

SNOW, NANCY

Nancy Snow is a former Presidential Management Fellow at the U.S. Information Agency and Department of State. She is tenured Associate Professor of Communications at California State University, Fullerton and Adjunct Professor of Public Diplomacy in the Annenberg School for Communication at the University of Southern California. Snow served as Associate Professor of Public Diplomacy in the S.I. Newhouse School of Public Communications at Syracuse University in New York on a two-year professional leave. She is a Faculty Research Fellow in the Maxwell School of Citizenship and Public Affairs at Syracuse University. Dr. Snow was Senior Research Scholar and Visiting Professor at Tsinghua University's School of Journalism and Communication, Beijing, China, where she taught a graduate course in public diplomacy, persuasion, and propaganda. In 2010, she traveled to Japan as a U.S. State Department Speaker and Specialist on the topic of "The New Public Diplomacy of the Obama Administration."

Dr. Snow has published six books, including the Routledge Handbook of Public Diplomacy (with Philip M. Taylor), *Information War*, and *Propaganda, Inc.*, now in its third edition. Her forthcoming book is *Truth is the Best Propaganda*, a collection of Edward R. Murrow speeches as director of USIA during the Kennedy years.

Snow received her Ph.D. in International Relations (*magna cum laude*) from the School of International Service, American University, Washington, D.C., and B.A. in Political Science (*summa cum laude*) from Clemson University, South Carolina. She was a Graduate Fellow of the German Academic Exchange Service (DAAD) at UC-Berkeley. A Fulbright Scholar to Germany, she completed graduate study in German and Political Science at the universities of Regensburg, Bayreuth, and Freiburg.

Publications on public diplomacy:

- Handbook of Public Diplomacy (Routledge, 2008) with Philip M. Taylor
- *Propaganda, Inc.: Selling America's Culture to the World* (Seven Stories, 2010), third edition
- *Persuader-in-Chief 2.0* (Nimble Books, 2010), second edition
- *The Arrogance of American Power* (Rowman & Littlefield, 2006)
- *War, Media and Propaganda* (Rowman & Littlefield, 2004) with Yahya Kamalipour
- *Information War* (Seven Stories, 2003)
- Chapter: "Public Diplomacy: New Dimensions and Implications" in *Global Communication* edited by Thomas L. McPhail (Wiley-Blackwell, 2010), third edition
- Chapter: "What's That Chirping I Hear? From the CNN Effect to the Twitter Effect." In *Media, Power and Politics in the Digital Age: The 2009 Presidential Election Uprising in Iran* edited by Yahya Kamalipour. (Lexington Books, 2010)
- Chapter: "My Fellow Blogging Americans: Weblogs and the Race for the White House." In *Communicator-in-Chief: A Look at How Barack Obama used New Media Technology to Win the White House* edited by John Hendricks. (Lexington Books, 2010)
- Chapter: "The Resurgence of U.S. Public Diplomacy after 9/11. In *The Impact of 9/11 on the Media, Arts, and Entertainment. The Day that Changed Everything? Volume 4. An Interdisciplinary Series of Volumes on the Impact of 9/11. Series editor, Matthew J. Morgan. Chapter 6.* (Palgrave Macmillan, 2010.)
- Paper: "Alhurra to Al Youm: The Maturation of U.S. Television Broadcasting in the Middle East," Henry Luce Foundation Case Study, The Religion, Media and International Affairs (RMIA) Project, The Maxwell School, Syracuse University, January 2010. [click [here](#).]

- Article: "International Exchanges and the U.S. Image," The Annals of the American Academy of Political and Social Science, Vol. 616, No. 1, March 2008, 198-222.

Nancy Snow is willing to make presentations on:

- Persuasion and Propaganda
- The White House and Public Diplomacy (Clinton, Bush, Obama)
- Edward R. Murrow as Public Diplomat
- Critical Perspectives on Public Diplomacy
- Marketing Foreign Policy