

## Literature on Public Diplomacy

The series of Diplomacy literature lists consists of: 'Branding', 'Citizen and Track II diplomacy', 'City Diplomacy', 'Cultural Diplomacy', 'Economic diplomacy', 'European level diplomacy and the European diplomatic service', 'Public Diplomacy', 'Negotiation, Negotiation techniques and Diplomatic Relations', 'Negotiation, Culture and Intercultural Communication', 'Soft power and public diplomacy in (East) Asia'.

Compilation: Ali Molenaar, Library and Documentation Centre Clingendael Institute, July 1, 2011.

Your comments and additions to this list are very welcome: [amolenaar@clingendael.nl](mailto:amolenaar@clingendael.nl)

Most of the literature in this list is not available in the library of the Institute.

For more information visit our website: [www.clingendael.nl/library](http://www.clingendael.nl/library)

- AAN het buitenland gehecht: over verankering en strategie van Nederlands buitenlandbeleid. - Amsterdam: Amsterdam University Press, November 2010. - 175 p. - (CE7447)
- ABDULKAREEM, KH. (2002): The U.S. war on terror -- a Middle Eastern perspective, in: FOREIGN SERVICE JOURNAL, April.
- ADELMAN, K.L. (1981): Speaking of America: public diplomacy in our time, in: FOREIGN AFFAIRS, 59 (4-5) Spring: 913-936
- AKAHA, TSUNEO (2011): Japon: le difficile équilibre entre soft power et hard power, in: POLITIQUE ETRANGERE, 76(1) Printemps: 115-127.
- AKAMI, TOMOKO (2008): The emergence of international public opinion and the origins of public diplomacy in Japan in the inter-war period, in: HAGUE JOURNAL OF DIPLOMACY, 3(2) 99-128.
- ALBRIGHT, M. (1999): The importance of public diplomacy to American foreign policy, in: U.S. DEPARTMENT OF STATE DISPATCH, 10(8) October: 8-9.
- ALEXANDRE, L. (1987): In the service of the state: public diplomacy, government media and Ronald Reagan, in: MEDIA, CULTURE & SOCIETY, 9(1), January: 29-46.
- AL-JAZEERA: little known, world-wide respect (2001), in: MIDDLE EAST REPORTER WEEKLY 101(1169), October: 16-17.
- ALLEYNE, M.D. (2005): The United Nations' celebrity diplomacy, in: SAIS REVIEW – 25(1) Winter-Spring, 175-185 (CE485)
- ALTING VON GEUSAU, F.A.M. (2009): Cultural diplomacy: waging war by other means?. - Nijmegen : Wolf legal publishers: 172 p. - (B-R 978)
- ALZUGARAY, C. (2006): Academic exchanges and transnational relations: Cuba and the United States, in: LATIN AMERICAN PERSPECTIVES, 33(5): 43-57. (CE70)
- AMERICA'S role in the world: a business perspective on public diplomacy. - [s.l.]: Business for diplomatic action, October 2007. - 18 p. - (CE7213)
- AMERSON, R. (1995): How democracy triumphed over dictatorship: public diplomacy in Venezuela. - Washington, DC: The American University Press.
- AMR, H. (2004): The need to communicate: how to improve U.S. public diplomacy with the Islamic world. - Washington, DC: Saban Center for Middle East Policy at the Brookings Institution, January
- ANDONI, L. (2003): Deeds speak louder than words, in: A.T. Lennon: The battle for hearts and minds: using soft power to undermine terrorist networks. -Cambridge, Mass.: MIT Press.
- ANDONI, L. (2002): Deeds speak louder than words, in: WASHINGTON QUARTERLY, 25(2) Spring: 85-100.
- ANDREASEN, U. (2008): Reflections on public diplomacy after the Danish cartoon crises: from crisis management to normal public diplomacy work, in: HAGUE JOURNAL OF DIPLOMACY, 3(2): 201-207.
- ANDREASEN, U. (2007): Diplomati og globalisering: en introduktion til Public Diplomacy. – Copenhagen: Museum Tusulanums Forlag. – 144 p.
- ANHOLT, S. (2006): Public diplomacy and place branding: where's the link?, in: PLACE BRANDING 2, 271–275
- ANTAL, E.; TIGAU, C. (2009): GMO PD for biosafety in Mexico: applications of a hierarchical model of communication, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 5(1) February: 38-53.
- AOYAMA, RUMI (2004): Chinese diplomacy in the multimedia age: public diplomacy and civil diplomacy. - Tokyo : Waseda University, December. - 60 p. - (CE5249)
- APRIGIO, A.: The important aspects of Public Diplomacy: the Kosovo case. – February 5, 2010. - Online paper at: <http://andraprigio.wordpress.com/2010/02/05/47/>
- ARMISTEAD, E.L. (2004): Information operations: warfare and the hard reality of soft power (Issues in Twenty-First Century Warfare): - Dulles, VA: Potomac Books.
- ARMITAGE, R.L.; NYE, JR., J.S. [COCHAIRS] (2007): CSIS commission on smart power: a smarter, more secure America. - Washington DC: Center for Strategic & International Studies [CSIS]. - 90 p. - (CE2218)
- ARMSTRONG, M. (2010): Foreign policy and public diplomacy, in: PUBLIC DIPLOMACY MAGAZINE, (4) Summer: 17-18. (CE6848)
- ARMSTRONG, M. (2010): Reforming Smith-Mundt: making American public diplomacy safe for Americans, in: FOREIGN SERVICE JOURNAL, 2 August: online article. (CE7241)

