

PUBD 512: Cultural Diplomacy

Instructor: Nick Cull

Time & Location: Tuesday 2-4.50, ASC 228

Office: ASC 326D

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Hours: Tuesday & Wednesday 11-12,

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This course will introduce a major sub-area of Public Diplomacy, and one which many practitioners feel suffers from being corralled alongside advocacy and public affairs: cultural diplomacy. This course will examine institutions, methods and big issues in cultural diplomacy. It will mix a historical perspective with the study of contemporary applications, and US examples with approaches of other nations. Key concepts will include, culture, popular culture, public diplomacy, propaganda, exchange and mutuality. Major cases will include the use of art, sport, and music in public diplomacy and the troubled relationship of cultural diplomacy to Hollywood. Other cases will include exhibitions and educational exchanges. Readings for this course will be drawn from Richard Arndt's *The First Resort of Kings: American Cultural Diplomacy in the Twentieth Century*, Potomac Books, 2005 and selected other readings with as much as possible either downloadable or available in electronic form. Students are also urged to follow cultural diplomacy issues in John Brown's public diplomacy press review, which appears on the USC center on public diplomacy website at <http://uscpublicdiplomacy.com/index.php> .

By the end of this class students will be able to:

- Engage with the key issues in cultural diplomacy past and present.
- Analyze the policies, institutions, achievements and limits of cultural diplomacy.
- Design a real world cultural diplomacy event.

COURSE REQUIREMENTS

Attendance and Participation (10%): Overall attendance and participation in class discussion will be accounted for in the final grade.

Oral presentation (10%): Each student must present an oral case study of a particular instance of cultural diplomacy.

Short papers (2 x 15%): Students will prepare two five page papers engaging developing issues in the course in weeks five and ten.

Cultural Diplomacy Exercise (50%): The major assessment for this module is an exercise in the real-world cultural diplomacy. Students will be allocated a country and be commissioned to design a cultural diplomacy event for the Consulate of that country in Los Angeles to the imagined budget of \$10,000. Their paper will take the form of a detailed proposal including a rationale for how the event should shape or re-shape the image of their country in the United States. Students will be encouraged to work directly with the consulate for their country, although they are not obliged to follow the approach presently preferred by that country.

Books Recommended for Purchase:

Richard Arndt, *The First Resort of Kings: American Cultural Diplomacy in the Twentieth Century*, Potomac Books, 2005

David Caute, *The Dancer Defects: The Struggle for Cultural Supremacy during the Cold War*, Oxford University Press, 2003,

Reinhold Wagnleitner and Elaine Tyler May, eds. *Here, There, and Everywhere: The Foreign Politics of American Popular Culture*. University Press of New England, 2000,

Useful Websites:

Public Diplomacy Institute: <http://pdi.gwu.edu/>
Center for Arts and Culture (George Mason Univ.) <http://www.culturalpolicy.org/>
International Federation of Arts Councils and Culture Agencies,
<http://www.ifacca.org/ifacca2/en/default.asp>
British Council <http://www.britishcouncil.org/home>
State Department Bureau of Cultural and Educational Affairs
<http://exchanges.state.gov/>
UNESCO <http://portal.unesco.org/>

Outline of Classes

Part One: Institutions and Key Concepts

1. Definitions & Foundations – 15 Jan,
2. Super Power Cultural Diplomacy: The USA & USSR – 29 Jan,
3. UNESCO – 5 Feb,
4. Middle Power Cultural Diplomacy & National Branding – 12 Feb,

Part Two: Methods of Cultural Diplomacy

5. Exchanges – 19 Feb,
6. Sports – 26 Feb,
7. Art & Photography – 3 March,
8. Music – 11 March,

Spring Break

9. Film & TV – 25 March,
10. Design & Material Culture – 1 April,

Part Three: Issues in Contemporary Cultural Diplomacy

11. Cultural Imperialism – 8 April,
12. Globalization – 15 April,
13. Clash of Civilizations/post 9/11 – 22 April,
14. The Internet and Noopolitik – 29 April,

Readings:

Part One: Institutions of Cultural Diplomacy

Week 1: Definitions & Foundations

This week will look at the core concepts in contemporary cultural diplomacy including Soft Power.

