

## **PUBD 419 -- Public Diplomacy in Los Angeles**

<u>Instructor:</u>	Robert Banks, Clinical Associate Professor of Public Diplomacy
<u>Time &amp; Location:</u>	Online – Wednesdays, 2:00-4:50
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### **COURSE DESCRIPTION**

For decades after the term was coined in the mid-1960s, Public Diplomacy (PD) was often conceptualized as state-based efforts to engage foreign publics. In recent years, however, scholars have embraced a broader conception of the practice that includes non-state actors such as NGOs, multinationals, universities, even terrorist groups. Within the government realm itself, the state-centric view of PD has expanded to include supranational and sub-national entities. One particularly fruitful avenue of academic inquiry that has emerged focuses on PD as practiced by cities. This new conception acknowledges that regional and urban centers in this globalized and super-connected world actively compete against each other to lure tourists; stimulate

investment; attract international students; and build and promote their brand reputation and soft power.

There are few cities in the world that can match LA for its PD assets. It is America's second largest city, the third most-visited city in the country among international travelers, one of the premier centers of global entertainment production and distribution, and home to over 60 foreign consulates (the 3<sup>rd</sup> largest consular corps in the U.S.), as well as huge and diverse diaspora populations. In addition, Los Angeles boasts several world-class museums and universities, one of which, the University of Southern California, houses the Center on Public Diplomacy, one of the world's leading academic institutions focused on the study and practice of PD.

Despite its obvious advantages, the city has generated limited attention as a hub of PD activity. This class will seek to stimulate greater awareness of Los Angeles as a place where PD is practiced every day, both by the city itself and by a myriad of other LA-based actors. In so doing, we will bring LA into the classroom, and the classroom into LA.

We will look at efforts by Los Angeles city and county governments to engage foreign publics on their behalf. We will study city brands and branding campaigns to see where LA fits in this burgeoning field. We will survey the city's partners in an effort to discover what they suggest about the city's PD priorities. We will gauge efforts by LA's diplomatic community to reach out to domestic audiences.

We will also seek to identify the major non-governmental nodes of PD activity and examine how they contribute to strengthening global citizenship and ties between LA and foreign audiences. We will, for instance, consider PD as practiced by the city's large and politically

active diaspora communities and survey other sectors of the city's life whose activities regularly engage foreign audiences, among them arts and culture, education, and civil society.

### **COURSE GOALS**

- 1) To help students gain a better understanding of city diplomacy and the role it plays in contemporary international geopolitics.
- 2) To stimulate greater awareness of Los Angeles as a center of PD activity.
- 3) To offer USC students the opportunity to connect on a deeper level with LA and the life of its various communities
- 4) To provide students with a first-hand look at the impact of globalization on LA and the concomitant need for a globally informed and competent citizenry.

### **COURSE REQUIREMENTS**

**Class Participation: 15%** - Students will be expected to attend all classes and to participate fully in discussions and meetings.

**1st Short Paper: 20%** - Students will prepare a 5-7 page case study of one global city's efforts to brand itself. The paper should describe the campaign's genesis, stakeholders, strategy and objectives, and assess its success in achieving those objectives in such areas as image management, strengthening mutual understanding, networking, and economic development.

**2<sup>nd</sup> Short Paper: 20%** - Students will prepare a 5-7 page case study of one city's hosting of the Olympic Games. The paper should describe how the city used the games as a platform for Public Diplomacy and what lessons/best practices can be learned from its efforts. Students should focus on identifying the city's strategy and objectives and assessing its success in achieving those objectives in such areas as image projection, strengthening mutual understanding, networking, urban development, and stimulating the economy.

**Program Management: 15%** - PD practitioners at the field level are expected to conceive and implement programs designed to promote mission priorities. This class will require students to replicate such real-world programmatic activity. Students will be responsible for arranging panel discussions on and leading discussion about one of LA's major non-governmental nodes of PD activity and examining how these "communities of practice" contribute to strengthening global citizenship in and ties between the city and foreign audiences.

**Research Project: 30%** - Students will be asked to collaborate on a semester-long research project designed to create a City Diplomacy Effectiveness Model (CDEM). Building the model will require students to create a set of criteria by which cities' capacity to play an effective international role can be assessed. The model may comprise such components as strategic vision and policy, assets, global urban issue agenda, activities and programs, skills and capacities, and stakeholder activities.

