PUBD 512: Cultural Diplomacy

Instructor: Nick Cull
Time & Location: Tuesday 2-4.50, ASC 228

Office: ASC 324F
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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 on the USC center on public diplomacy website at http://uscpublicdiplomacy.com/index.php and the site Cultural Diplomacy News: http://www.culturaldiplomacynews.org/

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 1,000 word case studies engaging developing issues in the course in weeks six 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.

**Book Recommended for Purchase:**


**Also Important:**


**Useful Websites:**

Public Diplomacy Institute: [http://pdi.gwu.edu/](http://pdi.gwu.edu/)
Center for Arts and Culture (George Mason Univ,) [http://www.culturalpolicy.org/](http://www.culturalpolicy.org/)
British Council [http://www.britishcouncil.org/home](http://www.britishcouncil.org/home)
State Department Bureau of Cultural and Educational Affairs [http://exchanges.state.gov/](http://exchanges.state.gov/)
Outline of Classes

Part One: Institutions and Key Concepts
1. Definitions & Foundations – 10 Jan,
2. Super Power Cultural Diplomacy: The USA & USSR – 17 Jan,
3. UNESCO – 24 Jan
4. Middle Power Cultural Diplomacy & National Branding – 31 Jan,

Part Two: Methods of Cultural Diplomacy
5. Exchanges – 7 Feb,
6. Sports – 14 Feb,
7. Art & Photography – 21 Feb
8. Music – 28 Feb,
9. Film & TV – 6 March
   Spring Break – 13 March
10. Design & Material Culture 20 March

Part Three: Issues in Contemporary Cultural Diplomacy
11. Cultural Imperialism – 27 March
12. Globalization – 4 April
13. No Class – 10 April
14. Clash of Civilizations – 17 April
15. The Internet and Noopolitik – 24 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,


For further reading:


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


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.


For further reading:


**On the USSR:**


Background:


**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.


Background:

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


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


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


**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).


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

http://markleanard.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.


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:


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


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


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.


For further reading:


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.


For Background:


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,


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](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.


**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.


For Background:

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


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.


For background:

(A summary of the debate sparked by this book may be found at http://en.wikipedia.org/wiki/Linguistic_imperialism)


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.


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

For background:

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


**Week 13: no class.**

**Week 14: 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.


For further reading:


**Week 15: 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-ic, from the Greek *noos*/mind. This session will consider this argument and the wider implications of the internet for the future of cultural diplomacy.


Background:


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.