Richard Arndt, *The First Resort of Kings*, pp. 1-48,

Margaret J. Wyszomirski, Christopher Burgess & Catherine Peila, 'International Cultural Relations: A Multi Country Comparison,' Ohio State University, April 2003, <http://www.culturalpolicy.org/pdf/MJWpaper.pdf>

Helena K. Finn 'The Case for Cultural Diplomacy: Engaging Foreign Audiences,' *Foreign Affairs*, Nov/Dec 2003, Vol. 82, Issue 6, pp. 15-20. Copy can be downloaded from <http://www.foreignaffairs.org/20031101facomment82603/helena-k-finn/the-case-for-cultural-diplomacy-engaging-foreign-audiences.html>

J. Beth Ciesielski, 'Cultural Diplomacy: the battle of ideals and ideas' *Bucharest Daily News*, 24 November 2005
http://www.daily-news.ro/article_detail.php?idarticle=19357

For further reading:

Joseph Nye, *Soft Power: The Means to Success in World Politics*, Public Affairs Press, 2004

Everett Rogers and Thomas Steinfatt *Intercultural Communication*, Waveland Press, 1988

Ruth Emily McMurray and Muna Lee, *The Cultural Approach: Another Way in International Relations*, North Carolina University Press, 1947

Week 2: Super Power Cultural Diplomacy: The USA and USSR

This week will look at the US and the Soviet experience of cultural diplomacy and particular the problems of organizing a structure for work, It will consider the successes and failures and internal tensions of both camps.

On USA:

Richard Arndt, *The First Resort of Kings*, pp. 49-120.

Milton Cummings, *Cultural Diplomacy and the United States Government: A Survey*, 2003 on blackboard.

Cynthia P. Schneider (2004). *Culture Communicates: US Diplomacy that Works*. Discussion Papers in Diplomacy, No. 94, September. Available online at http://www.clingendael.nl/publications/2004/20040300_cli_paper_dip_issue94.pdf.

For further reading:

US Advisory Committee on Cultural Diplomacy, *Cultural Diplomacy: The Lynchpin of Public Diplomacy*, September 2005 on blackboard

Frank A. Ninkovich, *The Diplomacy of Ideas: US Foreign Policy and Cultural Relations, 1938-1950*, Cambridge University Press, 1981

Frank A. Ninkovich, *U.S. Information Policy and Cultural Diplomacy*, Foreign Policy Association, 1996.

Jessica Gienow-Hecht, *Transmission Impossible: American Journalism as Cultural Diplomacy in Post-War Germany, 1945-55*, Louisiana State University Press, 1999.

Charles A. Thomson & Walter H.C. Laves, *Cultural Relations and US Foreign Policy*. Indiana University Press, 1963

Gifford D. Malone, *Political Advocacy and Cultural Communication: Organizing the Nation's Public Diplomacy* University Press of America, 1988

J. Manuel Espinosa, *Inter-American Beginnings of U.S. Cultural Diplomacy, 1936-1948*, Department of State, 1977

Reinhold Wagnleitner and Elaine Tyler May, eds. *Here, There, and Everywhere: The Foreign Politics of American Popular Culture*. University Press of New England, 2000, 1- 82.

On the USSR:

Nigel Gould-Davies, 'The Logic of Soviet Cultural Diplomacy' *Diplomatic History*, Volume 27 Issue 2, April 2003

V. Pechatnov, 'Exercise in Frustration: Soviet Foreign Propaganda in the Early Cold War, 1945-47,' *Cold War History*, Volume 1, Number 2 / January 01, 2001, pp. 1 - 27

David Caute, *The Dancer Defects: The Struggle for Cultural Supremacy during the Cold War*, Oxford University Press, 2003, pp. 55-159, 219-246

Background:

Frederick Charles Barghoorn, *The Soviet Cultural Offensive: The Role of Cultural Diplomacy in Soviet Foreign Policy*, Greenwood, 1960

Martin Ebon, *The Soviet Propaganda Machine*, McGraw Hill, 1987

Peter Kenez, *The Birth of the Propaganda State: Soviet Methods of Mass Mobilization, 1917-1929*, Cambridge University Press, 1985

Week 3: UNESCO and international organizations in Cultural Diplomacy

This week will consider an international forum for cultural diplomacy and international education – UNESCO – including its foundation in 1945, objectives and fortunes in recent years. Issues will include the demand for a New World Communications Order.