**Team's final product should be turned in by COB (TBD).**

**REQUIRED TEXTS** \*\*NOTE: To the extent possible, readings listed below have been hyperlinked for easy access. A couple of texts, however, are

available only through ARES, the Automated Reserve System, which manages course reserves including electronic reserves and physical reserve requests. These readings have been marked thusly \*\*. You can access ARES at:

<http://libguides.usc.edu/reserves>

## **CLASS OUTLINE**

### **INTRODUCTION TO CITY DIPLOMACY**

#### **Week #1 – Aug 19: City Diplomacy – History, Theory, and Practice**

Pluijm, R. Van Der & Melissen, J., *City Diplomacy: The Expanding Role of Cities in International Politics*, The Hague, Netherlands Institute of International Relations, Clingendael, April, 2007.

[https://www.uclg.org/sites/default/files/20070400\\_cdsp\\_paper\\_pluijm.pdf](https://www.uclg.org/sites/default/files/20070400_cdsp_paper_pluijm.pdf)

Benjamin Leffel and Michele Acuto, “City Diplomacy in the Age of Brexit and Trump,” *Public Diplomacy Magazine*, Issue 18, Summer/Fall 2017, pp. 9-14. <http://www.publicdiplomacymagazine.com/city-diplomacy-in-the-age-of-brexit-and-trump/>

Van den Berg, Dion, “City Diplomacy Campaigns in the Netherlands: Lessons from Recent Times,” in Musch, A. Ed. (2008): *City Diplomacy: The Role of Local Governments in Conflict Prevention, Peace-Building, and Post-Conflict Reconstruction*. The Hague, VNG, June, pp. 75-105. [http://www.uclg.org/sites/default/files/City\\_Diplomacy\\_research\\_book\\_English\\_01\\_0.pdf](http://www.uclg.org/sites/default/files/City_Diplomacy_research_book_English_01_0.pdf)

“China and Japan Try City-Level Diplomacy Amid Cold Relations,” Stratfor, April 23, 2014. <https://www.stratfor.com/analysis/china-and-japan-try-city-level-diplomacy-amid-cold-relations>

Snow, Nancy, “Mayor Damages Osaka’s Image by Cutting Ties with San Francisco,” *Japan Times*, November 30, 2017. <https://www.japantimes.co.jp/opinion/2017/11/30/commentary/japan-commentary/mayor-damages-osakas-image-cutting-ties-san-francisco/#.WiG1tDelblU>

Jay Wang & Sohaela Amiri, “Building a Robust Capacity Framework for City Diplomacy,” USC Center on Public Diplomacy, February 2019. [https://www.uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/City-Diplomacy-Building-Capacity-Framework-2019-02-20\\_9am.pdf](https://www.uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/City-Diplomacy-Building-Capacity-Framework-2019-02-20_9am.pdf)

“Q&A with CPD: Ron Nirenberg (Sister Cities International Chairman and Mayor of San Antonio), Center on Public Diplomacy Website, May 19, 2020. <https://www.uscpublicdiplomacy.org/story/qa-cpd-ron-nirenberg>

Hutzler, Kyle, “America’s Cities on the World Stage,” *Perspectives*, Center on Public Diplomacy, Paper 5, 2019. [https://www.uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/America%27s Cities on the World Stage Web 12.17.19.pdf](https://www.uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/America%27s%20Cities%20on%20the%20World%20Stage%20Web%2012.17.19.pdf)

## **Week #2 – Aug 26: – Issues in City Diplomacy**

Daalder, Ivo, “Why Cities Need their Own Foreign Policies,” *Politico Magazine*, June 6, 2017.

<https://www.politico.com/magazine/story/2017/06/06/why-cities-need-their-own-foreign-policies-215234>

Nina Hachigian and Penny Abeywardena, “The Future of Diplomacy Takes Root in Cities,” Center on Public Diplomacy Website, July 30, 2018. <http://uscpublicdiplomacy.org/blog/future-diplomacy-takes-root-cities>

Daly, Joel, “City Diplomacy: San Diego’s Local Leadership in a Global Age,” Center on Public Diplomacy Website, March 29, 2018.

