

Syllabus (Version 1.0, 02/01/12)

The syllabus is subject to change

**BLHV 242 01: International Affairs and Public Diplomacy**

May 21-August 6, 2012

6:00-9:35 pm

Course location: To Be Determined

Main BALS phone number: 202-687-8700

Instructor: John Brown: home/office phone: 202-363-7208

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Office hours: By appointment

"Go ye into all the world and preach the Gospel to every creature."

--Pope Gregory XV, founder of the Propaganda Fide, a committee of cardinals of the Roman Catholic Church having the care and oversight of foreign missions (established in 1622), quoting Mark 16:15

"Tell all the truth, but tell it slant --  
Success in circuit lies...  
The truth must dazzle gradually  
Or every man be blind"  
--Emily Dickinson

"Grau, teurer Freund, ist alle Theorie  
Und gruen des Lebens goldner Baum."  
[Grey, dear friend, is all theory/and green the golden tree of life.]  
--Goethe

There are many approaches to the study of "International Affairs," a term that encompasses countless activities, ranging from issues dealing with human rights to nuclear non-proliferation. Our course focuses on one aspect of this complex topic -- public diplomacy -- in order to provide us with a concrete example of what "International Affairs" entails.

In the twenty-first century public diplomacy -- first coined as a term in the mid-1960s in the United States -- is playing an increasingly important role worldwide.

Public diplomacy is used not only by the US State Department -- which defines it as “engaging, informing, and influencing key international audiences” -- as a tool of foreign policy, but also, increasingly, by other organizations -- governmental and non-governmental -- globally, which characterize it in their own specific ways.

The purpose of our course is to examine the nature, history, purpose, use, and morality of public diplomacy, as well as its relationship to international affairs, and especially to traditional diplomacy and overseas USG propaganda.

Important note: Our course is not a “training course” in how to get a job with the US federal government (or any other government), domestically or abroad; rather, it is an effort to expand our understanding of America’s and other countries’ role in the world.

### **Learning Objectives**

After completing this course a student should be able to:

- In a most general sense, improve his/her ability to examine important moral/political issues of the day from a *historical* perspective;
- View American foreign policy as a multidimensional activity that goes beyond “hard-power” relationships;
- Understand the ramifications and growing importance of public opinion, both foreign and domestic, in foreign policy;
- Comprehend the development, meaning, and impact of propaganda, a word/activity that is hard to define but that often is a part of foreign policy, no matter how it is judged;
- Determine factors that lead to the formulation and implementation of public diplomacy (and foreign policy as whole) by the US State Department and other US foreign-affairs agencies;
- Acquire an understanding of the informational, educational and cultural programs that make up US public diplomacy;
- Recognize the importance of public diplomacy as a relatively new form of diplomacy that has become global and is increasingly used not only by governments throughout the world but also by international NGOs;
- Evaluate the role of media -- including the new social media -- in foreign affairs;
- Read government documents/press on foreign policy in a more critical and informed manner.

Our course is divided into two parts:

-- PART I: The history of public diplomacy, with a focus on how the United States has implemented it throughout the years;

--PART II: U.S. public diplomacy today, with an emphasis not only on how it is currently carried out by the State Department (including by its diplomats overseas), but also by

other US organizations, both governmental and non-governmental, and (increasingly) by other countries in the world.

Throughout the course students will be expected to read not only historical/scholarly/official texts on public diplomacy, but also cover items in the daily media that pertain to public diplomacy and international relations, including on such issues such as anti-Americanism.

### **Instructor's bio (see below for more detailed bio/publications)**

John Brown is currently Adjunct Professor of Liberal Studies and Institute for the Study of Diplomacy Associate at Georgetown University, where he has taught courses about public diplomacy. For many years a consultant for the Library of Congress's "Open World" exchange program with the Russian Federation, Brown is a member of the Public Diplomacy Council affiliated with George Washington University. In recent years, he was also a member of Business for Diplomatic Action's Senior Advisory Council and a Senior Fellow at the University of Southern California's Center on Public Diplomacy.

Brown's articles have appeared in numerous publications, including The Washington Post, The Guardian, The San Francisco Chronicle, The Nation, The Moscow Times, Place Branding and Public Diplomacy, and American Diplomacy. Throughout the years he has given talks at major American universities. Brown compiles the daily "Public Diplomacy Press and Blog Review." This posting was cited as a "Best Blogs of 06" by U.S. News & World Report.

A member of the US Foreign Service from 1981 until March 10, 2003, Brown served mostly in Eastern Europe, specializing in press and cultural affairs. He was promoted to the Senior Foreign Service in 1997.

John Brown received a Ph.D in Russian History from Princeton University in 1977. He then worked at the Kennan Institute in Washington, where he compiled (with S. Grant) The Russian Empire and the USSR: A Guide to Manuscripts and Archival Materials in the United States. He also served as an editor on a joint U.S.-Soviet publication, The Establishment of Russian-American Relations, 1765-1815. He is currently working on a book, Propaganda and US Foreign Policy: A Historical Overview.

### **Attendance Policy**

BALS student attendance is expected at all meetings of your course. Unexcused tardiness is not acceptable and may result in a lower final grade as an indication of a lack of class participation. If a student misses more than two class sessions, the Assistant Dean will be contacted regarding the appropriate action to be taken.

### **Honor Code**

The Georgetown Honor System: All students are required to abide by the Honor System and Code regardless of whether or not they have been required to state or write it. The Honor System includes detailed provisions for investigating and adjudicating allegations of academic misconduct. Further information is available at <http://gervaseprograms.georgetown.edu/hc/>. Students found to have committed any such offense will be subject to academic penalties. These include but are not limited to failure of the course, suspension or dismissal from the University, and revocation of degrees already conferred.

### **Classroom Etiquette**

1. The consumption of food in the classroom is not allowed.
2. Students should turn off all cell phones, pagers, or other communication devices while in class.
3. Class discussions should be respectful and considerate of others' views and opinions.

### **Grade distribution/Due Dates**

20% - Book review (a book of your choice pertaining to public diplomacy (see below suggestions, pp 6-7, "Book Reviews"). ***Oral presentations to the class on book review on July 30; final written version of review (750 words) due August 6 via e-mail to your instructor. For every day late in submitting the final version of book review, one point will be deducted from its final grade.***

20% - Midterm: matching questions/brief essays: ***90-minute in-class midterm on July 2. Answers to the midterm are handwritten. Please bring pen/pencil, and a strong wrist ☺.***

35% - Take-home final consisting of essays: ***1500 words; due latest August 10 via email to instructor. For every day late in submitting the final, one point will be deducted from the exam's final grade.***

20% - Class exercises (role-play/debate): ***Minimum 450-word written version of class oral presentation due via email to your instructor on the day before a 5-6 minutes oral presentation. For every day late in submitting the written version of the role-play/debate, one point will be deducted from its final grade, which includes consideration of both its oral and written elements. As a rule, there will be two role-play/debate per student, depending on the number of persons taking the course.***

5% - Other class participation

## **Grading Scale**

Students will be given numerical grades for their various assignments. These numerical grades, when added up to form their final grades, will be converted into letter grades according to the following scale:

Grading: Undergraduate grading scale:

93-100 A

90-92.99 A-

88-89.99 B+

83-87.99 B

80-82.99 B-

78-79.99 C+

73-77.99 C

70-72.99 C-

68-69.99 D+

60-67.99 D

Under 60 F

While this course is not on English composition, students' grades will reflect how well -- and grammatically -- they express their thoughts through their prose and oral presentations.