- ARMSTRONG, M. (2010): Reforming Smith-Mundt: making American public diplomacy safe for Americans, in: WORLD POLITICS REVIEW
- ARMSTRONG, M.C. (2009): Operationalizing public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. – New York: Routledge: 63-71. - (B-R 803)
- ARNDT, R.T. (2010): The hush-hush debate: the cultural foundations of U.S. public diplomacy, in: PUBLIC DIPLOMACY MAGAZINE, (3) Winter: 18-28. (CE6360)
- AUJE, E.F. (2010): Public diplomacy in Lebanon, in: PUBLIC DIPLOMACY MAGAZINE, (3) Winter: 109-112. (CE6360)
- AUNG-THWIN, M. (2001-2002): Parochial universalism, democracy Jihad and the orientalist image of Burma: the new Jihad, in: PACIFIC AFFAIRS, 74(4) Winter: 483-506.
- AUSSENBLICKE: Fünfzig Jahre Bundesrepublik Deutschland (special issue) (1999), in: ZEITSCHRIFT FÜR KULTURAUUSTAUSCH, 49(1): 3-126
- AUSTRALIA'S public diplomacy: building our image. - Canberra: Commonwealth of Australia, August 2007. - x, 244 p. - (CE2217)
- AVRAHAM, E. (2009): Marketing and managing nation branding during prolonged crisis: the case of Israel, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 5(3) August: 202-212.
- AYERS, M.C. (2010): Promoting public and private reinvestment in cultural exchange-based diplomacy. - New York: Robert Sterling Clark Foundation, April 16. - 96 p. - (CE7107)
- BAE, IMHO (2011): People-to-people dialogue between North and South Korea: looking ahead / Imho Bae, in: NEGOTIATION JOURNAL, 27(1) January: 29-44.
- BAGAYEV, Y. (1989): USSR and Japan: growth of public diplomacy, in: FAR EASTERN AFFAIRS: (2)
- BALASSA, C. (2008): America's image abroad: the UNESCO cultural diversity convention and U.S. motion picture exports. - [s.l.]: Vanderbilt university. - 45 p. - (CE2213)
- BALDYGA, L.J. (2008): The practice of public diplomacy and its perpetual critics, in: FLETCHER FORUM OF WORLD AFFAIRS, 32(3): 35-40. (CE5440)
- BARBER, B.R. (2009): Brand America or America the beautiful?: public diplomacy in the Obama era, in: PUBLIC DIPLOMACY MAGAZINE, (1) Winter: 46-48. (CE4581)
- BARBER, B.R. (1992): Jihad vs. McWorld, in: ATLANTIC MONTHLY ONLINE, 269(3) March: 53-65.
- BARDOS, A.A. (2001): 'Public diplomacy': an old art, a new profession, in: VIRGINIA QUARTERLY REVIEW, 77(3): 424-437.
- BARINGHORST, S. [HRSG.] (1995): Macht der Zeichen - Zeichen der Macht: neue Strategien politischer Kommunikation. -Frankfurt am Main: Lang.
- BARRENADA, I. (2006): Alliance of civilizations, Spanish public diplomacy and cosmopolitan proposal, in: MEDITERRANEAN POLITICS, 11(1) March: 99-104.
- BARRON, O. (2006): A new approach - engaging the muslim world through public diplomacy, in: HARVARD INTERNATIONAL REVIEW, 28(4)
- BASKER, E. (2006): EU public diplomacy, in: J. Noya [ed.]: The present and future of public diplomacy: a European perspective; the 2006 Madrid conference on public diplomacy. - Madrid: Real Instituto Elcano: p. 27-29.
- BATORA, J. (2006): Public diplomacy between home and abroad: Norway and Canada, in: HAGUE JOURNAL OF DIPLOMACY, 1(1): 53-80.
- BATORA, J. (2005): Public diplomacy in small and medium-sized states: Norway and Canada. - The Hague: Netherlands Institute of International Relations 'Clingendael', March.
- BATORA, JR., J.; NEUMANN, I.B. (2002): Cautious surfers: the Norwegian Ministry of Foreign Affairs negotiates the wave of the information age, in: DIPLOMACY & STATECRAFT, 13(3) September: 23-56.
- BEELDVOORMING over Nederland in landen met een moslimmeerderheid. - Den Haag: SDU, 12 maart 2010. - 8 p. - (CE6590)
- BEN-ELIEZER, M. (1979): Public and instant diplomacy, in: ETC: A REVIEW OF GENERAL SEMANTICS, vol. 36(4) Winter
- BEN-MEIR, J. (2006): Win the war of ideas through community development, in: HUMANIST, March-April: 5-6. (CE6661)
- BEN-MEIR, J. (2004): Create a new era of Islamic-Western relations by supporting community development, in: INTERNATIONAL JOURNAL OF SOCIOLOGY & SOCIAL POLICY, 24(12) December: 25-43
- BEN-MEIR, J. (2006): Win the war of ideas through community development, in: HUMANIST March-April (CE6661)
- BENNETT, W.L. (2003): News: The Politics of Illusion. - New York, Addison Wesley Longman.
- BENNETT, W.L.; PALETZ, D.L. [EDS.] (1994): Taken by storm: the media, public opinion, and U.S. foreign policy in the Gulf war. - Chicago: University of Chicago Press.
- BERGEN, P.L. (2002): Picking up the pieces (review article), in: FOREIGN AFFAIRS, 81(2) March/April: 169-175
- BERGER, T.U. (2010): Japan in Asia: a hard case for soft power, in: ORBIS, 54(40) Fall: 565-582.
- BERTRAM, M. (1992): The birth of Anglo-American friendship: prime facet of the Venezuelan Boundary Dispute: a study of the interaction of diplomacy and public opinion. - Lanham (etc.): University Press of America.