<http://uscpublicdiplomacy.org/blog/city-diplomacy-san-diego%E2%80%99s-local-leadership-global-age>

Klaus, Ian, “When Mayors Spoke Up,” City Lab Website, December 29, 2017. <https://www.citylab.com/equity/2017/12/when-mayors-spoke-up/549356/>

Jian (Jay) Wang & Sohaela Amiri, “5 Takeaways on U.S. City Diplomacy During the COVID-19 Crisis,” CPD Blog Post, April 14, 2020.

<https://www.uscpublicdiplomacy.org/blog/5-takeaways-us-city-diplomacy-during-covid-19-crisis>

## **Week #3 – Sept. 2: – City Branding**

Holeywell, Ryan, “Are Municipal Branding Campaigns Worth the Price?” *Governing.com* Website, December, 2012.

<http://www.governing.com/topics/economic-dev/gov-municipal-branding-campaigns-worth-price.html>

North, Samantha, “Why Most City Branding Campaigns Fail,” CityMetric Website, August 21, 2014. <http://www.citymetric.com/business/why-do-most-city-branding-campaigns-fail>

“Why Place Branding is not about Logos and Slogans,” Editorial, *Place Branding and Public Diplomacy* (2013) 9, pp. 71–75. doi:10.1057/pb.2013.11. <http://www.palgrave-journals.com/pb/journal/v9/n2/pdf/pb201311a.pdf>

Goodson, Scott, “City and Country Branding - How Cities Compete in the 21st Century,” The Huffington Post, March 13, 2015. [http://www.huffingtonpost.com/scott-goodson/city-and-country-branding\\_b\\_6856426.html](http://www.huffingtonpost.com/scott-goodson/city-and-country-branding_b_6856426.html)

Aarian Marshall, “A Brief History of City Branding Disasters,” City Lab Website, November 7, 2014. <https://www.citylab.com/design/2014/11/a-brief-history-of-city-branding-disasters/382522/>

#### **Week #4 Sept. 9: – Mega Cities: Mega Events**

Renn, Aaron, “What is a Global City?” NewGeography.com Website, December 7, 2012. <http://www.newgeography.com/content/003292-what-is-a-global-city>

McKenna, Chris, “What We Learned from Watching the World Cup,” *Brookings Now* Website, July 13, 2018.



<https://www.brookings.edu/blog/brookings-now/2018/07/13/what-we-learned-from-watching-the-world-cup/>

Gruneau, Rick and Robert Neubauer, "A Gold Medal for the Market: The 1984 Los Angeles Olympics, the Reagan Era, and the Politics of Neoliberalism," Chapter 9 in *The Palgrave Handbook of Olympic Studies*, 2012.

[http://www.academia.edu/9974212/A\\_Gold\\_Medal\\_for\\_the\\_Market\\_The\\_1984\\_Los\\_Angeles\\_Olympics\\_the\\_Reagan\\_Era\\_and\\_the\\_Politics\\_of\\_Neoliberalism](http://www.academia.edu/9974212/A_Gold_Medal_for_the_Market_The_1984_Los_Angeles_Olympics_the_Reagan_Era_and_the_Politics_of_Neoliberalism)

Hanrahan, Mark, "Road to Rio: London's Uncertain Olympic Legacy Calls the Promise of Rio Games into Question," *International Business Times*, June 6, 2016. <http://www.ibtimes.com/road-rio-londons-uncertain-olympic-legacy-calls-promise-rio-games-question-2371801>

Zeeshan, Aleem, "Why (Almost) No One Wants to Host the Olympics Any More," Vox Website, Feb. 23, 2018.

<https://www.vox.com/world/2018/2/23/17008910/2018-winter-olympics-host-stadiums-cost-pyeongchang>

Manheim, J.B., "Rites of Passage: The 1988 Seoul Olympics as Public Diplomacy," *The Western Political Quarterly*, 43, 2, 1990, pp. 279-292.

Little, Daniel, "The Global City – Saskia Sassen," Understanding Society Blogspot. Com Website, September 15, 2013.

<https://understandingsociety.blogspot.com/2013/09/the-global-city-saskia-sassen.html>

"Public Diplomacy and the UK: Public Diplomacy and Soft Power," FCO Public Diplomacy: The Olympic and Paralympic Games 2012 - Foreign Affairs Committee Contents, House of Commons.