## **Georgetown Honor System**

All students are expected to follow Georgetown's honor code unconditionally. It is assumed that you have read the honor code material located at [www.georgetown.edu/honor](http://www.georgetown.edu/honor), and in particular you have read the following documents: *Honor Council Pamphlet*, "What is Plagiarism?"; "Sanctioning Guidelines"; and "Expedited Sanctioning Process."

## **Plagiarism**

The penalty for a confirmed case of plagiarism is a failure for the course.

### **Late Submissions and Incompletes**

As a rule late submissions and incompletes will not be accepted.

### **Updated syllabus**

Students will receive an updated syllabus whenever appropriate.

### **Citation systems**

Students are expected to use generally accepted citation systems, e.g. MLA style (preferred), APA style.

### **Disability Notice**

Students with Disabilities Students with disabilities should contact the Academic Resource Center (Leavey Center, Suite 335; 202-687-8354; arc@georgetown.edu; <http://ldss.georgetown.edu/index.cfm>) before the start of classes to allow their office time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

### **Books to be Purchased**

--George Orwell, 1984 (Signet edition, 1961) ISBN-10: 0451524934 ISBN-13: 978-0451524935. Obtain book at GU bookstore, local bookstore, or online service.

--Frank Ninkovich, U.S. Information and Cultural Diplomacy (Foreign Policy Association, 1996) ISBN-10: 0871241684 ISBN-13: 978-0871241689. Also available online, but at a high price, according to some students.

### **Other Assigned Readings**

Assigned readings may be found on line and at Lauinger Library Electronic Reserves.

### **Current Affairs Readings**

Every week students will be e-mailed Current Affairs Readings items pertaining to public diplomacy culled from their instructor's blog, John Brown's Public Diplomacy Press and Blog Review <http://publicdiplomacypressandblogreview.blogspot.com/> . Students are encouraged but not obliged to read this blog on a daily basis.

### **Book Reviews (see above, Grade distribution/Due Dates )**

## a) Writing a Book Review

There is no “boilerplate” way to write a book review, but may I suggest the following:

1. State who the author is and what is the book’s intended audience (specialists or non-specialists or both).
2. Explain why the book is *important* from a propaganda/public diplomacy perspective. Why bother to read this book?
3. Describe how the book fills gaps in the existing literature on propaganda/public diplomacy (this may require some research and is not a requirement for the review).
4. Summarize the main points/argument of the book (most important section of your review).
5. Express your opinion of the book: does it successfully/convincingly deal with the subject at hand? Are you satisfied with its conclusion(s)? Would you recommend it to other readers?

## b) Books for Review: Some Suggestions

Note: This listing reflects your instructor’s penchant for history; do not feel obliged to follow its suggestions. But your selection of a book for review should pertain to public diplomacy in one way or another.

Arndt, Richard T. *The First Resort of Kings: American Cultural Diplomacy in the Twentieth Century* (2005)

<http://www.amazon.com/First-Resort-Kings-Diplomacy-Twentieth/dp/1574885871>

Bernays, Edward. *Propaganda* (1928). Entire text can be found online at

<http://sandiego.indymedia.org/media/2006/10/119695.pdf>. Print version:

<http://www.amazon.com/Propaganda-Edward-Bernays/dp/0970312598>

Brewer, Susan A. *Why America Fights: Patriotism and War Propaganda from the Philippines to Iraq* (2009). <http://www.amazon.com/Why-America-Fights-Patriotism-Philippines/dp/0195381351>

Ellul, Jacques. *Propaganda: The Formation of Men's Attitudes* [Paperback] (1973).

<http://www.amazon.com/Propaganda-Formation-Attitudes-Jacques-Ellul/dp/0394718747>

Heil, Alan: *Local Voices/Global Perspectives: Challenges Ahead for U.S. International Media* (2008)

<http://www.amazon.com/Local-Voices-Global-Perspectives-International/dp/0976439131>

Huxley, Aldous. *Brave New World* (reprint edition, 1998)

<http://www.amazon.com/Brave-New-World-Aldous-Huxley/dp/0060929871>

Kopp Harry W. and Gillespie, Charles A. *Career Diplomacy: Life and Work in the U.S. Foreign Service* (2008).

<http://www.amazon.com/Career-Diplomacy-Life-Foreign-Service/dp/1589012194>

Krenn, Michael L. *Fall-Out Shelters for the Human Spirit: American Art and the Cold War* (2005)

<http://www.amazon.com/Fall-Out-Shelters-Human-Spirit-American/dp/0807829455>

Kurlantzick, Joshua. *Charm Offensive: How China's Soft Power Is Transforming the World* (2007) <http://www.amazon.com/Charm-Offensive-Chinas-Transforming-Republic/dp/0300117035>

Levy, Evonne. *Propaganda and the Jesuit Baroque* (Ahmanson Murphy Fine Arts Imprint) by (2004). <http://www.amazon.com/Propaganda-Jesuit-Baroque-Ahmanson-Imprint/dp/0520233573>

Melissen, Jan. *The New Public Diplomacy: Soft Power in International Relations* (Studies in Diplomacy and International Relations) (2007)

[http://www.amazon.com/New-Public-Diplomacy-International-Relations/dp/0230535542/ref=pd\\_sim\\_b\\_5](http://www.amazon.com/New-Public-Diplomacy-International-Relations/dp/0230535542/ref=pd_sim_b_5)

Morozov, Evgeny. *The Net Delusion* (2010) <http://www.amazon.com/Net-Delusion-Dark-Internet-Freedom/dp/1586488740>

Nakhleh, Emile. *A Necessary Engagement: Reinventing America's Relations with the Muslim World* (2008) <http://www.amazon.com/Necessary-Engagement-Reinventing-Relations-Princeton/dp/0691135258>

Nye, Jr., Joseph S. *The Future of Power* (2011)

<http://www.amazon.com/Future-Power-Joseph-Nye-Jr/dp/1586488910>

Nye, Jr., Joseph S. *Soft Power: The Means to Success in World Politics* (2004)

<http://www.amazon.com/Soft-Power-Means-Success-Politics/product-reviews/1586483064>

Osgood, Kenneth. *Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad* (2006) <http://www.amazon.com/Total-Cold-War-Eisenhowers-Propaganda/dp/0700614451>

Poplak, Richard. *The Sheikh's Batmobile* (2009)

<http://www.amazon.ca/Sheikhs-Batmobile-Richard-Poplak/dp/0143056557>

Potter, Evan H. *Branding Canada: Projecting Canada's Soft Power through Public Diplomacy* (2009)

<http://www.amazon.com/Branding-Canada-Projecting-Canadas-Diplomacy/dp/0773534350>

