

## **SNOW, NANCY**

Nancy Snow holds the Walt Disney Faculty Chair in Global Media in the Schwarzman Scholars Program at Tsinghua University. She is Emeritus Professor of Communications at California State University, Fullerton and a Presidential Management Fellow alumna of the U.S. Information Agency and Department of State. For over a decade she served as Adjunct Professor of Public Diplomacy in the Annenberg School for Communication at the University of Southern California where she was the first senior research scholar in the Center on Public Diplomacy.

Snow is a two-time Fulbright scholar, as a student to the Federal Republic of Germany in the mid-1980s and as a Fulbright professor to Sophia University in Tokyo, Japan in 2012. From 2013-2015 Snow was a Social Science Research Council Abe Fellow affiliated as a Visiting Research Professor with Keio University's Institute for Journalism, Media & Communication Studies.

Snow also served as Associate Professor of Public Diplomacy in the S.I. Newhouse School of Public Communications and as Faculty Research Fellow in the Maxwell School of Citizenship and Public Affairs at Syracuse University. She is the only academic to have taught at two of the most well-known graduate public diplomacy schools in the field. Dr. Snow began her academic career in 1995 as Assistant Professor of Political Science at New England College in Henniker, New Hampshire. While holding her faculty appointment, she represented Common Cause in New Hampshire as Executive Director and Media Spokesperson.

Dr. Snow was Senior Research Scholar and Visiting Professor at Tsinghua University's School of Journalism and Communication, Beijing, China, where she taught the first of its kind 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." Since her retirement from Cal State Fullerton in 2014, she divides her time between Northeast Asia and New York.

Snow has given over 200 global presentations and has been interviewed by the media nearly 600 times. She has taught and consulted on public diplomacy in dozens of countries, including China, France, Malaysia, Singapore, South Korea, Taiwan, Israel/Palestine, and the UK.

Dr. Snow has published thirteen books, including two editions of the Routledge Handbook of Public Diplomacy (with Philip M. Taylor/Nicholas J. Cull), *Information War*, and *Propaganda, Inc.*, now in its third edition. Her books have been published in six languages.

### **Books by Snow on public diplomacy and propaganda include the following:**

*Routledge Handbook of Public Diplomacy*. Second edition. (2020) with Nicholas J. Cull

*The SAGE Handbook of Propaganda* (2020) with Paul Baines and Nicholas O'Shaughnessy

*Japan's Information War* (2016); available in Japanese version in 2020

*Routledge Handbook of Critical Public Relations* (2015) with Jacquie L'Etang et al

*Propaganda and American Democracy* (LSU Press, 2014)

*Truth is the Best Propaganda: Edward R. Murrow's Speeches in the Kennedy Years* (Miniver 2013)

*Citizen Arianna: The Huffington Post/AOL Merger: Triumph or Tragedy?* (Nimble Books, 2011)

*Propaganda, Inc.: Selling America's Culture to the World* (Seven Stories, 2010), third edition

*Persuader-in-Chief: Global Opinion and Public Diplomacy in the Age of Obama* (Nimble Books, 2009)

*The Arrogance of American Power* (Rowman & Littlefield, 2007)

*War, Media and Propaganda* (Rowman & Littlefield, 2004) with Yahya Kamalipour

*Information War: American Propaganda, Free Speech and Opinion Control since 9/11* (Seven Stories, 2003)

Dr. Snow's most current writings are available on her personal website (<http://www.nancysnow.com>) and at Academia.edu (<https://fullerton.academia.edu/NancySnow>)