<http://www.publications.parliament.uk/pa/cm201011/cmselect/cmcaff/581/58106.htm>

Zhang, Li, "City Branding and the Olympic Effect: A Case Study of Beijing," *Cities*, Volume 26, Issue 5, October 2009, pp. 245–254  
<http://www.sciencedirect.com/science/article/pii/S0264275109000638>

### **Week #5 – Sept. 16: - Los Angeles in the Imagination and in Today's Global Landscape; Communities, Borders, and Power**

\*\*Davis, Mike, "Power Lines: Who Rules Los Angeles?" in *City of Quartz*, Verso, New York, 1990, Chapter Two, pp. 99-149.

Mejia, Brittany, "L.A. Mayor Eric Garcetti and Canadian Prime Minister Justin Trudeau Take a Morning Hike in Griffith Park," *Los Angeles Times*, Feb. 10, 2018. <https://www.latimes.com/local/lanow/la-me-ln-garcetti-trudeau-meeting-20180209-story.html>

Allen, James and Turner, Eugene, "Ethnic Change and Enclaves in Los Angeles," Association of American Geographers, March 8, 2013.  
[http://www.aag.org/cs/news\\_detail?pressrelease.id=2058](http://www.aag.org/cs/news_detail?pressrelease.id=2058)

Hise, Greg, "Border City: Race and Social Distance in Los Angeles," in Villa, Raul Homero and Sanchez, George J., ED. *Los Angeles and the Future of Urban Cultures*," The Johns Hopkins University Press, 2005, pp. 47-60.

Sullivan, Rob, "The Greatest Blond of Them All," *Street Level: Los Angeles in the Twenty-First Century*, Ashgate Publishing, 2014, Chapter

1, pp. 11-42.

<http://site.ebrary.com/lib/uscisd/reader.action?docID=10812270&ppg=6>

Edward Soja and Allen Scott Ed., "Introduction to Los Angeles: City and Region," in *The City: Los Angeles and Urban Theory at the End of the Twentieth Century*, Berkeley, CA., University of California Press, 1996.

<http://uscp.sirsi.net/uhtbin/cgiirsi/x/0/0/5?searchdata1=1815845{CKEY}>

"Foreign Direct Investment in California 2020," Los Angeles Economic Development Corporation, May 25, 2020. <https://laedc.org/wp-content/uploads/2020/05/WTCLA-2020-FDI-Report-FINAL-c.pdf>

## **Week #6 – Sept. 23: – Dimensions of LA City PD: Arts & Networks**

### **Arts**

Elizabeth H. Ondaatje and Kevin F. McCarthy, "A Vision for the Arts in Los Angeles," Rand Corporation, April 2007.

[https://www.rand.org/pubs/corporate\\_pubs/CP522-2007-04.html](https://www.rand.org/pubs/corporate_pubs/CP522-2007-04.html)

Scutari, Mike, "The Future Is Now: Behind the Surge in Los Angeles Arts Philanthropy," InsidePhilanthropy.com Website, March 1, 2018.

<https://www.insidephilanthropy.com/home/2018/3/1/la-arts-philanthropy-lacma-gifts>

Vankin, Deborah, "Hammer Museum Receives \$50 million in Gifts for Expansion, *Los Angeles Times*, Feb. 22, 2018.

<https://www.latimes.com/entertainment/arts/la-et-cm-hammer-museum-gifts-20180223-story.html>

Cremer, Rolf D., de Bruin, Anne and Dupuis, Ann, "International Sister-Cities: Bridging the Global-Local Divide," *American Journal of Economics and Sociology*, Vol. 60, No. 1, Special Issue: City and Country: An Interdisciplinary Collection (Jan., 2001), pp. 377-401.

<http://www.jstor.org/stable/3487956>

Loukaitou-Sideris, Anastasia and Grodach, Carl, "Displaying and Celebrating the 'Other': A Study of the Mission, Scope, and Roles of Ethnic Museums in Los Angeles," *The Public Historian*, Vol. 26, No. 4 (Fall 2004), pp. 49-71.

<http://www.jstor.org/stable/10.1525/tph.2004.26.4.49>

Soule, Jeff, "How Arts and Cultural Strategies Create, Reinforce, and Enhance Sense of Place," Briefing Paper, The American Planning Association website.

<https://www.planning.org/research/arts/briefingpapers/character.htm>

Watson, Craig, "How the Arts and Cultural Tourism Spur Economic Development," *Western City*, May 2013.