Richmond, Yale. *Practicing Public Diplomacy: A Cold War Odyssey (Explorations in Culture and International History)* (2008)

<http://www.amazon.com/Practicing-Public-Diplomacy-Explorations-International/dp/1845454758>

Ross, Stewart Halsey. *Propaganda for War: How the United States was Conditioned to Fight the Great War of 1914-1918* (second edition, 2009)

<http://www.amazon.com/Propaganda-War-United-Conditioned-1914-1918/dp/0786401117>

Shirsky, Clay. *Here Comes Everybody: The Power of Organizing Without Organizations* (2009)

[http://www.amazon.com/Here-Comes-Everybody-Organizing-Organizations/dp/0143114948/ref=ntt\\_at\\_ep\\_dpt\\_1](http://www.amazon.com/Here-Comes-Everybody-Organizing-Organizations/dp/0143114948/ref=ntt_at_ep_dpt_1)

Tye, Larry. *The Father of Spin: Edward L. Bernays & The Birth of PR* (2002)

<http://www.amazon.com/Father-Spin-Edward-Bernays-Relations/dp/0805067892>

Von Eschen, Penny M. *Satchmo Blows Up the World: Jazz Ambassadors Play the Cold War* (2004)

<http://www.amazon.com/Satchmo-Blows-Up-World-Ambassadors/dp/0674022602>

Wilford, Hugh. *The Mighty Wurlitzer: How the CIA Played America* (2008)

<http://www.amazon.com/Mighty-Wurlitzer-How-Played-America/dp/0674026810>

**Reference items** (on line; to be consulted throughout the course as needed)

--Nicholas Cull, *Public Diplomacy: Lessons from the Past*. To be read by the time of the final exam Available online at

<http://uscpublicdiplomacy.org/publications/perspectives/CPDPerspectivesLessons.pdf>

--GAO U.S. Government Manual: 2009-2010 Edition

<http://www.gpoaccess.gov/gmanual/browse-gm-09.html>

### **Resources on Public Diplomacy**

1. Center on Public Diplomacy, University of Southern California, "Suggested Readings" site: Contents 1) Cultural Diplomacy 2) General 3) History of Public Diplomacy 4) International Broadcasting 5) Middle East 6) East Asia 7) New Technology 8) Propaganda 9) Public Opinion 10) Rhetoric 11) Soft Power  
[http://publicdiplomacy.wikia.com/wiki/Suggested\\_Readings](http://publicdiplomacy.wikia.com/wiki/Suggested_Readings)

2. © Netherlands Institute of International Relations 'Clingendael' Library and Documentation Centre: *Literature on Public Diplomacy*. Compilation: Ali Molenaar, Library and Documentation Centre Clingendael Institute, September 2008. Most of the literature in this list is not available in the library of the Institute. The series of Diplomacy literature lists consists of: 'Branding', 'City Diplomacy', 'Cultural Diplomacy',

‘European level diplomacy and the European diplomatic service’, ‘Public Diplomacy’, ‘Negotiation / Negotiation techniques and Diplomatic Relations’, ‘Negotiation, Culture and Intercultural Communication’. For more information visit our website: [www.clingendael.nl/library](http://www.clingendael.nl/library). NOTE: A hard copy of the latest Clingendael listing is available from your instructor as Clingendael site appears to be inactive.

3. Bruce Gregory's Reading List: Bruce Gregory compiles an annotated list of resources on public diplomacy and related subjects that is circulated periodically by email to academic colleagues, government practitioners, research organizations, media organizations, and others who may be interested. To receive the list, send your email address to [BGregory@gwu.edu](mailto:BGregory@gwu.edu). For previous compilations of public diplomacy resources click here [http://publicdiplomacy.wikia.com/wiki/Bruce\\_Gregory's\\_Reading\\_List](http://publicdiplomacy.wikia.com/wiki/Bruce_Gregory's_Reading_List)
4. Phil Taylor's Web Site, The Institute of Communications Studies, University of Leeds, UK <http://ics.leeds.ac.uk/papers/index.cfm?outfit=pmt>
5. Bibliographical Essay, in Phil Taylor, *Munitions of the Mind: a history of propaganda from the ancient world to the present day* (Manchester United Press, 2003), pp. 325-331. On electronic reserve.

#### **Course Outline (May 28 is a holiday; Memorial Day)**

- 1. May 21 (Monday): Introduction to the Course**
- 2. June 4 (Monday): The Roots of American Public Diplomacy**
- 3. June 11 (Monday): USG Propaganda in World War I**
- 4. June 18 (Monday): The Anti-Propaganda Movement in the United States; Totalitarian Propaganda**
- 5. June 25 (Monday): USG Propaganda in World War II**
- 6. July 2 (Monday): USG Propaganda/Public Diplomacy during the Cold War; Midterm**
- 7. July 9 (Monday): Public Diplomacy, “The End of History, and “The Clash of Civilizations”**
- 8. July 16 (Monday): The War on Terror and Public Diplomacy**
- 9. July 23 (Monday): International Broadcasting; Cultural Diplomacy. Guest speaker**
- 10. July 30 (Monday): Strategic Communications, Branding, the New Social Media; Public Diplomacy as a Global Phenomenon**

## 11. August 6 (Monday): The Obama Administration and Public Diplomacy. Guest speaker from State Department

### 1. Monday, May 21 – Introduction to the Course

Class Discussion: Getting acquainted; course procedures; international affairs; traditional diplomacy and its relation to public diplomacy; public diplomacy as a lens through which to understand international affairs; public opinion; Plato's Gorgias and the tension between philosophy and rhetoric; the historical approach of the course

#### Readings

\* "History," Wikipedia [http://en.wikipedia.org/wiki/History#Diplomatic\\_history](http://en.wikipedia.org/wiki/History#Diplomatic_history)

\* Plato, Gorgias, Part I [sections will be read aloud in class]

[http://www.molloy.edu/sophia/plato/gorgias\\_txt.htm](http://www.molloy.edu/sophia/plato/gorgias_txt.htm): Note – you are not expected to follow all the arguments of this dialogue. But do read it to understand what Plato has to say about the art of persuasion (rhetoric)

<http://ics.leeds.ac.uk/papers/vp01.cfm?outfit=pmt&folder=715&paper=2687>

\* Dean Acheson, "The American Image Will Take Care of Itself," *The New York Times Magazine* (February 28, 1965) [For bio of Acheson see

[http://en.wikipedia.org/wiki/Dean\\_Acheson](http://en.wikipedia.org/wiki/Dean_Acheson)

\* Richard Holbrooke, "Get the Message Out," *The Washington Post*, October 28, 2001

[for bio of Holbrooke see [http://en.wikipedia.org/wiki/Richard\\_Holbrooke](http://en.wikipedia.org/wiki/Richard_Holbrooke)

Other Readings [not on your original syllabus; available on the internet]