- BISCHOF, G. (2007): Das Ende des "exceptional nation"? : Herausforderungen an die öffentliche Diplomatie der USA, in: EUROPAISCHE RUNDSCHAU, 35(4): 59-72.
- BLACK, J. (2001): Semantics and ethics of propaganda, in: JOURNAL OF MASS MEDIA ETHICS: MME, 26(2): 121-138
- BLACKBURN, P.P. (1992): The post-cold war public diplomacy of the United States, in: WASHINGTON QUARTERLY, 15(1) Winter: 75-86.
- BLASCO CASTANY, R. (2010): Territorial public diplomacy in the field of integration, in: CONTRASTES, (59) Summer: 41-47. (B-R 1174)
- BLINKEN, A.J. (2003): Winning the war of ideas, in: A.T. Lennon [ed.]: The battle for hearts and minds: using soft power to undermine terrorist networks. -Cambridge, Mass.: MIT Press.
- BLINKEN, A.J. (2002): Winning the war of ideas, in: WASHINGTON QUARTERLY, 25(2) Spring: 101-114.
- BLINKEN, A. (2001): Elevating Public Diplomacy, in: To prevail: an American strategy for the campaign against terrorism. - Washington: Center for Strategic and International Studies: 141-152.
- BOTAN, C.H.; SOTO, F. (1998): A semiotic approach to the internal functioning of publics: implications for strategic communication and public relations, in: PUBLIC RELATIONS REVIEW, 24(1): 21-44.
- BOVEY JR., J.A. (1971): The crisis of public diplomacy, in: INTERNATIONALE SPECTATOR, 25(19) 8 november: 1804-1818.
- BRIX, E. (ET AL.) (2004): Public diplomacy. - Wien: Vienna School of International Studies.
- BRODSKY, L. (2008): Broadcasting democracy?: matching foreign policy goals and messages, in: FLETCHER FORUM OF WORLD AFFAIRS, 32(3): 63-73. (CE5442)
- BROWN, J. (2010): What's important, what's happening, and what's public diplomacy, in: HUFFINGTON POST, (July 16), at: [http://www.huffingtonpost.com/john-brown/whats-important-whats-hap\\_b\\_649853.html](http://www.huffingtonpost.com/john-brown/whats-important-whats-hap_b_649853.html) (accessed July 21, 2010)
- BROWN, J. (2009): What's happened to anti-Americanism, and to the State Department?: the Obama administration and public diplomacy; March to mid-June 2009, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 5(3) August: 247-252.
- BROWN, J. (2009): Smart power in, public diplomacy out?, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 5(2) May: 151-155.
- BROWN, J. (2007): Public diplomacy media overview, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 3(4) October: 337-347.
- BROWN, J. (2002): The purposes and cross-purposes of American public diplomacy, in: AMERICAN DIPLOMACY August.
- BROWN, J.L. (1964): But what do you do?, in: FOREIGN SERVICE JOURNAL, 41(6) June.
- BROWN, R. (2010): Diplomacy, public diplomacy and social networks. - New Orleans: International Studies Association, February. - 13 p. - (CE6530)
- BROWN, R. (2003): Spinning the war: political communications, information operations and public diplomacy in the war on terrorism' in: D.K. Thussu; D. Freedman [eds.], War and the media: reporting conflict 24/7. - London: Sage.
- BROWN, R. (2003): Spinning the world: spin doctors, mediation and foreign policy', in: F. Debrix; C. Weber [eds.], Rituals of Mediation: International Politics and Social Meaning (Minneapolis: University of Minnesota Press.
- BROWN, R. (2002): Information operations, public diplomacy and spin: the US and the politics of perception management, in: JOURNAL OF INFORMATION WARFARE, 1(3)
- BUNIN, V. (1989): Ambassador of public diplomacy, in: FAR EASTERN AFFAIRS (1)
- BURT, R.; ROBINSON, O. (1998): Reinventing diplomacy in the information age: a report of the CSIS Advisory panel on diplomacy in the information age. - Washington, D.C.: CSIS.
- BURTON, B.M.; LORD, K.M. (2011): Did the State Department get the Quadrennial Diplomacy and Development Review right?, in: WASHINGTON QUARTERLY, 34(2) Spring: 111-123.
- BUSTAMANTE, M.J.; SWEIG, J.E. (2008): Buena vista solidarity and the axis of aid: Cuban and Venezuelan Public diplomacy, in: ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE, (616) March: 223-256. (B-R 628)
- BYRNE, C.; HALL, R. (2011): Australia's international education as public diplomacy: soft power potential. - The Hague: Netherlands Institute of International Affairs 'Clingendael', July. - 38 p. - (CE7785)
- BYRNE, C. (2010): Not quite the sum of its parts: public diplomacy from an Australian perspective, in: EXCHANGE, (inaugural issue) Fall: 41-53. (CA3152)
- CALLAHAN, R.J. (2006): Neither Madison Avenue nor Hollywood, in: FOREIGN SERVICE JOURNAL, 83(10) October.
- CALLAHAN, W.A. (2007): Tianxia, empire and the world: soft power and China's foreign policy discourse in the 21st century. - [s.l.] : British Inter-University China Centre [BICC], May. - 24 p. - (CE4772)
- CALMY-REY, M. [ET AL.] (2007): "Soft" governance. - Genève: Fondation pour Genève, April. - 119 p. (B-R 454)
- CAMP, B.A. (2004): Speaking out: a failure of imagination, in: FOREIGN SERVICE JOURNAL October
- CAMPBELL, S. (1987): A map of the field: a summary and analysis of a questionnaire on public diplomacy. - Dayton, Ohio: Kettering Foundation.

- CAMUNAS, A. (2010): Corporate diplomacy: from peculiar to the latest trend, in: CONTRASTES, (59) Summer: 123-127. (B-R 1174)
- CAREW, J. (2010): Brought to you by the U.S. government..., in: FOREIGN SERVICE JOURNAL, 87(10) October: 22-25. (CE7312)
- CARR, R.K. (1991): Public diplomacy in reverse, in: FOREIGN SERVICE JOURNAL, 68(7) July
- CARRUTHERS, S.L. (2000): The media at war: communication and conflict in the twentieth century. - New York: St. Martin's Press.
- CASTELLS, M. (2008): The new public sphere: global civil society, networks, and global governance, in: ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE, (616) March: 78-93. (B-R 628)
- CENTER, S. (2010): Supranational public diplomacy: the evolution of the UN department of public information and the rise of third world advocacy, in: The United States and public diplomacy: new directions in cultural and international history / ed. by K.A. Osgood; B.C. Etheridge. - Leiden : Martinus Nijhoff: p. 135-164 (B-R 1091)
- CHABAN, N.; KELLY, S.; BAIN, J. (2009): European Commission delegations and EU public policy: stakeholders' perceptions from the Asia-Pacific, in: EUROPEAN FOREIGN AFFAIRS REVIEW, 14(2) May: 271-288.
- CHABAN, N.; ELGSTROEM, O.; HOLLAND, M. (2006): The European Union as others see it, in: EUROPEAN FOREIGN AFFAIRS REVIEW, 11(2) Summer: 245-262.
- CHAPMAN, J. (2000): The power of propaganda (review article), in: JOURNAL OF CONTEMPORARY HISTORY, 35(4) October: 679-688.
- CHARNEY, C.; YAKATAN, N. (2005): A new beginning: strategies for a more fruitful dialogue with the Muslim world. - New York: Council on Foreign Relations, May.
- CHAUDHRI, V.; PYKE, J.P. (2008): Rhetorics in hostile diplomatic situations: a case study of Iranian president Mahmoud Ahmadinejad's rhetoric during his 2007 US visit, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 4(4) November: 317-330.
- CHERRIBI, S. (2009): U.S. public diplomacy in the Arab world: responses to Al-Jazeera's interview with Karen Hughes, in: AMERICAN BEHAVIORAL SCIENTIST, 52(5) January: 755-771. (CE7320)
- CHINA'S foreign policy and "soft power" in South America, Asia, and Africa: a study prepared for the Committee on Foreign Relations United States Senate by the Congressional Research Service Library of Congress. - Washington DC : U.S. government printing office, April 2008. - viii, 131 p. - (CE4769)
- CHITTY, N. (2011): Public diplomacy: courting publics for short-term advantage or partnering publics for lasting peace and sustainable prosperity?, in: Trials of engagement: the future of US public diplomacy / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 251-269. (B-R 1233)
- CHITTY, N. (2009): Australian public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 314-321. - (B-R 803)
- CHOMSKY, N. (2003): Letters from Lexington: Reflections on Propaganda. - Common Courage Press.
- CHOMSKY, N. (2002): Media Control: The Spectacular Achievements of Propaganda. - Seven Stories Press; 2nd ed.
- CHOMSKY, N.; BARSAMIAN, D. (2001): Propaganda and the public mind: conversations with Noam Chomsky. - South End Press.
- CINCOTTA, H. (2001): Post-modern diplomacy and the new media, in: INFORMATION IMPACTS MAGAZINE July.
- CINCOTTA, H. (2000): Thoughts on public diplomacy and integration, in: STATE MAGAZINE February-March
- CLAUDE, JR., I.L. (1965): The impact of public opinion upon foreign policy and diplomacy: open diplomacy revisited, in: INTERNATIONAL SPECTATOR, 19(1) 8 januari: 7-27.
- CLEMENTE, D. (2011): America's African Command: soft power warriors, in: WORLD TODAY, 67(1) January: 22-24.
- COFFEY JR., F.A.: [ET AL.] (2007): Making public diplomacy effective: crippled State Department public diplomacy must be restructured. - [s.l.] : [s.n.], October. - 6 p. - (CE2198)
- COHEN, A.; DALE, H. (2010): Russian Anti-Americanism: a priority target for U.S. public diplomacy. - Heritage Foundation, online backgrounder, February 24  
<http://www.heritage.org/Research/Reports/2010/02/Russian-Anti-Americanism-A-Priority-Target-for-US-Public-Diplomacy> (accessed on March 25, 2010)
- COHEN, A. (2003): Promoting freedom and democracy: fighting the war of ideas against islamic terrorism, in: COMPARATIVE STRATEGY, 22(3) July/August/September: 207-221.
- COHEN, A. (2000): Issues 2000: the candidate's briefing book: spreading freedom: building democracy and public diplomacy. - Washington, D.C.: Heritage Foundation.
- COHEN, Y. (1986): Media diplomacy: the Foreign Office in the mass communications age. - Frank Cass.
- CONGAR, Y. (2002): The War's Missing Front, in: FOREIGN SERVICE JOURNAL, April 2002.
- COONROD, R. (2001): Will international broadcasting stake a claim on the electronic frontier?, in: INFORMATION IMPACTS MAGAZINE July.
- COOPER, A.F. (2009): Middle powers: squeezed out or adaptive?, in: PUBLIC DIPLOMACY MAGAZINE, (2) Summer: 29-34. (CE3965)