<http://www.westerncity.com/Western-City/May-2013/How-the-Arts/>

Zemler, Emily, "Why Hollywood Franchises Like 'Mission Impossible' and 'Star Wars' Treat London as a Second Home," *Los Angeles Times*,

July 27, 2018. <http://www.latimes.com/entertainment/movies/la-ca-mn-london-hollywood-studio-production-20180727-story.html>

## **Networks**

Allen, John, “Powerful City Networks: More than Connections, Less than Domination and Control,” *Urban Studies*, 47 (13), Nov. 2010, pp. 2895-2911. <http://usj.sagepub.com/content/47/13/2895.full.pdf+html>

Acuto, Michele and Steve Rayner, “City Networks: Breaking Gridlocks or Forging (New) Lock-ins?” *International Affairs*, September 2016, 92: 1147–1166. <http://onlinelibrary.wiley.com/doi/10.1111/1468-2346.12700/abstract>

Toly, Noah, “Transnational Municipal Networks in Climate Politics: From Global Governance to Global Politics,” *Globalizations* Vol. 5, Iss. 3, pp. 341-356, 2008. <http://www.tandfonline.com/doi/full/10.1080/14747730802252479?src=recsys>

Ignatieff, Michael, “the Moral Operating System of a Global City: Los Angeles,” Policy Innovations.com website, January 31, 2014. <http://www.policyinnovations.org/ideas/briefings/data/000271>

Michele Acuto and Steve Rayner, “Time to Take City Diplomacy Seriously,” Cities Today Website, 25 September 2016. <https://cities-today.com/time-take-city-diplomacy-seriously/>

## **Week #7 – Sept. 30: – (Virtual) Field Trip**

Simpson, Isaac, “For L.A. Ukrainians, There's No Ukraine-town, but There's Plenty of Community,” *LA Weekly*, March 19, 2014.

<http://www.laweekly.com/news/for-la-ukrainians-theres-no-ukraine-town-but-theres-plenty-of-community-4523040>

The Korea Center, Los Angeles, <http://www.koreacenterla.org/>

“Engaging Foreign Audiences: Assessment of Public Diplomacy Platforms Could Help Improve State Department Plans to Expand Engagement,” GAO Report to the Chairman, Committee on Foreign Affairs, House of Representatives, July 2010, pp. 1-48.

<http://www.gao.gov/new.items/d10767.pdf>

Kandil, Caitlin Yoshiko, “S. Korea Helping Fund Language Institute,” *Los Angeles Times*, July 29, 2018. <http://www.latimes.com/local/lanow/la-me-ln-irvine-korean-language-institute-20180728-story.html>

Redden, Elizabeth, “Rejecting Confucius Funding,” *Inside Higher Ed*, April 29, 2014.

<https://www.insidehighered.com/news/2014/04/29/chicago-faculty-object-their-campus-confucius-institute>

Ching-Ching Ni, “Chinese Government's Funding of Southland School's Language Program Fuels Controversy,” *Los Angeles Times*, April 4, 2010.

<http://articles.latimes.com/2010/apr/04/local/la-me-confucius-school4-2010apr04>

Juan José Prieto, “World Libraries, the Role of Cultural Agencies,” *European Review*, 23 (03), 361-368, 2015.

[http://eprints.ucm.es/30842/1/Pre\\_print%20European%20Review\\_pdf.pdf](http://eprints.ucm.es/30842/1/Pre_print%20European%20Review_pdf.pdf)

## **Week #8 – Oct. 7: - LA as a Locus of PD: Partners & Practitioners – The International Consular Corps**

Dillon, Sam, “Mexican Consulate in Los Angeles Exudes Power and Energy,” *New York Times*, March 15, 2003.

<http://www.nytimes.com/2003/03/15/us/mexican-consulate-in-los-angeles-exudes-power-and-energy.html>

Diplomatic Studies, Volume 7: Consular Affairs and Diplomacy by Melissen, Jan and Fernández, Ana Mar, February, 2011.

<http://site.ebrary.com/lib/uscisd/reader.action?docID=10470570&ppg=15>

George Haynal, Michael Welsh, Louis Century & Sean Tyler, “The Consular Function in the 21<sup>st</sup> Century: A Report for Foreign Affairs and International Trade Canada,” Munk School of Global Affairs, University of Toronto, March 27, 2013, pp. 1-125.