- Peter N. Stearns, "Why Study History?" *American Historical Association* <http://www.historians.org/pubs/free/WhyStudyHistory.htm> [PETER STEARNS IS ONE OF THE BEST-KNOWN AMERICAN HISTORIANS; SEE [http://en.wikipedia.org/wiki/Peter\\_Stearns](http://en.wikipedia.org/wiki/Peter_Stearns)]
- Marshall Soules, "Jürgen Habermas and the Public Sphere" [HABERMAS IS A KEY FIGURE IN THE STUDY OF PUBLIC OPINION] <http://records.viu.ca/~soules/media301/habermas.htm>
- John Brown, "Strategic Communications and the Graveyard of Empires," *Huffington Post* [http://www.huffingtonpost.com/john-brown/strategic-communications\\_b\\_271977.html](http://www.huffingtonpost.com/john-brown/strategic-communications_b_271977.html) [DEALS WITH HOLBROOKE]
- -----, "Richard Holbrooke's Public Diplomacy: The Case of the US Cultural Center in Belgrade," *Huffington Post* [http://www.huffingtonpost.com/john-brown/richard-holbrookes-public\\_b\\_800133.html](http://www.huffingtonpost.com/john-brown/richard-holbrookes-public_b_800133.html)

Additional Readings (suggested, not required)

- “Rhetoric,” *Wikipedia*, see <http://en.wikipedia.org/wiki/Rhetoric>
- “Plato on Rhetoric and Poetry,” *Stanford Encyclopedia of Philosophy* <http://plato.stanford.edu/entries/plato-rhetoric/>

## **2. Monday, June 4: The Roots of American Public Diplomacy**

Class Discussion: Propaganda throughout history, from antiquity to early Modern Europe; the Declaration of Independence as public diplomacy document

### Readings

\* Kenneth Osgood, “Propaganda,” *Encyclopedia of American Foreign Policy* (2002) <http://www.encyclopedia.com/doc/1G2-3402300123.html>

\* “Two Ways of Looking At Propaganda” (Public Diplomacy Blog, University of Southern California Center on Public Diplomacy, June 29, 2006) [http://uscpublicdiplomacy.org/index.php/newswire/cpdblog\\_detail/060629\\_two\\_ways\\_of\\_looking\\_at\\_propaganda/](http://uscpublicdiplomacy.org/index.php/newswire/cpdblog_detail/060629_two_ways_of_looking_at_propaganda/)

\* Philip Taylor, *Munitions of the mind: a history of propaganda from the ancient world to the present day*: “Ancient Greece,” 25-34; “The Glory that was Rome,” 35-50; “The Reformation and the War of Religious Ideas,” 97-101; “The Thirty Years War” (1618-48),” 109-116; on Lauinger electronic reserves

\* “American Revolution,” *Wikipedia* [http://en.wikipedia.org/wiki/American\\_Revolution](http://en.wikipedia.org/wiki/American_Revolution) [can be skimmed]

\* The US Declaration of Independence <http://www.ushistory.org/declaration/document/index.html>

\* Walter Isaacson, “A Declaration of Mutual Dependence, *The New York Times* July 4, 2004 [http://www.aspeninstitute.org/site/c.huLWJeMRKpH/b.2257315/k.42A8/A\\_Declaration\\_of\\_Mutual\\_Dependence.htm](http://www.aspeninstitute.org/site/c.huLWJeMRKpH/b.2257315/k.42A8/A_Declaration_of_Mutual_Dependence.htm)

### Viewing

\* “Catapult the Propaganda” <http://video.google.com/videoplay?docid=6276292210262805511&q=propaganda&total=26069&start=10&num=10&so=0&type=search&plindex=0>

## **3. Monday, June 11: USG Propaganda in World War I**

Class Discussion: WWI, the Committee on Public Information

Class Exercise: Historical role-playing, 40 minutes, three speakers, each to speak ten minutes and then answer questions from the audience, i.e. the rest of the class:

- Date: September, 1917. Place: Committee on Public Information. Setting: Per instructions from the White House, CPI representatives are meeting with a group of American academics, writers, and filmmakers to persuade them to offer their talents to support America's propaganda campaign in World War I -- a campaign not only directed against Germany, but also aiming to convince neutral countries (e.g., Switzerland) to join the Allies' war effort. The audience is eager to know what propaganda is and if it can be used for honorable purposes, given what they have heard about German propaganda. The audience is also not sure why the U.S. has entered the war, and why it is in American national interests to be involved in a bloody European conflict.

### Readings

- \* John Brown, "The Purposes and Cross-Purposes of American Public Diplomacy" (American Diplomacy, August 2002)  
[http://www.unc.edu/depts/diplomat/archives\\_roll/2002\\_07-09/brown\\_pubdipl/brown\\_pubdipl.html](http://www.unc.edu/depts/diplomat/archives_roll/2002_07-09/brown_pubdipl/brown_pubdipl.html)
- \* Woodrow Wilson, "Second Inaugural Address" (Tuesday, March 5, 1917)  
<http://www.bartleby.com/124/pres45.html>
- \* Woodrow Wilson, "War Message" (April 2, 1917)  
<http://www.americanrhetoric.com/speeches/wilsonwarmessage.htm>
- \* "Committee on Public Information," Source Watch  
[http://www.sourcewatch.org/index.php?title=Committee\\_on\\_Public\\_Information](http://www.sourcewatch.org/index.php?title=Committee_on_Public_Information)
- \* Susan A. Brewer, Why America Fights: Patriotism and War Propaganda from the Philippines to Iraq (2007), 46-86
- \* Aaron Delwiche, "Wartime Propaganda: World War I Demons, Atrocities, Lies"  
<http://www.propagandacritic.com/articles/ww1.demons.html>
- \* George Creel, How We Advertised America: The First Telling of the Amazing Story of the Committee on Public Information that Carried the Gospel of Americanism to Every Corner of the Globe (1920), ix-xviii, 3-15, 237-249
- \* Harold D. Lasswell, Propaganda Technique in the World War (1938), 195 (starting at second paragraph)-196 (ending with third paragraph), 214-221
- \* Gregg Wolper, "Woodrow Wilson's New Diplomacy: Vira Whitehouse in Switzerland, 1918," Prologue (Fall 1992), 227-239

## Viewing

\* Propaganda Posters - United States of America (worldwar1.com)

<http://www.firstworldwar.com/posters/usa.htm>

### **4. Monday, June 18: The Anti-Propaganda Movement in the United States; Totalitarian Propaganda**

Class Discussion: The anti-propaganda tradition in the U.S.; The Institute for Propaganda Analysis; totalitarian propaganda

Class Exercise: Historical role-playing, 30 minutes, two speakers, each to speak max ten minutes and then answer questions from the audience, i.e. the rest of the class:

- Date: 1937. Place: The Institute for Propaganda Analysis. Setting: a group of students from Columbia University that is interested in propaganda has come to the Institute to learn more about what propaganda is and how it functions. Two speakers from the Institute will brief the students on this topic. True to the stated purpose of the Institute, the speakers should expose the dangers of propaganda and warn against the methods it uses. They should also examine how democracy and propaganda are not compatible, as well as underscore the differences between education and propaganda. Finally, the speakers should discuss the threat posed by Nazi propaganda, specifying how it is used to control and manipulate publics for evil purposes. The students -- the class -- should react critically to the speakers' statements that propaganda is not to be trusted.

