterations and edits.

It's where we learn about each other—from reading the weblog of a vice president in Iran (**Mohammed Ali Abtahi**) to keeping current with **U.S. soldiers in Iraq** to sharing and building **memorials** in **virtual worlds** reacting to the conflict between Israel and Hizbollah.

3. Turkey’s Prospects for EU Accession

Until recently, international politics used to be shaped primarily by political leaders and a few top officials. This was certainly the case in Turkey some eighty-five years ago, when Kemal Atatürk was in charge of nothing less than a complete makeover of the face of his country and its identity. **Turkey’s prospects of integration into Europe** - as uncertain as they might seem at the moment - would not have become part of the political agenda without Kemal Attaturk and his powerful military.

4. Joseph Nye thinks that the single best episode of public diplomacy was the **U.S.-Soviet exchange program** that brought Alexander Yakovlev to study at Columbia University in 1958. He was greatly taken by the theories of pluralism taught by Professor David Truman. He applied these ideas as a key exponent of perestroika and glasnost after Mikhail Gorbachev came to power in the 1980s. This helped to accelerate a peaceful end to the Cold War and to the Soviet Union. Although it took two decades to pay off, it is difficult to think of a greater impact than that.

5. If soft power is conceptualized as the ability to **exert cultural influence without matching military power** - to punch above your weight - then for reach and endurability
it is hard to match the **soft power of the Byzantine Commonwealth**, which spread Orthodoxy from the Bosphorus to the gates of Moscow and way outlasted the physical ability of Byzantium to enforce anything at all. Its reach can still be perceived 1,000 years later.

6. "This is Willis Conover in Washington, D.C., with the Voice of America Jazz Hour."

Willis Conover, the **American deejay who penetrated the Iron Curtain for 40 years**, from 1955 to 1995, six nights a week, with the Voice of America Jazz Hour program. To those who had no freedom, from East Berlin to Vladivostok, he became such a symbol of hope that at the peak of the cold war it was estimated that Conover had 30 million regular listeners in Eastern Europe and the Soviet Union and as many as 100 million worldwide. He proved more effective than a fleet of B-29s. He was known as the most famous American that virtually no American had ever heard of. By law the Voice of America broadcasts that made him a household name throughout Europe, Asia and Latin America could not be beamed to the United States.