Sagarita Dutt, *UNESCO and a just world order*, Nova, 2002

S. E. Graham, 'The (Real)politics of Culture: U.S. Cultural Diplomacy in UNESCO, 1946-1954.' *Diplomatic History* 30, no.2 (April 2006): 231-251.

Background:

William Preston, Edward S. Herman, Herbert I. Schiller, *Hope and Folly: The United States and UNESCO*, University of Minnesota, 1989

International Commission for the Study of Communication Problems, (Sean MacBride, et al.,) *Many Voices, One World: Communication and Society, Today and Tomorrow*, Kagan Page/UNESCO, 1980

Philip Lee (ed.) *Communication For All: New World Communication and Information Order*, Orbis, 1985 (not in library)

Walter H. C. Laves and Charles Thomson, *UNESCO: Purpose, Progress, Prospects*, Indiana University Press, 1957

Week 4: Middle Power Cultural Diplomacy & National Branding

In the course of the 1990s many nations and places around the world refined their images through a process of branding: packaging a culture in exactly the same way as a commercial product. This week will consider the practice and its utility, looking in detail at key examples including Britain and Spain in the readings and Switzerland and Latvia (which will be presented in class).

Peter van Ham, 'The Rise of the Brand State: The Postmodern Politics of Image and Reputation,' *Foreign Affairs*, 10 October 2001 on blackboard

Peter van Ham, 'Branding Territory: Inside the Wonderful Worlds of PR and IR theory,' *Millennium: Journal of International Studies*, Vol 31, No 2, 2002, pp. 249-69 on blackboard

From *Journal of Brand Management* Vol. 9, no. 4-5, 2002, special issue on Nation Branding
Simon Anholt, 'Introduction,'
Wally Olins, 'Branding the Nation: Historical Context,'
Fiona Gilmore, 'A Country – Can it be repositioned – Spain the success story of country branding,'
Creenagh Lodge, 'Success and Failure: the brand stories of two countries,'

Background:

Mark Leonard, *Britain TM*, Demos, 1997 on blackboard

Mark Leonard, 'Cool Britannia,' *New Statesman*, 1998
<http://markleonard.net/journalism/coolbritannia/>

Part Two: Methods of Cultural Diplomacy

Week 5: International Exchange and Education

This week will examine the classic method of cultural diplomacy international exchange, including the Fulbright exchange and the International Visitor Leader exchange programs. Readings include reports on the contemporary status of exchanges.

Richard Arndt, *First Resort of Kings*, pp, 187-236.

Bu Liping, 'Educational Exchange and Cultural Diplomacy in the Cold War,' *Journal of American Studies* (1999), 33: 393-415

Giles Scott Smith, 'Her Rather Ambitious Washington Program': Margaret Thatcher's Foreign Leader Program Visit to the United States in 1967' *British Contemporary History*, Vol. 17, No. 4, Winter 2003 online at
<http://www.margaretthatcher.org/document/86FD1883FCFE4DA5BD32458B0FC068CB.pdf>

SRI 'Outcome Assessment of US Fulbright student program' June 2005
<http://exchanges.state.gov/education/evaluations/execsummaries/UFS.pdf>

Michael Schneider, 'Others' Open Doors: How Other Nations Attract Foreign Students – Implications for US international Exchange.' 2000

<http://exchanges.state.gov/iep/execsummary.pdf>

Background:

Arthur Power Dudden and Russell R. Dynes, *The Fulbright Experience*, New Brunswick NJ: Transaction, 1987

Richard T. Arndt and David Lee Rubin, *The Fulbright Difference*, New Brunswick NJ: Transaction, 1996.

Yale Richmond, *Cultural Exchange and the Cold War: Raising the Iron Curtain*, Penn State University Press, 2003

Week 6: Sports

This week will consider the use of sports as a form of cultural diplomacy, both as a mechanism of exchange and of ideological projection.