\* John Brown, "The Anti-Propaganda Tradition in the United States," (Public Diplomacy Web Site, Sponsored by United States Information Agency Alumni Association)

<http://www.publicdiplomacy.org/19.htm>

\* Erika G. King, "Exposing the 'Age of Lies': The Propaganda Menace as Portrayed in American Magazines in the Aftermath of World War II (Journal of American Culture, Volume 12, Spring 1989, no. 1), 35-39

\* George Sylvester Viereck, *Spreading Germs of Hate* (1930), 3-39

\* J. Michael Sproule, *Propaganda and Democracy. The American Experience of Media and Mass Persuasion* (1997), 16-21, 129-150

\* Stephen Vaughn, "Prologue to Public Opinion: Walter Lippmann's Work in Military Intelligence," *Prologue* (Fall 1983), 151-163

\* Walter Lippmann, *Public Opinion* (1922), 29-32, 248-249

\* Philip Taylor, "Propaganda in International Politics, 1919-39," in P. Finney, *The Origins of the Second World War* (1997)

\*Hideya Kumata and Wilbur Schramm, "The Propaganda of the German Nazis," Four Working Papers on Propaganda Theory (1955)

\*Holocaust Museum Nazi propaganda exhibit <http://www.ushmm.org/propaganda/>

### Viewings

\* Nazi Propaganda

<http://video.google.com/videoplay?docid=6110882574980243291&q=nazi+propaganda&total=700&start=0&num=10&so=0&type=search&plindex=3>

\* Triumph des Willens (Full movie - English subbed)

<http://www.youtube.com/watch?v=GcFuHGhfYwE>

## **5. Monday, June 25: USG Propaganda in World War II**

Class Discussion: WWII, Office of War Information

Class Exercise: Historical role-playing, three speakers, each to speak max ten minutes and then answer questions from the audience, i.e. the rest of the class:

- Date: 1942 . Place: The White House. The speakers, members of the OWI, try to convince the rest of the class (Roosevelt's cabinet) that their organization must lead a propaganda campaign against Germany and needs the administration's support.

### Readings

\* "World War II," Wikipedia [http://en.wikipedia.org/wiki/World\\_War\\_II](http://en.wikipedia.org/wiki/World_War_II) [can be skimmed]

\*"Chronology," 1939-1945 (4 pages).

\* Thomas Sorensen, The Word War, 8 (beginning with last paragraph) – 21 (to end of second paragraph)

\* Franklin Delano Roosevelt, "The Four Freedoms"

<http://www.libertynet.org/edcivic/fdr.html>

\* Franklin Delano Roosevelt and Winston Churchill, "The Atlantic Charter"

<http://www.internet-esq.com/ussaugusta/atlantic1.htm>

\* Elmer Davis, "OWI Has a Job," Public Opinion Quarterly (Volume 7, Issue 1, Spring 1943), 5-14

\* Joseph Barnes, "Fighting with Information: OWI Overseas" Public Opinion Quarterly (Volume 7, Issue 1, Spring 1943), 34-45.

\* Alan M. Winkler, The Politics of Propaganda: The Office of War Information, 1942-1945 (1948), 149-157

\* Clayton D. Laurie, The Propaganda Warriors: America's Crusade against Nazi Germany (1996), pp. 233-240

\* "What is Propaganda" [Constructing a Postwar World: The G.I. Roundtable Series in Context] (can be skimmed)

[http://www.historians.org/projects/GIroundtable/Propaganda/Propaganda\\_TOC.htm](http://www.historians.org/projects/GIroundtable/Propaganda/Propaganda_TOC.htm)

\* W[illiam] E. D[ougherty], ed, "The Creed of a Modern Propagandist," in A Psychological Warfare Casebook (1955)

### Viewings

\* Propaganda Posters - United States of America (worldwar1.com)

<http://www.firstworldwar.com/posters/usa.htm>

\* US WW2 Propaganda Posters <http://www.youtube.com/watch?v=QAU1rBQfsVA>

\* Frank Capra (director), "Why we Fight 'Prelude to War'" (ca 1943), 1/6

<http://video.google.com/videoplay?docid=-4702862089531506583&q=nazi+propaganda&total=916&start=20&num=10&so=1&type=search&plindex=9>

\* (02) "Why We Fight: 'Prelude to War'" (ca. 1943) 2/6

<http://video.google.com/videoplay?docid=-7477200990498299150&q=nazi+propaganda&total=916&start=20&num=10&so=1&type=search&plindex=8>

\* (03) "Why We Fight: "Prelude to War" (ca. 1943) 3/6

<http://video.google.com/videoplay?docid=-8365882106427902776&q=nazi+propaganda&total=916&start=20&num=10&so=1&type=search&plindex=7>

\* propaganda numa numa: American made propaganda from the world war 2 era

[comics-style]. <http://video.google.com/videoplay?docid=-2123839730744557600&q=world+war+I+american+propaganda&total=860&start=0&num=10&so=0&type=search&plindex=9>

## **6. Monday, July 2: USG Propaganda/Public Diplomacy during the Cold War; Midterm**

Class Discussion: Fulbright Act; Smith-Mundt Act; United States Information Agency and the Cold War; the ideas of US propaganda/public diplomacy

### Readings

- \* “Cold War,” Wikipedia [http://en.wikipedia.org/wiki/Cold\\_War](http://en.wikipedia.org/wiki/Cold_War) [can be skimmed]
- \* Fulbright Program History [http://us.fulbrightonline.org/about\\_programhistory.html](http://us.fulbrightonline.org/about_programhistory.html)
- \* FSO Karen Walker on the Smith-Mundt Act (Public Diplomacy) <http://johnbrownnotesandessays.blogspot.com/2010/07/valuable-contribution-to-discussions-on.html>
- \* Smith-Mundt Act, Wikia [http://publicdiplomacy.wikia.com/wiki/Smith-Mundt\\_Act](http://publicdiplomacy.wikia.com/wiki/Smith-Mundt_Act)
- \* Frank Ninkovich, *U.S. Information and Cultural Diplomacy* (1996), 17-35 [“The Cold-War Struggle for the Minds of Men”]
- \* Harry Truman, “Going Forward with a Campaign of Truth,” Department of State Bulletin, May 1, 1950, 669-672
- \* The United States Information Agency: A commemoration (can be skimmed) <http://dosfan.lib.uic.edu/usia/abtusia/commins.pdf>
- \* Nicholas J. Cull, “Public Diplomacy’ before Gullion: The Evolution of a Phrase” (Public Diplomacy Blog, USC Center on Public Diplomacy, April 18, 2006) <http://uscpublicdiplomacy.org/pdfs/gullion.pdf>
- \* Arthur A. Bardos, “Public Diplomacy’: An Old Art, A New Profession,” *The Virginia Quarterly Review* (Summer 2001), 424-437
- \* John Brown, “Public Diplomacy and Propaganda: Their Differences” [http://www.unc.edu/depts/diplomat/item/2008/0709/comm/brown\\_pudiplprop.html](http://www.unc.edu/depts/diplomat/item/2008/0709/comm/brown_pudiplprop.html)
- \* Madeleine Albright, “The Importance of Public Diplomacy to American Foreign Policy, U.S. Department of State Dispatch (October 1999), 8-9
- \* Kenneth A. Osgood, “Hearts and Minds: The Unconventional Cold War,” *Journal of Cold War Studies*, Vol. 4, no. 2, Spring 2002, 85-107