- COPELAND, D. (2011): The seven paradoxes of public diplomacy, in: *Trials of engagement: the future of US public diplomacy* / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 183-200. (B-R 1233)
- COPELAND, D. (2009): Transformational public diplomacy: rethinking advocacy for the globalisation age, in: *PLACE BRANDING AND PUBLIC DIPLOMACY*, 5(2) May: 97-102.
- COPELAND, D. (2009): Guerrilla diplomacy: rethinking international relations. - Boulder : Lynne Rienner. - xiv, 311 p. - (B-R 972)
- COPELAND, D.; POTTER, E.H. (2008): Public diplomacy in conflict zones: military information operations meet political counter-insurgency, in: *HAGUE JOURNAL OF DIPLOMACY*, 3(3): 277-297.
- COPELAND, D. (2008): No dangling conversation: portrait of the public diplomat, in: *Engagement: public diplomacy in a globalised world* / ed. by J. Welsh; D. Fearn. - London: Foreign and Commonwealth Office [FCO]: 134-144. (CE2343)
- COPELAND, D. (2005): New rabbits, old hats: international policy and Canada's foreign service in an era of diminished resources, in: *INTERNATIONAL JOURNAL*, Summer.
- CORMAN, S.R.; DOOLEY, K.J. (2008): Strategic communication on a rugged landscape: principles for finding the right message. - [s.l.]: Consortium for Strategic Communication [CSC], January. - 16 p. - (CE2219)
- CORRALES, J. (2009): Using social power to balance soft power: Venezuela's foreign policy, in: *WASHINGTON QUARTERLY*, 32(4) October: 97-114.
- CORRE, P. LE (2011): China's charm offensive, in: *EUROPE'S WORLD*, (17) Spring: 29-31.
- COWAN, G. (2010): International broadcasting, in: *PUBLIC DIPLOMACY MAGAZINE*, (3) Winter: 12-14. (CE6360)
- COWAN, G.; CULL, N.J. [EDS.] (2008): Public diplomacy in a changing world [special issue], in: *ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE*, (616) March: 6-290. (B-R 628)
- COWAN, G.; ARSENAULT, A. (2008): Moving from monologue to dialogue to collaboration: the three layers of public diplomacy, in: *ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE*, (616) March: 10-30. (B-R 628)
- CRANE, M. (2009): Public diplomacy: taming the transatlantic waves, in: *AMERICAN BEHAVIORAL SCIENTIST*, 52(5) January: 787-790. (CE7322)
- CRILLEY, K. (2001): Information warfare: new battle fields: terrorists, propaganda and the Internet, in: *ASLIB PROCEEDINGS*, 53(7): 250-264.
- CRITCHLOW, J. (2003): The power of public diplomacy, in: *NEW LEADER*, 86(5) September-October: 12-14
- CRITCHLOW, J. (2004): Public diplomacy during the Cold War: the record and its implications [review article], in: *JOURNAL OF COLD WAR STUDIES*, 6(1) Winter: 75-89. (CE7231)
- CULBERTSON, H.M.; NI CHEN [eds.] (1996): *International public relations: a comparative analysis*. - Mahwah: Lawrence Erlbaum Ass.
- CULL, N.J. (2011): Karen Hughes and the Brezhnev syndrome: the trial of public diplomacy as domestic performance, in: *Trials of engagement: the future of US public diplomacy* / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 117-132. (B-R 1233)
- CULL, N.J. (2011): WikiLeaks, public diplomacy 2.0 and the state of digital public diplomacy, in: *PLACE BRANDING AND PUBLIC DIPLOMACY*, 7(1) February: 1-8.
- CULL, N.J. (2010): Film as public diplomacy: the USIA's Cold War at twenty-four frames per second, in: *The United States and public diplomacy: new directions in cultural and international history* / ed. by K.A. Osgood; B.C. Etheridge. - Leiden : Martinus Nijhoff: p. 257-284 (B-R 1091)
- CULL, N.J. (2010): Public diplomacy: seven lessons for its future from its past, in: *PLACE BRANDING AND PUBLIC DIPLOMACY*, 6(1) February: 11-17.
- CULL, N.J. (2010): Speeding the strange death of American public diplomacy: the George H.W. Bush administration and the U.S. Information Agency, in: *DIPLOMATIC HISTORY*, 34(1) January: 47-60. (CE7365)
- CULL, N.J. (2009): Introduction – Mapping the miracle: Northern Ireland, public diplomacy and track two diplomacy, in: Popiolkowski, J.J.; Cull, N.J. [eds.]: *Public diplomacy, cultural interventions & the peace process in Northern Ireland: track two to peace?*. - Los Angeles: Figueroa Press: 1-4 (CE6386)
- CULL, N.J. (2009): Designing out the mess: a historically literate approach to re-booting U.S. public diplomacy, in: *PUBLIC DIPLOMACY MAGAZINE*, (1) Winter: 13-18. (CE4528)
- CULL, N.J. (2009): Public diplomacy before gullion: the evolution of a phrase, in: *Routledge handbook of public diplomacy* / ed. N. Snow; Ph.M. Taylor. – New York: Routledge: 19-23. - (B-R 803)
- CULL, N.J. (2009): *Public diplomacy: lessons from the past*. - Los Angeles : Figueroa Press, October. - 62 p. - (CE6136)
- CULL, N.J. (2008): *The Cold War and the United States Information Agency: American propaganda and public diplomacy 1945-1989*. - Cambridge : Cambridge University Press. - xxv, 533 p. - (B-R 739)
- CULL, N.J. (2008): Public diplomacy: seven lessons for its future from its past, in: *Engagement: public diplomacy in a globalised world* / ed. by J. Welsh; D. Fearn. - London: Foreign and Commonwealth Office [FCO]: 16-29. (CE2343)
- CULL, N.J. (2008): Public diplomacy: taxonomies and histories, in: *ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE*, (616) March: 31-54. (B-R 628)