Barbara Keys, 'Spreading Peace, Democracy, and Coca-Cola,' *Diplomatic History*, Volume 28 - Number 2 - April 2004

Jeanine A. DeLay 'The Curveball and the Pitch: Sport Diplomacy in the Age of Global Media,' *The Journal of the International Institute*, Vol.7, No.1, Fall 1999.

<http://www.umich.edu/~iinet/journal/vol7no1/DeLay.htm>

Jeremy Goldberg, 'Sporting Diplomacy: Boosting the Size of the Diplomatic Corps,' *The Washington Journal*, August 2000,

<http://www.twq.com/autumn00/goldberg.pdf>

On contemporary US sports diplomacy see

<http://exchanges.state.gov/intlathletics/diplomacy.htm>

Background:

H E Chehabi, 'Sport Diplomacy Between the United States and Iran,' Christer Jonsson and Richard Langhorne, eds, *Diplomacy*, Vol. II, Sage, 2004

Donald Macintosh and Michael Hawes, *Sport and Canadian Diplomacy*, McGill-Queen's University Press, 1994.

J.B. Spector, 'Non-Traditional Diplomacy: Cultural, Academic and Sports Boycotts and Change in South Africa,' Anti-Apartheid Movement Conference, 2004 <http://www.ukzn.ac.za/aam2004/AAMCONFpapers/Spector,JB.doc>

Derick L. Hulme, *The Political Olympics Moscow, Afghanistan, and the 1980 U.S. Boycott*, Praeger, 1990.

Peter Beck, *Scoring for Britain: International Football and International Politics, 1900-1939* Frank Cass, 1999

Week 7: Art & Photography

This week examines the use of visual culture in cultural diplomacy, taking one particular exhibition – the Family of Man exhibit from the 1950s – as a case.

Edward Steichen, *The Family of Man*, New York: The Museum of Modern Art, 1955

Richard Arndt, *The First Resort of Kings*, pp 360-379.

David Caute, *The Dancer Defects*, pp. 507-567.

Taylor D. Littleton and Maltby Sykes, *Advancing American Art: Painting, Politics and Cultural Confrontation at Mid-Century*, University of Alabama Press, 1989.

Roland Barthes, 'The Great Family of Man,' in *Mythologies*, Paris 1957.

For further reading:

Eric J. Sandeen, *Picturing an Exhibition: The Family of Man and 1950s America*. Albuquerque: University of New Mexico Press, 1995.

Francis Stoner Saunders, *The Cultural Cold War: The CIA and the World of Arts and Letters*, New Press, 2000

Michael L. Krenn, *Fallout Shelters of the Human Spirit: American Art and the Cold War*. North Carolina University Press, 2005

Serge Guilbaut, *How New York Stole the Idea of Modern Art: Abstract Expressionism, Freedom and the Cold War*. University of Chicago Press, 1983.

Liam Kennedy, 'Remembering September 11: Photography as Cultural Diplomacy.' *International Affairs* 79 (2), (2003), pp 315-326.

Week 8: Music & Performing Arts

This week will look at the use of music as a universal language in US cultural diplomacy and specifically jazz music. Questioned raised will include the question of whether the success of jazz in the 1950s is necessarily repeatable with other genres in our own time.

Richard Arndt, *The First Resort of Kings*, pp. 398-417

Penny M. Von Eschen, *Satchmo Blows up the World: Jazz Ambassadors Play the Cold War*. Cambridge, Mass.: Harvard University Press, 2004.

Lee Smith, 'Listen Up: Can Pop Music Make the Arab World Love Us?' *Slate*, 9 January 2003, <http://www.slate.com/id/2076531/>

Bill Nichols. 'How Rock 'n Roll Freed the World,' *USA Today*, 6 November 2003. http://www.usatoday.com/news/world/2003-11-06-rockroll-usat_x.htm

Jessica Gienow-Hecht, 'Trumpeting Down the Walls of Jericho: The politics of art, music and emotion in German-American relations, 1870-1920' *Journal of Social History*, Spring, 2003

For Background:

David Caute, *The Dancer Defects*, pp 377-507.