### Viewings

- \* Duck and Cover <http://video.google.com/videoplay?docid=811421085304596290&q=%22duck+and+cover%22&total=356&start=0&num=10&so=0&type=search&plindex=0>

\* Survival Under Atomic Attack 1950

<http://video.google.com/videoplay?docid=3153798315631290808&q=soviet+propaganda&total=535&start=0&num=10&so=1&type=search&plindex=9>

\* Psychedelic cartoon by the United States Information Agency

<http://video.google.com/videoplay?docid=-2195062233631901748&q=United+states+information+agency+films&total=45&start=0&num=10&so=0&type=search&plindex=0>

## **7. Monday, July 9: Public Diplomacy, “The End of History, and “The Clash of Civilizations”**

Class Discussion: Public Diplomacy and the collapse of communism; the novel 1984 as what could have happened had 20th century totalitarianism succeeded; the “end of history”; the “class of civilizations”; soft power

- Class Exercise: Role play based on *1984* reading, three students. One student is Winston, the other Julia. Both explain why they rebelled, in their own way, against Big Brother. The third student is O’Brien, who explains why he is for Big Brother. Each presentation should be above ten minutes.

### Readings

\* John Brown, “Historical Patterns of US Government Overseas Propaganda, 1917-2004” (Phil Taylor’s Web Site, the Institute of Communications Studies, University of Leeds, UK)

[http://ics.leeds.ac.uk/papers/pmt/exhibits/2903/Historical\\_Patterns\\_of\\_US\\_Government\\_Overseas\\_Propaganda2.doc](http://ics.leeds.ac.uk/papers/pmt/exhibits/2903/Historical_Patterns_of_US_Government_Overseas_Propaganda2.doc)

\* Samuel P. Huntington, “The Clash of Civilizations,” *Foreign Affairs* (Summer 1993, 72/3, 1993) \*

[http://www.la.wayne.edu/polisci/kdk/nationalism/sources/nationalism\\_huntington.pdf](http://www.la.wayne.edu/polisci/kdk/nationalism/sources/nationalism_huntington.pdf)

\* Samuel P. Huntington, “If Not Civilizations, What? Samuel Huntington Responds to His Critics (*Foreign Affairs*, November/December 1993)

<http://www.foreignaffairs.org/19931201faresponse5213/samuel-p-huntington/if-not-civilizations-what-samuel-huntington-responds-to-his-critics.html>

\* “The End of History: Francis Fukuyama et al”

<http://www.wesjones.com/fukuyama2.htm>

\* Joseph S. Nye Jr., “Think Again: Soft Power,” (*Yale Global*)

<http://yaleglobal.yale.edu/content/think-again-soft-power>

\* 1984 (read as the course progressed)

### Viewings (and hearings)

\* The ending of 1984 by George Orwell <http://video.google.com/videoplay?docid=-5954352986943697303&q=orwell+1984&total=548&start=10&num=10&so=0&type=search&plindex=7>

\* 1984-Oceania's anthem <http://www.youtube.com/watch?v=YtepuysGbg>

\* Famous 1984 Apple superbowl ad  
<http://video.google.com/videoplay?docid=5218200930652694671&q=orwell+1984&total=564&start=30&num=10&so=0&type=search&plindex=1>

### **8. Monday, July 16: The War on Terror and Public Diplomacy**

Class Discussion: What is terrorism; the Bush administration and the War on Terror

#### Readings

\* George W. Bush, "Address to a Joint Session of Congress and the American People"  
<http://www.fas.org/irp/news/2001/09/gwb092001.html>

\* Harry Henderson, Terrorism (2004), 3-30

\* John Brown, "Our Indian Wars Are Not Over Yet": Ten Ways to Interpret the War on Terror as a Frontier Conflict," TomDispatch  
[http://www.tomdispatch.com/post/50043/tomdispatch\\_john\\_brown\\_on\\_the\\_war\\_on\\_terror\\_as\\_an\\_indian\\_war](http://www.tomdispatch.com/post/50043/tomdispatch_john_brown_on_the_war_on_terror_as_an_indian_war)

\* Report of the Defense Science Board Task Force on Strategic Communication (September 2004), pp. 1-10, pp. 38-41, pp. 70-78  
<http://www.fas.org/irp/agency/dod/dsb/commun.pdf>

\* Public Diplomacy: A Review of Past Recommendations: CRS Report for Congress (September 2, 2005) [http://assets.opencrs.com/rpts/RL33062\\_20050902.pdf](http://assets.opencrs.com/rpts/RL33062_20050902.pdf)

\* The War On Terror <http://video.google.com/videoplay?docid=-3994103124320481316&q=war+on+terror+propaganda&total=1106&start=10&num=10&so=0&type=search&plindex=1>

\* Swaying the Public for War <http://video.google.com/videoplay?docid=-7144895841449491906&q=war+on+terror+propaganda&total=1106&start=20&num=10&so=0&type=search&plindex=9>

### **9. Monday, July 23: International Broadcasting; Cultural Diplomacy. Guest speaker**

Class discussion: US international broadcasting today: its challenges and reach; cultural diplomacy: the use of culture by the USG to promote the US overseas; why does America not have a Ministry of Culture?

### Readings

\* VOA History - Historical Highlights (please read in entirety -- all dates)

<http://www.voanews.com/english/About/historical-highlights.cfm>

\* Broadcasting Board of Governors homepage <http://www.bbg.gov/about/index.html>

\* Broadcasting Board of Governors, Wikipedia

[http://en.wikipedia.org/wiki/Broadcasting\\_Board\\_of\\_Governors](http://en.wikipedia.org/wiki/Broadcasting_Board_of_Governors) [can be skimmed]

\* Broadcasting Board of Governors Rated Worst Than Ever By Its Employees and As One of The Worst Federal Agencies, FreeMediaOnline.org & Free Media Online Blog

<http://freediaonline.org/freediaonlineblog/2009/01/15/broadcasting-board-of-governors-rated-worst-than-ever-by-its-employees-and-as-one-of-the-worst-federal-agencies/>

\* An Evaluation of Alhurra Television Programming, USC Center on Public Diplomacy: Executive Summary, pp. 3-7 <http://www.bbg.gov/reports/others/USCreport.pdf>

\*John Brown, "Arts Diplomacy: The Neglected Aspect of Cultural Diplomacy," in William P. Kiehl, ed., *America's dialogue with the World* (Public Diplomacy Council, 2006) [http://uscpublicdiplomacy.org/pdfs/061220\\_brown.pdf](http://uscpublicdiplomacy.org/pdfs/061220_brown.pdf)

\*James Petras, "Who Paid the Piper: The CIA and the Cultural Cold War. – Review," [www.ratical.org](http://www.ratical.org)

<http://www.ratical.org/ratville/CAH/CIAcultCW.html>

\*The Cultural Cold War: The CIA and the World of Arts and Letters Intelligence in Recent Public Literature By Frances Stonor Saunders. New York: The New Press, 2000. 509 pages. Reviewed by Thomas M. Troy, Jr., [cia.gov](http://cia.gov)