<http://munkschool.utoronto.ca/wp-content/uploads/2013/06/The-Consular-Function-in-the-21st-Century-.pdf>

Gaida, [Jeanette](#), “Social Media in Public Diplomacy: Twitter and DC Embassies Part 2,” Take Five: Blog of the Institute for Public Diplomacy and Global Communication, April 10, 2013.

<http://takefiveblog.org/2013/04/10/the-use-of-social-media-in-public-diplomacy-analyzing-the-twitter-accounts-run-by-dc-embassies/>

“Diplomatic Outreach,” Global Jewish Advocacy Los Angeles,” AJC website.

[http://www.ajclosangeles.org/site/c.mIIOfN1JyE/b.8555225/k.E063/Diplomatic Outreach.htm](http://www.ajclosangeles.org/site/c.mIIOfN1JyE/b.8555225/k.E063/Diplomatic+Outreach.htm)

\*\*Rugh, William A., "Contacts and Personal Networking Techniques," in *Front Line Public Diplomacy: How US Embassies Communicate with Foreign Publics*, Chapter 4, Palgrave Macmillan, NY, 2014, pp.65-78.

### **Week #9 – Oct. 14: – LA as Locus - Civil Society**

"Non-Governmental Organizations (NGOs) in the United States," Fact Sheet Issued by U.S. Department of State, January 12, 2012, Human Rights.gov website. <http://www.humanrights.gov/fact-sheet-non-governmental-organizations-ngos-in-the-united-states.html>

Castells, Manuel, "Civil Society, Communication Networks, and Global Governance," *The Annals of the American Academy of Political and Social Science*, March 2008 vol. 616 no. 1, pp. 78-93.

Musto, Jennifer Lynne, "The NGO-ification of the Anti-trafficking Movement in the United States," *Sex Trafficking, Human Rights, and Social Justice*, Routledge, New York (2010), pp. 23-35.

[http://www.cihuatl.pueg.unam.mx/pinakes/userdocs/assusr/A2/A2\\_1474.pdf](http://www.cihuatl.pueg.unam.mx/pinakes/userdocs/assusr/A2/A2_1474.pdf)

Rogers, Martin, "Global Nonprofits: To Achieve Greater Impact, Develop an Effective Leadership Ensemble," Accenture website, April 3 2014. <http://www.accenture.com/us-en/Pages/insight-global-nonprofits-achieve-greater-impact-develop.aspx>

### **Week #10 – Oct 21: – LA as Locus - Technology**

Caravaca, Santiago Martín, "Smart Cities Diplomacy: Smart Power," Smartcities.com website, April 13, 2015.

<http://www.smartcities.com/en/articles/483-smart-cities-diplomacy>



Andrews, Jonathan, "Paris Looks to Start-ups to Create a New Wave of Solutions," *Cities Today Website*, June 1, 2018. <https://cities-today.com/paris-looks-to-start-ups-to-create-a-new-wave-of-solutions/>

Ryan Nakashima and Michael Liedtke, "'Silicon Beach' Brings Tech Boom to Los Angeles," *Epoch Times website*, October 22, 2014. <http://www.theepochtimes.com/n3/1035243-silicon-beach-brings-tech-boom-to-los-angeles/>

Pareesh, Dave, "Seoul'd on L.A.: South Korean Tech Industry Finds Warm Reception in Southland," *The Los Angeles Times*, May 10, 2015. <http://www.latimes.com/business/la-fi-korea-los-angeles-tech-20150510-story.html>

Marikar, Sheila, "Network? Let's Party," *New York Times*, March 14, 2014. <http://www.nytimes.com/2014/03/16/fashion/Santa-Monica-Venice-Technology-Start-ups.html? r=0>

Gersema, Emily, "USC joins Alliance to Shape SoCal into the Next Global Tech Hub," *USC News*, August 23, 2017. <http://news.usc.edu/126747/usc-joins-coalition-to-shape-socal-into-the-next-global-tech-hub/>

Lee, Wendy, "Tech Titans Boost Hollywood Jobs," *Los Angeles Times*, Sept. 18, 2018. [https://enewspaper.latimes.com/infinity/article\\_share.aspx?guid=89111cc1-b885-4386-8df9-81bd373943aa](https://enewspaper.latimes.com/infinity/article_share.aspx?guid=89111cc1-b885-4386-8df9-81bd373943aa)