- CULL, N.J. (2003): 'The man who invented truth': the tenure of Edward R. Murrow as director of the United States Information Agency during the Kennedy years, in: COLD WAR HISTORY, 4(1) 2003: 23-48. (CE7207)
- CULL, N.J.; CULBERT, D.; WELCH, D. (2003): Propaganda and mass persuasion: a historical encyclopedia, 1500 to the present. - Santa Barbara, CA: ABC-CLIO.
- CULL, N.J. (1995): Selling war: the British propaganda campaign against American "Neutrality" in World War II. - New York: Oxford University Press.
- DAALDER, I.H.; LINDSAY, J.M. (2001): Nasty, brutish, and long: America's war on terrorism, in: CURRENT HISTORY, 100 (650) December: 403-409.
- DALE, H.C. (2010): All out: China turns on the charm, in: WORLD AFFAIRS, July/August, at: <http://www.worldaffairsjournal.org/articles/2010-JulyAugust/full-Dale-JA-2010.html> (accessed July 21, 2010)
- DALE, H. (2010): Public diplomacy and strategic communications review: key issues for Congressional oversight. - Heritage Foundation webmemo, March 22 <http://www.heritage.org/Research/Reports/2010/03/Public-Diplomacy-and-Strategic-Communications-Review-Key-Issues-for-Congressional-Oversight> (accessed on March 25, 2010)
- DALE, H. (2009): Improving the international marketplace of ideas, in: PUBLIC DIPLOMACY MAGAZINE, (1) Winter: 32-35. (CE4580)
- DALE, H.C. (2009): An inauspicious start, in: JOURNAL OF INTERNATIONAL SECURITY AFFAIRS, (17) Fall (visited at: <http://www.securityaffairs.org/>)
- DANIELSEN, H. (2010): Mediating public diplomacy: local conditions and U.S. public diplomacy in Norway in the 1950s, in: The United States and public diplomacy: new directions in cultural and international history / ed. by K.A. Osgood; B.C. Etheridge. - Leiden : Martinus Nijhoff: p. 285-314 (B-R 1091)
- DATTA, M.N. (2009): The decline of America's soft power in the United Nations, in: INTERNATIONAL STUDIES PERSPECTIVES, 10(3) August: 265-284.
- DAVIDSON, M.J. (2008): Elements of credible cultural diplomacy: "landmarks of New York" in Tokyo, in: FLETCHER FORUM OF WORLD AFFAIRS, 32(3): 75-82. (CE5443)
- DAVIS, J. (2004): The campaign to ban landmines: public diplomacy, middle power leadership and an unconventional negotiating process, in: JOURNAL OF HUMANITARIAN ASSISTANCE, May: 6 p. (CE7223)
- DE GOUVEIA, PH. F., & PLUMRIDGE, H. (2005): European infopolitik: developing EU public diplomacy strategy. - London: Foreign Policy Centre.
- DE SANTIS, H. (1980): The diplomacy of silence: the American foreign service, the Soviet Union, and the Cold War, 1933-1947. - Chicago: University of Chicago Press.
- DE YOUNG, K. [ET AL.] (2003): From different perspectives. public diplomacy or propaganda?, in: S. Hess, M. Kalb [eds.], The media and the war on terrorism. - Washington, D.C: Brookings Institution Press.
- DEFTY, A. (2004): Britain, America, and anti-communist propaganda, 1945-1953: the information research department. - London: Routledge.
- DELISLE, J. (2010): Soft power in a hard place: China, Taiwan, cross-Strait relations and U.S. policy, in: ORBIS, 54(40) Fall: 493-524.
- DELUCA, A.R. (1998): Politics, diplomacy, and the media. - Praeger.
- DEUTSCH, R.D. (2010): Ambassadors to the world: a new paradigm for public diplomacy and strategic communication, in: JOINT FORCE QUARTERLY, (56) 1st Quarter 2010: 2-5. (CE6272)
- DINNIE, K.; LIO, A. (2010): Enhancing China's image in Japan: developing the nation brand through public diplomacy, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 6(3) August: 198-206.
- DIPLOMACY in transition: conference of heads of ministries of foreign affairs, Jerusalem, Israel, March 19-31, 1995 (1995): - Jerusalem: Ministry of Foreign Affairs Israel.
- DIZARD, JR., W.P. (2004): Inventing public diplomacy: the story of the US Information Agency. - Boulder: Lynne Rienner.
- DIZARD, JR, W. (2003): Remembering USIA, in: FOREIGN SERVICE JOURNAL, July-August, 57-61 (CE2203)
- DIZARD, JR, W. (2001): Digital diplomacy: U.S. foreign policy in the information age. - Westport: Praeger.
- DIZARD, JR, W. (1961): The strategy of truth: the story of the United States Information Service, Washington, DC: Public Affairs Press.
- DJEREJIAN, E.P. [CHAIRMAN] (2003): Changing minds, winning peace: a new strategic direction for U.S. public diplomacy in the Arab & Muslim world. - Washington, DC: Advisory Group on Public Diplomacy for the Arab and Muslim world.
- DOGGETT, C.L.; LOIS, T. (1989): The United States Information Agency. - New York: Chelsea House
- DORER, J., KÖNIG, I. [HRSG.] (1995): Politische Öffentlichkeitsarbeit in Österreich: eine empirische Untersuchung zur Public Relations politischer Institutionen. - Wien: Braumüller.
- DUBOWITZ, M. (2009): Wanted: a war on terrorist media, in: JOURNAL OF INTERNATIONAL SECURITY AFFAIRS, (17) Fall (visited at: <http://www.securityaffairs.org/>)
- DUFFEY, J. (2009): How globalization became U.S. public diplomacy at the end of the Cold War, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 325-333. - (B-R 803)
- DUFFEY, J. (1995): Middle East presents challenge for USIA's "public diplomacy" work, in: U.S. INFORMATION AND TEXTS, (82) October 19: 25-30.