Wagnleitner and May, eds. *Here, There, and Everywhere*, pp. 149-219

Naima Prevots, *Dance for Export: Cultural Diplomacy and the Cold War*, University Press of New England, 1998,

Gwyneth Jackaway 'Selling Mozart to the Masses: Crossover Marketing as Cultural Diplomacy,' *Journal of Popular Music Studies*, (1999/2000). 11 & 12: 125-150. (not in library)

Week 9: Film & TV

This week will consider the often fraught relationship between low commercial popular culture and high minded cultural diplomacy, considering the impact of US television and cinema on US foreign policy and 'soft power.' It will ask questions not only about the production of these forms but their reception also.

Reinhold Wagnleitner, *American Cultural Diplomacy, the Cinema, and the Cold War in Central Europe*, University of Salzburg, April 1992 online at <http://ics.leeds.ac.uk/papers/vp01.cfm?outfit=pmt&requesttimeout=500&folder=7&paper=1756>

Wagnleitner and May, eds. *Here, There, and Everywhere*, pp. 83-146

For further reading.

Larry May. *The Big Tomorrow: Hollywood and the Politics of the American Way*. Chicago, 2000

Melvyn Stokes and Richard Maltby, eds, *Hollywood Abroad: Audiences and Cultural Exchange*, BFI publishing, 2004

Tamar Liebes and Elihu Katz, *The Export of Meaning: Cross-Cultural Readings of Dallas*, Oxford University Press, 1990.

Week 10: Design & Material Culture

This week will look at the use of material culture and specifically its use in large scale exhibitions. We will also consider the wider implications of design as a cultural form and whether the idea of design is itself a valuable export.

David Caute, *The Dancer Defects*, pp. 33-51.

Robert H. Haddow, *Pavilions of Plenty: Exhibiting American Culture Abroad in the 1950s*. Washington DC: Smithsonian Institution Press, 1997

Brian Willis, 'Selling Nations: International Exhibitions and Cultural Diplomacy,' in Daniel J. Sherman and Irit. Rogoff, *Museum Culture: Histories, Discourses, Spectacles*, Minnesota Press, 1994, pp.265-281.

For Background:

Richard Arndt, *The First Resort of Kings*, pp. 142-150

Walter Hixson, *Parting the Curtain: Propaganda, Culture, and the Cold War, 1945-1961*, New York: St. Martin's Press, 1997 (not in library)

Robert W. Rydell, *All the World's a Fair: Visions of Empire at American International Expositions, 1876-1916*. University of Chicago Press, 1984.

Part Three: Issues in Contemporary Cultural Diplomacy

Week 11: Cultural Imperialism

In the late 1970s and 1980s intellectuals and voices from the developing world raised serious objections to cultural diplomacy on the grounds of 'cultural imperialism'. This session will explore the concept and evaluate its relevance for the contemporary world.

John Tomlinson, *Cultural Imperialism: A Critical Introduction*. Baltimore: Johns Hopkins, 1991, available from USC sites as electronic resource as <http://name.umd.umich.edu/HEB02149>

Annabelle Sreberny-Mohammadi, 'The Many Cultural Faces of Imperialism,' in *Beyond Cultural Imperialism: Globalization, Communication and the New International Order*, eds Peter Golding and Phil Harris. London: Sage, 1997

David Rothkopf, "In Praise of Cultural Imperialism," *Foreign Policy*, 107, 1999, p. 44.

For background:

Robert Phillipson *Linguistic Imperialism*, Oxford University Press, 1992
(A summary of the debate sparked by this book may be found at http://en.wikipedia.org/wiki/Linguistic_imperialism)

Bernd Hamm and Russell Smandych, *Cultural Imperialism: Essays on the Political Economy of Cultural Domination*, Broadview, 2005 (not in library)

Week 12: Issues in Globalization

This week will focus on the unprecedented transnational information flows that characterize the world of Globalization. It will consider whether globalization is necessarily a negative and/or destructive process.

Johanna Blakley, *Entertainment Goes Global: Mass Culture in a Transforming World*, Norman Lear Center, 2001. Available online at <http://www.learcenter.org/pdf/EntGlobal.pdf>.