<https://www.cia.gov/library/center-for-the-study-of-intelligence/csi-publications/csi-studies/studies/vol46no1/article08.html>

\*Thomas W. Braden. "I'm Glad the CIA is 'Immoral.'" *The Saturday Evening Post*, 20 May 1967

\*Martin A Schell, reviewer, "How to project 'soft power': The First Resort of Kings by Richard T Arndt," *Asia Times* (June 23, 2007)

[http://www.atimes.com/atimes/Front\\_Page/IF23Aa01.html](http://www.atimes.com/atimes/Front_Page/IF23Aa01.html)

\* Cultural Diplomacy: The Linchpin of Public Diplomacy -- Report of the Advisory Committee on Cultural Diplomacy ( U.S. Department of State September 2005)  
<http://www.publicdiplomacy.org/55.htm>

\* John Brown, "The Backlash against Cultural Diplomacy," Huffington Post (November 8, 2009) [http://www.huffingtonpost.com/john-brown/the-backlash-against-cult\\_b\\_350120.html](http://www.huffingtonpost.com/john-brown/the-backlash-against-cult_b_350120.html)

### **10. Monday, July 30: Strategic Communications, Branding, the New Social Media. Public Diplomacy as a Global Phenomenon**

Class Discussion: The nature of strategic communication and branding: How do they relate to public diplomacy? Twitter, facebook, and international engagement; a new "interactive" model for public diplomacy? How do other countries use/define public diplomacy?

Oral reports by students on their book reviews.

\* Emily Goldman, "Strategic Communication: A Tool for Asymmetric Warfare" (2007) <http://smallwarsjournal.com/blog/2007/10/strategic-communication-a-tool/> [the main question you should ask while reading this text is: What is strategic communications?]

\* Bruce Gregory, "Mapping Smart Power in Multi-stakeholder Public Diplomacy / Strategic Communication" (October 5, 2009) <http://www.publicdiplomacy.org/109.htm>

\* John Brown, Strategic Communications: The Debate Continues, Huffington Post [http://www.huffingtonpost.com/john-brown/strategic-communications\\_b\\_302434.html](http://www.huffingtonpost.com/john-brown/strategic-communications_b_302434.html)

\* Bruce Gregory, "Public Diplomacy and Counterterrorism: Lessons from the U.S. Experience" (2008)  
[https://www.gwu.edu/~smpa/faculty/documents/GenevaTalk\\_PD\\_April2008.pdf](https://www.gwu.edu/~smpa/faculty/documents/GenevaTalk_PD_April2008.pdf)

\* Nation branding, Source Watch  
[http://www.sourcewatch.org/index.php?title=Nation\\_branding](http://www.sourcewatch.org/index.php?title=Nation_branding)

\* Malcolm Gladwell, "'Small Change': Why the revolution will not be tweeted," New Yorker  
[http://www.newyorker.com/reporting/2010/10/04/101004fa\\_fact\\_gladwell#ixzz12j9vs5Zp](http://www.newyorker.com/reporting/2010/10/04/101004fa_fact_gladwell#ixzz12j9vs5Zp)

\* "Can Twitter Lead People to the Streets?" New York Times  
<http://www.nytimes.com/roomfordebate/2010/09/29/can-twitter-lead-people-to-the-streets>

\* Jesse Lichtenstein, "Digital Diplomacy," New York Times  
<http://www.nytimes.com/2010/07/18/magazine/18web2-0-t.html>

\* John Brown, "Twittering; or, Where are the Emily Dickinsons at the State Department?" Huffington Post [http://www.huffingtonpost.com/john-brown/twittering-or-where-are-t\\_b\\_218141.html](http://www.huffingtonpost.com/john-brown/twittering-or-where-are-t_b_218141.html)

\* Jan Melissen, Reflections on Public Diplomacy Today (2006)  
[http://ics.leeds.ac.uk/papers/pmt/exhibits/2655/20060206\\_cdsp\\_online\\_melissen.pdf](http://ics.leeds.ac.uk/papers/pmt/exhibits/2655/20060206_cdsp_online_melissen.pdf)

\*Current affairs articles on the public diplomacy of other countries

## **11. Monday, August 6: The Obama Administration and Public Diplomacy**

Class Discussion: America's current standing in the world; the role and nature of PD in the Obama administration.

- Class Exercise: Debate: American Public Diplomacy is a Success (4 students, two pro, two con)

### Readings

\* Obama's Speech at Woodrow Wilson Center (Published August 1, 2007)  
<http://www.cfr.org/publication/13974/>

\* The President's Speech in Cairo: A New Beginning  
<http://www.whitehouse.gov/blog/NewBeginning>

\* John Brown, "Smart Power in, Public Diplomacy Out?" Notes and Essays  
<http://johnbrownnotesandessays.blogspot.com/2009/03/smart-power-in-public-diplomacy-out.html>

\* Public Diplomacy: Strengthening U.S. Engagement with the World: A strategic approach for the 21<sup>st</sup> century – Office of the Under Secretary of State for Public Diplomacy and Public Affairs, U.S. State Department  
[http://uscpublicdiplomacy.org/pdfs/PD\\_US\\_World\\_Engagement.pdf](http://uscpublicdiplomacy.org/pdfs/PD_US_World_Engagement.pdf) \* Judith McHale, current Under Secretary of State for Public Diplomacy and Public Affairs (2009- ) Future of U.S. Public Diplomacy  
[http://www.unc.edu/depts/diplomat/item/2010/0103/an\\_mchalefuture.html](http://www.unc.edu/depts/diplomat/item/2010/0103/an_mchalefuture.html)

\* Philip Seib, "U.S. Public Diplomacy's Flimsy New Framework," Huffington Post  
[http://www.huffingtonpost.com/philip-seib/us-public-diplomacys-flim\\_b\\_490972.html](http://www.huffingtonpost.com/philip-seib/us-public-diplomacys-flim_b_490972.html)

\* Philip Seib, "Questions Remain About McHale's Public Diplomacy Strategy," Huffington Post  
[http://www.huffingtonpost.com/philip-seib/questions-remain-about-mc\\_b\\_497346.html](http://www.huffingtonpost.com/philip-seib/questions-remain-about-mc_b_497346.html)

\*Readings will be updated

## MORE DETAILED BIO/PUBLICATIONS

Biographical Information (long)

John Brown

Georgetown University

John Brown joined the U.S. Foreign Service in 1981 and has served in London, Prague, Krakow, Tallinn, Kiev, Belgrade, and Moscow in various positions pertaining to press and cultural affairs. He was promoted to the Senior Foreign Service in 1997. He is currently Adjunct Professor of Liberal Studies at Georgetown University [http://www12.georgetown.edu/scs/lc/lc\\_faculty\\_bals.html](http://www12.georgetown.edu/scs/lc/lc_faculty_bals.html), as well as an Associate at Georgetown's Institute for the Study of Diplomacy at Georgetown University [http://cfdev.georgetown.edu/sfs/programs/isd/bio\\_brown.cfm](http://cfdev.georgetown.edu/sfs/programs/isd/bio_brown.cfm). At Georgetown, he has taught graduate and undergraduate courses on public diplomacy, cultural diplomacy, and propaganda and US foreign policy. He is also a member of Business for Diplomatic Action's Senior Advisory Council. <http://www.businessfordiplomaticaction.org/> From 2004 to 2009 he was a Senior Fellow at the University of Southern California's Center on Public Diplomacy [http://uscpublicdiplomacy.org/index.php/about/bios/senior\\_fellows](http://uscpublicdiplomacy.org/index.php/about/bios/senior_fellows)