- DUTTA-BERGMAN, M.J. (2006): U.S. public diplomacy in the Middle East: a critical cultural approach, in: JOURNAL OF COMMUNICATION INQUIRY, 30(2) 102-124
- EAGLEBURGER, L.S.; BARRY, R.L. (1996): Dollars and sense diplomacy: a better foreign policy for less money, in: FOREIGN AFFAIRS, 75(4) July/August
- EASTWOOD, B.M. (2007): A note on the new face of citizen diplomacy: education city and American universities in the Middle East, in: AMERICAN FOREIGN POLICY INTERESTS, 29(6): 443-449. (CE4670)
- EDELSTEIN, D.M.; KREBS, R.R. (2005): Washington's troubling obsession with public diplomacy, in: SURVIVAL, 47(1) Spring: 89-104.
- EDWARDS, T. (2009): The geocultural dimension of public diplomacy, in: PUBLIC DIPLOMACY MAGAZINE, (1) Winter: 62-68. (CE4583)
- EFE SEVIN, EFE; KIMBALL, SPENCER, KHALIL, MOHAMMED (2011): Listening to President Obama: a short examination of Obama's communication practices, AMERICAN BEHAVIORAL SCIENTIST 55(6) 803-812
- EHTESHAMI, A. (2009): Iran as a middle power, in: PUBLIC DIPLOMACY MAGAZINE, (2) Summer: 54-56. (CE3965)
- EICKELMAN, D.F. (2004): Islam, modernity, and public diplomacy in the Arab world: a Moroccan snapshot, in: A practical guide to winning the war on terrorism / ed. by A. Garfinkle. - [s.l.]: Hoover Institution on War, Revolution and Peace, 2004. - 63-75. (CE5691)
- ELDER, R.F. (1968): The information machine: the United States Information Agency and American foreign policy. - Syracuse: Syracuse UP.
- ELKES, P. (2001): Review article: propaganda to die for?, in: JOURNAL OF CONTEMPORARY HISTORY, 36(4) October: 673-680.
- ELLIOTT, K.A. (2010): America calling: a 21st century model, in: FOREIGN SERVICE JOURNAL, 87(10) October: 31-37. (CE7312)
- ELLIOT, K.A. (1989): Too many voices of America, in: FOREIGN POLICY, (77)
- ELLIS, R.E. (2011): Chinese soft power in Latin America: a case study, in: JOINT FORCE QUARTERLY, (60) 1st quarter: 85-91.
- ENDERS WIMBUSH, S. (2009): Fixing public diplomacy and strategic communications. - Washington DC: Hudson Institute, 2009. - 10 p. - (CE7212)
- ENGAGING foreign audiences: assessment of public diplomacy platforms could help improve State Department plans to expand engagement: report to the chairman, Committee on Foreign Affairs, House of Representatives. - Washington, DC: United States Government Accountability Office [GAO], July 2010. - 43 p. - (CE6924)
- ENTMAN, R.M. (2008): Theorizing mediated public diplomacy: the U.S. case, in: INTERNATIONAL JOURNAL OF PRESS/POLITICS, 13(2) 2008: 87-102. (CE7262)
- ENTMAN, R. (2004): Projections of power: Framing news, public opinion, and U.S. foreign policy. - Chicago: The University of Chicago Press.
- ERWARTUNGEN an die auswärtige Kulturpolitik (special section) (1998), in: ZEITSCHRIFT FÜR KULTURAUUSTAUSCH, 48(3): 10-17.
- ESTERLINE, J.H.; MAE, H. (1997): Innocents abroad: how we won the Cold War. - Lanham, MD: University Press of America.
- ETANG, J. L' (2009): Public relations and diplomacy in a globalized world: an issue of public communication, in: AMERICAN BEHAVIORAL SCIENTIST, 53(4) December: 607-626. (CE6235)
- EVANS, A.; STEVEN, D. (2010): Towards a theory of influence for twenty-first century foreign policy: the new public diplomacy in a globalized world, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 6(1) February: 18-26.
- EVANS, A.; STEVEN, D. (2008): Towards a theory of influence for twenty-first-century foreign policy: public diplomacy in a globalised world, in: Engagement: public diplomacy in a globalised world / ed. by J. Welsh; D. Fearn. - London: Foreign and Commonwealth Office [FCO]: 44-61. (CE2343)
- FABRYCKY, D. (2005): U.S. Public Diplomacy and Religion in the Muslim World, in: REVIEW OF FAITH & INTERNATIONAL AFFAIRS, Fall: 25-30.
- FAKHREDDINE, J. (2004): US public diplomacy in broken Arabic: evaluating the shared values advertising campaign targeting Arab and Muslim world, in: GLOBAL MEDIA JOURNAL, 2(4) Spring
- FAN, YING (2008): Soft power: power of attraction or confusion?, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 4(2) May: 147-158.
- FATIĆ, A. (2009): Structural features of modern diplomatic methodology, in: REVIEW OF INTERNATIONAL AFFAIRS, 60(1135) July-September 2009: 5-17.
- FEALTY, M. (2009): 'Sluggo O'Toole': the new media as track two diplomacy, in: Popiolkowski, J.J.; Cull, N.J. [eds.]: Public diplomacy, cultural interventions & the peace process in Northern Ireland: track two to peace?. - Los Angeles: Figueroa Press: 89-98 (CE6386)
- FEDOROFF, N. (2010): 21st century science diplomacy, in: PUBLIC DIPLOMACY MAGAZINE, (3) Winter: 15-16. (CE6360)
- FEIGENBAUM, H.B. (2001): Globalization and cultural diplomacy. - [S.l.] : Center for arts and culture, November. - 29 p. - (CE2239)