Peter J. Katzenstein, 'Open Regionalism: Cultural Diplomacy and Popular Culture in Europe and Asia,' *American Political Science Association*, June 2002, on blackboard

Harvey B. Feigenbaum, 'Globalization and Cultural Diplomacy.' 2001, Available online from the Center for Arts and Culture at

<http://www.culturalpolicy.org/pdf/globalization.pdf>

Tyler Cowen, *Creative Destruction: How Globalization is Changing the World's Cultures*. Princeton University Press, 2003

For background:

Wagnleitner and May, eds. *Here, There, and Everywhere*, pp. 219-272.

Richard Pells, *Not Like US: How Europeans have loved, hated and transformed American Culture since World War II*, Basic Books, 1997.

Week 13: Clash of Civilizations/Cultural Diplomacy post 9/11

This week will sample some of the issues raised by 9/11 and the Global War on Terror, looking at some of the policy responses suggested in the USA and UK.

Pew Research Center for the People and the Press, *What the World Thinks in 2002*. Available online at <http://people-press.org/reports/pdf/165.pdf>

Council on Foreign Relations. *Finding America's Voice: A Strategy for Reinvigorating US Public Diplomacy*. Available online at http://www.cfr.org/content/publications/attachments/public_diplomacy.pdf

Advisory Group on the Arab and Muslim World (October 2003). *Changing Minds, Winning Peace: A New Strategic Direction for U.S. Public Diplomacy in the Arab and Muslim World*. <http://www.publicdiplomacy.org/23.htm>

John Brown, *Changing Minds, Winning Peace Reconsidering the Djerejian Report* at http://www.unc.edu/depts/diplomat/archives_roll/2004_07-09/brown_djerejian/brown_djerejian.html

GAO Report on *Public Diplomacy* (2003). Available online at <http://www.gao.gov/new.items/d03951.pdf>.

Mark Leonard, Andrew Small, with Martin Rose, *British Public Diplomacy in the Age of Schisms*, Foreign Policy Centre, 2005 <http://markleonard.net/fsblob/9.pdf>

For further reading:

William A. Rugh (ed.) *Engaging the Arab and Islamic Worlds Through Public Diplomacy*, Public Diplomacy Council, 2004 (not in library)

Gilles Kepel, *The War for Muslim Minds: Islam and the West*, Belknap Press/Harvard University Press, 2004.

Robert Satloff, *The Battle of Ideas in the War on Terror : essays on US public diplomacy in the Middle East*, Washington Institute for Near East Policy, 2004.

Week 14: The Internet and Noopolitik

In 1999 two RAND corporation analysts John Arquilla and David Ronfeldt proposed that the internet would bring a new form of international politics which they termed *noopolitik* (noo-oh-polit-ick, from the Greek *noos*/mind. This session will consider this argument and the wider implications of the internet for the future of cultural diplomacy.

For introduction see *RAND Review: The Transcendental Destination: Where Will the Internet Revolution Lead?*, Fall 2000,

<http://www.rand.org/publications/randreview/issues/rr.12.00/transcendental.html>

John Arquilla, David Ronfeldt, *The Emergence of Noopolitik: Toward an American Information Strategy*. RAND 1999 On blackboard and downloadable from http://www.rand.org/pubs/monograph_reports/MR1033/

Shultz, George. 'Diplomacy, Wired.' Available online at

<http://www.hooverdigest.org/981/shultz.html>

Bollier, David *The Rise of Netpolitik: How the Internet Is Changing International Politics and Diplomacy*, Washington, D.C.: Aspen Institute, 2003. Available online from USC addresses only at <http://www.ciaonet.org/wps/bod05/bod05.pdf>

Background:

James F. Larson, *The Internet and Foreign Policy*, Foreign Policy Association, 2004.

Evan H. Potter, *Cyber-Diplomacy: Managing Foreign Policy in the Twenty-First century*, McGill-Queens University Press, 2002.

Wagnleitner and May, eds. *Here, There, and Everywhere*, pp. 273-329.

ACADEMIC INTEGRITY

The Annenberg School for Communication is committed to upholding the University's Academic Integrity Code as detailed in the campus guide. It is the policy of the School of Communication to report all violations of the code. Any serious violations of the Academic Integrity Code will result in the student's expulsion from the School of Communication.

DISABILITIES

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to the instructor as early in the semester as possible. DSP is located in STU 301 and is open 8:30 am – 5:00 pm, Monday through Friday. The phone number for DSP is (213) 740-0776.