For many years Brown has served as a consultant for the Library of Congress's "Open World" exchange program with the Russian Federation. (<http://www.open-world2002.gov/>). Brown's near-daily "Public Diplomacy Press and Blog Review," posted at <http://publicdiplomacypressandblogreview.blogspot.com/> was cited (in its earlier version) as "Best Blogs of 06," by David E. Kaplan of the U.S. News & World Report. [http://www.usnews.com/usnews/news/badguys/061228/best\\_blogs\\_of\\_06.htm#more](http://www.usnews.com/usnews/news/badguys/061228/best_blogs_of_06.htm#more). Brown also blogs at his "Notes and Essays." <http://johnbrownnotesandessays.blogspot.com/>

Brown has a Ph.D in Russian history from Princeton University. Before joining the Foreign Service, he worked at the Kennan Institute for Advanced Russian Studies and as an editor of a joint U.S.-Soviet collection of documents, *The Establishment of U.S. - Russian Relations, 1765-1815*. The book was characterized by *The American Historical Review* as "remarkable for its size, content, quality, origin...The result is not only a superb collection of source material on a wide range of subjects but also a fascinating portrayal of forgotten times and personalities."

Brown is also the co-author of *The Soviet Union and the Russian Empire: A Guide to Manuscripts and Archives in the United States* (1977), which was favorably reviewed in scholarly journals. Brown's specialized work on Russian history has been published in several American publications. A scholarly article in *Slavic Review* (summer 2005) makes references to Brown's research. His most recent talk on Russian topics, given at the Kennan Institute

[http://www.wilsoncenter.org/index.cfm?fuseaction=events.event\\_summary&event\\_id=35792](http://www.wilsoncenter.org/index.cfm?fuseaction=events.event_summary&event_id=35792) and Hillwood Museum <http://dc.about.com/od/historichomes/a/Hillwood.htm> , is entitled “Capital of the Tsars and Soul of Mankind: How the Two St. Petersburgs Defined Russian Culture.”

Brown’s article, “The Purposes and Cross-Purposes of American Public Diplomacy,” which was posted at American Diplomacy in August 2002, is frequently cited in the Public Diplomacy scholarly literature, and elicited the following response in this journal’s letters to the editor from William Slany, former Historian of the State Department (1981-2000): “I have never seen so insightful, trenchant, comprehensive, and balanced a summary account of U.S. involvement in cultural relations.” The article is posted at [http://www.unc.edu/depts/diplomat/archives\\_roll/2002\\_07-09/brown\\_pubdipl/brown\\_pubdipl.html](http://www.unc.edu/depts/diplomat/archives_roll/2002_07-09/brown_pubdipl/brown_pubdipl.html))

In recent years Brown has lectured on numerous issues pertaining to public diplomacy and US foreign policy. Venues include American University, Diplomatic and Consular Officers, Retired, Inc. (DACOR), The University of Pennsylvania, the University of Pittsburgh, The University of Southern California, George Washington University, the State University of New York (SUNY), Syracuse University, The Ohio State University, the George Shultz National Foreign Affairs Training Center, and the Washington office of the Institute of International education.

Brown has given talks on the topic of “Re-Inventing Oneself in America” and “The Work Ethic in the United States” to foreign audiences. In 2000- 2010 he frequently spoke to grantees visiting the U.S. on the topic, “What Keeps the United States United?”

Brown has also addressed diplomats from Iraq and Afghanistan at the invitation of the Public Diplomacy Council and its partner organizations.

In November 2000 Brown attended the White House conference, "Culture and Diplomacy," and served as the leader of the team that drafted the final report on the event. It is available at <<http://www.state.gov/r/whconf/index.html>> .

Brown has been a member of the American Association for the Advancement of Slavic Studies (AAASS), to which he has presented papers at its meetings. He is a member the Public Diplomacy Council (<http://www.publicdiplomacy.org/8.htm>), where he chaired its bibliography/education committee.

Brown’s best foreign languages are French and Russian.

Honors and Awards (State Department and United States Information Agency [USIA])

2000 Senior Foreign Service Performance Pay Award

1999 Senior Foreign Service Performance Pay Award

1998 Senior Foreign Service Selection Board (Panel C/D): Commendation for Exceptional Service

1996 Department of State Superior Honor Award (as part of group award to American Embassy Belgrade)

1994 Department of State Superior Honor Award (Kiev)

1994 USIA Sustained Superior Performance Award (Kiev)

1989 USIA Meritorious Honor Award (Krakow)

#### Other Honors

- [2002] Certificate, Open World Program (Russian Leadership Development, Library of Congress), in recognition of “outstanding services”
- January 2004. Invited participant in the celebrations of Moscow State University's 250th anniversary

#### OUTREACH

##### Articles

##### A) Scholarly, historical, literary

- “Enjoy This Killer App for the Holidays!” (Huffington Post, December 31, 2011)  
[http://www.huffingtonpost.com/john-brown/face-to-face-communication\\_b\\_1177635.html](http://www.huffingtonpost.com/john-brown/face-to-face-communication_b_1177635.html)
- “God and the Atlantic” [review of Thomas Albert Howard, *God and the Atlantic: America, Europe, and the Religious Divide*, New York: Oxford University Press, 2011] *American Diplomacy* (June 13, 2011)  
[http://www.unc.edu/depts/diplomat/item/2011/0104/book/book\\_brown\\_godatlantic.html](http://www.unc.edu/depts/diplomat/item/2011/0104/book/book_brown_godatlantic.html)
- “Apostrophe Catastrophe, or the Consolations of the Internet” (Huffington Post, May 31, 2010)  
[http://www.huffingtonpost.com/john-brown/apostrophe-catastrophe\\_b\\_868537.html](http://www.huffingtonpost.com/john-brown/apostrophe-catastrophe_b_868537.html)
- “Richard Holbrooke's Public Diplomacy: The Case of the US Cultural Center in Belgrade” (Huffington Post, December 22, 2010)  
[http://www.huffingtonpost.com/john-brown/richard-holbrookes-public\\_b\\_800133.html](http://www.huffingtonpost.com/john-brown/richard-holbrookes-public_b_800133.html)
- Review: “Literary Lobs: Books As Weapons: Propaganda, Publishing, and the Battle for Global Markets in the Era of World War II. By John B. Hench. Cornell Univ. Press. 333 pp. \$35 ,” *Wilson Quarterly*  
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Note: This posting was cited as one of ten “Best Blogs of 06,” by David E. Kaplan of the U.S. News & World Report.

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