- FEKLYUNINA, V. (2008): Battle for perceptions: projecting Russia in the west, in: EUROPE-ASIA STUDIES, 60(4) June: 605-629.
- FIJALKOWSKI, L. (2011): China's soft power in Africa?, in: JOURNAL OF CONTEMPORARY AFRICAN STUDIES, 29(2) April: 223-232.
- FINN, H.K. (2004): Public diplomacy: effective strategies for the future. – Washington, DC: Washington Institute for Near East Policy, April 19.
- FISHER, A.; LUCAS, S. [EDS.] (2011): Trials of engagement: the future of US public diplomacy. - Leiden: Martinus Nijhoff. - xi, 309 p. - (B-R 1233)
- FISHER, A. (2011): Looking at the man in the mirror: understanding of power and influence in public diplomacy, in: Trials of engagement: the future of US public diplomacy / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 271-295. (B-R 1233)
- FISHER, A. (2010): Mapping the great beyond: identifying meaningful networks in public diplomacy. - Los Angeles: Figueroa Press, April. - 86 p. - (CE7196)
- FISHER, A. (2009): Four seasons in one day: the crowded house of public diplomacy in the UK, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. – New York: Routledge: 251-261. - (B-R 803)
- FISHER, A. (2008): Music for the jilted generation: open-source public diplomacy, in: HAGUE JOURNAL OF DIPLOMACY, 3(2): 129-152.
- FISHER, A.; BRÖCKERHOFF, A. (2008): Options for influence: global campaigns of persuasion in the new worlds of public diplomacy. - London: Counterpoint. - vi, 62 p. (B-R 535)
- FISHER, A. (2006): Public diplomacy in the United Kingdom, in: The present and future of public diplomacy: a European perspective; the 2006 Madrid conference on public diplomacy / ed. J. Noya. - Madrid: Real Instituto Elcano: p. 19-25.
- FISHER, G. (1979): American communication in a global society. - NerNood: Ablex Publishing Group.
- FISHER, G.H. (1972): Public diplomacy and the behavioral sciences. - Bloomington, Indiana University Press.
- FISKE DE GOUVEIA, PH. (2006): The future of public diplomacy, in: J. Noya, [ed.]: The present and future of public diplomacy: a European perspective; the 2006 Madrid conference on public diplomacy. - Madrid: Real Instituto Elcano: p. 7-10.
- FISKE DE GOUVEIA, P.; PLUMRIDGE, H. (2005): European infopolitik: developing EU public diplomacy strategy. - London: Foreign Policy Centre, November. - 37 p. - (CE7210)
- FITZPATRICK, K.; KOSIC, T. (2005): The missing public in U.S. public diplomacy: exploring the news media's role in developing an American constituency. – [s.l.]: Palgrave Macmillan
- FITZPATRICK, K.R. (2010): The future of U.S. public diplomacy: an uncertain fate. - Leiden : Martinus Nijhoff. - xiv, 307 p. - (B-R 1030)
- FITZPATRICK, K.R. (2007): Advancing the new public diplomacy: a public relations perspective, in: HAGUE JOURNAL OF DIPLOMACY, 2(3): 187-211.
- FITZPATRICK, K. R. (2004): US Public Diplomacy, in: VITAL SPEECHES OF THE DAY 70(13): 412-417.
- FLECK, D. (2010): Direct participation in hostilities by nonstate actors and the challenge of compliance with international humanitarian law, in: PUBLIC DIPLOMACY MAGAZINE, (4) Summer: 40-51. (CE6848)
- FOCUS on USIA integration: special issue (1997), in: FOREIGN SERVICE JOURNAL: 74(11) December: 22-45.
- FONES-WOLF, E. (2001): The Voice of America and the domestic propaganda battles, 1949-1953 (book review), in: BUSINESS HISTORY REVIEW, 75(2) Summer: 401-403.
- FOREIGN policy in 2009: balancing autonomy and continuity / Akita Hiroyuki; Mori Takeo; Tadokoro Masayuki ... [et al.], in: JAPAN ECHO, 36(2) April: 49-53.
- FORTNER, R.S. (1994): Public diplomacy and international politics: the symbolic constructs of summits and international radio news. - Westport, Conn.: Praeger, 216 p.
- FOX, E. (2011): The longer term impact of U.S. public diplomacy in the Americas during WWII, in: Trials of engagement: the future of US public diplomacy / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 149-159. (B-R 1233)
- FREEDMAN, S.G. (2002): What U.S. image will linger?, in: FOREIGN SERVICE JOURNAL March.
- FRENSLEY, N., MICHAUD, N. (2006): Public diplomacy and motivated reasoning: framing effects on Canadian media coverage of U.S. foreign policy statements, in: FOREIGN POLICY ANALYSIS, 2(3) July: 201-221.
- FRIEDMAN, H.A. (2003): Falling leaves, in: PRINT, 57(5) September-October: 80-87
- FUGIEL, M.M. (2005): U.S. public diplomacy and the American experience: a theoretical evolution from consent to engagement. - London: University of London, September. - 68 p. - (CE2222)
- FULLERTON, J.A.; KENDRICK, A.; KERR, G. (2009): Australian student reactions to US tourism advertising: a test of advertising as public diplomacy, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 5(2) May: 141-150.
- FULLERTON, J.A. (2005): 'Why do they hate us?': international attitudes towards America, American brands and advertising, in: PLACE BRANDING, 1(2) March: 129-140.
- FULLERTON, J.A., & KENDRICK, A.G. (2006): Advertising's war on terrorism: the story of the U.S. State Department's shared values initiative. - Spokane, WA: Marquette Books.
- FULLMAN, A.R. (2010): The art of engagement: U.S. public and cultural diplomacy timeline October 1999-2009. - [s.l.]: Robert Sterling Clark Foundation. - 13 p. - (CE6532)