## **Week #11 – Oct. 28: – LA as a Locus: Food**

Sietsema, Tom, “Chefs Are the New Diplomats,” *The Washington Post*, Sept. 4, 2012. [https://www.washingtonpost.com/lifestyle/food/chefs-are-the-new-diplomats/2012/08/31/d67b5714-ead3-11e1-b811-09036bcb182b\\_story.html](https://www.washingtonpost.com/lifestyle/food/chefs-are-the-new-diplomats/2012/08/31/d67b5714-ead3-11e1-b811-09036bcb182b_story.html)

Scharf, Sarah, “The Campaign to Make You Eat Kimchi,” Pricenomics.com website, July 26, 2016. <https://priceconomics.com/the-campaign-to-make-you-eat-kimchi/>

Melissa Newcomb, “California Enjoys Tastes of Taiwan,” AsiaMattersforAmerica.com website, Nov. 14, 2014. <http://www.asiamattersforamerica.org/taiwan/california-enjoys-tastes-of-taiwan>

“Eight Great Gastrodiplomacy Nations,” USC Center on Public Diplomacy website, July 2, 2015. <http://uscpublicdiplomacy.org/story/eight-great-gastrodiplomacy-nations>

Steinmetz, Juergen T., “Argentina Hosts the 2nd UNWTO Global Conference on Wine,” ETurboNews, October 4 2017. <http://www.greatwinecapitals.com/about/english>

Shyong, Frank, “Tastes From Home: A New Generation of Chinese Immigrants Opens Restaurants, Looking to Share Cuisine and Culture,” *Los Angeles Times*, 29 Oct 2016. <https://www.pressreader.com/usa/los-angeles-times/20161029/281668254526125>

## **Week #12 – Nov. 4 – LA as Locus – Diaspora**

Clough, Michael, “Grassroots Policymaking: Say Good Bye to the Wise Men,” *Foreign Affairs*, Jan/Feb 1994.

<http://www.foreignaffairs.com/articles/49422/michael-clough/grass-roots-policymaking-say-good-bye-to-the-%C3%82%E2%80%98wise-men%C3%82%E2%80%99>

Cevik, Senem Bahar, “Diaspora Diplomacy Initiative in Los Angeles,” inNation website, February 25, 2015.

<http://www.innation.org/portfolio-item/diaspora-diplomacy-initiative-in-los-angeles>

Gordon, Larry, “Accent on Korea,” *The Los Angeles Times*, April 1, 2015.

<http://www.pressreader.com/usa/los-angeles-times/20150401/281749857861080/TextView>

Anupam, Chander, “Flying the Mexican Flag in Los Angeles,” *Fordham Law Review*, Vol 75, Issue 5, 2007.

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## **Week #13 – Nov. 11: LA as Locus - Entertainment**

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Verrier, Richard, "L.A. Mayor Garcetti Orders City Departments to Support the Film Industry," *Los Angeles Times*, March 4, 2015.  
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### **Week #14 – Nov. 18: LA as Locus – Universities**

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**Week #15: - Dec. 2 – Presentation- The City Diplomacy Effectiveness Model**

**Final product should be turned in on TBD**

**Statement on Academic Conduct and Support Systems:**

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the

discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](https://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](https://policy.usc.edu/scientific-misconduct).

Support Systems:

*Student Health Counseling Services - (213) 740-7711 – 24/7 on call*

[engemannshc.usc.edu/counseling](https://engemannshc.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*

[suicidepreventionlifeline.org](https://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 – 24/7 on call*

[engemannshc.usc.edu/rsvp](https://engemannshc.usc.edu/rsvp)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED) | Title IX - (213) 740-5086*

[equity.usc.edu](https://equity.usc.edu), [titleix.usc.edu](https://titleix.usc.edu)

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

*Bias Assessment Response and Support - (213) 740-2421*

[studentaffairs.usc.edu/bias-assessment-response-support](https://studentaffairs.usc.edu/bias-assessment-response-support)

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

*The Office of Disability Services and Programs - (213) 740-0776*

[dsp.usc.edu](https://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*

[studentaffairs.usc.edu/ssa](https://studentaffairs.usc.edu/ssa)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](https://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](https://dps.usc.edu), [emergency.usc.edu](https://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](https://dps.usc.edu)

Non-emergency assistance or information.