- FULLMAN, A.R. (2009): The art of engagement: trends in U.S. cultural exchange and international programming. - [s.l.]: Robert Sterling Clark Foundation. - 47 p. - (CE6533)
- FULTON, B. (2007): Geo-social mapping of the international communications environment or why Abdul isn't listening [practitioners' perspectives], in: HAGUE JOURNAL OF DIPLOMACY, 2(3): 307-315.
- FULTON, B. (2003): Leveraging technology in the service of diplomacy: innovation in the Department of State, in: M.A. Abramson; Th.L. Morin [eds.]: E-government 2003. - Lanham, MD: Rowman and Littlefield
- FULTON, B. (1997): Learning from business, in: FOREIGN SERVICE JOURNAL, December: 28-33. (CE7279)
- FURSICH, E.; ROBINS, M.B. (2002): Africa.com: the self-representation of sub-Saharan nations on the World Wide Web, in: CRITICAL STUDIES IN MEDIA COMMUNICATION, 19(2) June: 190-211.
- GARBACZ RAWSON, E.A. (2007): Perceptions of the United States of America: exploring the political brand of a nation, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 3(3) July: 213-221.
- GARDNER, R.N. (2000): The one percent solution, in: FOREIGN AFFAIRS, 79(4) July/August
- GARFIELD, B. (2002): State Department effort asks the impossible of advertising, in: ADVERTISING AGE, 73(47) November 25: 33.
- GASS, R.H.; SETTER, J.S. (2009): Credibility and public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 154-165. - (B-R 803)
- GEDDA, G. (2002): Radio Sawa: Music as a Tool, in: FOREIGN SERVICE JOURNAL November.
- GEDMIN, J.; KENNEDY, C. (2003-2004): Selling America – short, in: NATIONAL INTEREST, (74) Winter: 71-75.
- GIENOW-HECHT, J.C.E. (2010): The anomaly of the Cold War: cultural diplomacy and civil society since 1850, in: The United States and public diplomacy: new directions in cultural and international history / ed. by K.A. Osgood; B.C. Etheridge. - Leiden : Martinus Nijhoff: p. 29-56 (B-R 1091)
- GILBOA, E.; SHAI, N. (2011): Rebuilding public diplomacy: the case of Israel, in: Trials of engagement: the future of US public diplomacy / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 33-54. (B-R 1233)
- GILBOA, E. (2009): The public diplomacy of middle powers, in: PUBLIC DIPLOMACY MAGAZINE, (2) Summer: 22-28. (CE3965)
- GILBOA, E. (2008): Searching for a theory of public diplomacy, in: ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE, (616) March: 55-77. (B-R 628)
- GILBOA, E. (2006): Media and international conflict, in J. Oetzel; S. Ting-Toomey [eds.], The SAGE handbook of conflict communication: integrating theory, research, and practice. - Thousand Oaks, CA: Sage: 595-626
- GILBOA, E. (2006): Public diplomacy: the missing component in Israel's foreign policy, in: ISRAEL AFFAIRS, 12(4) October: 715-747. (CA2947)
- GILBOA, E. (2005): Effects of global television news on U.S. policy in international conflict, in Seib, Ph. [ed.] Media and Conflict in the Twenty-First Century. - [s.l.]: Palgrave Macmillan, 1-31.
- GILBOA, E. (2005): Global television news and foreign policy: debating the CNN effect, in: INTERNATIONAL STUDIES PERSPECTIVES, 6(3) August, 325-341.
- GILBOA, E. (2005): Media-broker diplomacy: When journalists become mediators, in: CRITICAL STUDIES IN MEDIA COMMUNICATION, 22(2), 99-120.
- GILBOA, E. (2005): The CNN effect: The search for a communication theory of international relations, in: POLITICAL COMMUNICATION, 22, 27-44.
- GILBOA, E. (2004): Diplomacy in the media age: three models of uses and effects, in: Jonsson, C.; Langhorne, R. [eds.], Diplomacy, III. - London: Sage Publications: p. 96-119.
- GILBOA, E. (2003): Diplomacy in the media age: three models of uses and effects, in: SAGE PUBLIC ADMINISTRATION ABSTRACTS, 29(4): 461-620.
- GILBOA, E. (2000): Media coverage of international negotiation: a taxonomy of levels and effects, in: INTERNATIONAL NEGOTIATION, 5(3): 543-568
- GILL, B.; HUANG, YANZHONG (2006): Sources and limits of Chinese “soft power”, in: SURVIVAL, 48(2) Summer: 17-35.
- GINNEKEN, J. VAN (2007): 9/11 as a trigger for long-term shifts in world public opinion, in: INTERNATIONAL COMMUNICATION GAZETTE, August; 323 - 333.
- GLADE, W. (2009): Issues in the genesis and organization of cultural diplomacy: a brief critical history, in: JOURNAL OF ARTS MANAGEMENT, LAW AND SOCIETY, 39(4) Winter: 240-259. (CE6371)
- GODEMENT, F. (2010): The United States and Asia: public diplomacy and strategic continuity, in: ASIAN SURVEY, 50(1) January-February: 8-24.
- GODSON, D. (1987): SDI, has America told her story to the world?: report of the Institute for Foreign Policy Analysis, Panel on Public Diplomacy. - Washington: Pergamon-Brassey's International Defense Publishers.
- GONESH, A.; MELISSEN, J. (2005): Public diplomacy: improving practice. - The Hague: Netherlands Institute of International Relations 'Clingendael', December.
- GONZALEZ LOSCERTALES, V. (2010): Advancing public diplomacy through world expos, in: PUBLIC DIPLOMACY MAGAZINE, (3) Winter: 79-86. (CE6360)
- GOODALL, JR., H.L.; TRETHERWEY, A.; MCDONALD, K. (2008): Strategic ambiguity, communication, and public diplomacy in an uncertain world: principles and practices, in: Corman, S.R.; Trethewey, A.; Goodall, Jr., H. L.

[eds.]: Weapons of mass persuasion: strategic communication to combat violent extremism. - New York [etc.]: Peter Lang.

- GOODMAN, A. (2010): Universities and public diplomacy, in: CONTRASTES, (59) Summer: 73-79. (B-R 1174)
- GOODMAN, M.B. [ed.] (2006): Special issue on the role of business in public diplomacy, in: JOURNAL OF BUSINESS STRATEGY 27(3) May-June
- GOODMAN, M.B. (2006): The role of business in public diplomacy, in: JOURNAL OF BUSINESS STRATEGY, 27(3): 5-7. (CE6662)
- GORGUISSIAN, TH. (2002): Sound Bites, Islam and Foggy Bottom, in: FOREIGN SERVICE JOURNAL, April.
- GOTLIEB, A. (1991): I'll be with you in a minute, Mr. Ambassador: the education of a Canadian diplomat in Washington. - Toronto: University of Toronto Press.
- GRABER, D.A. (2009): Looking at the United States through distorted lenses: entertainment television versus public diplomacy themes, in: AMERICAN BEHAVIORAL SCIENTIST, 52(5) January: 735-754. (CE7319)
- GRAFFY, C. (2009): Public diplomacy: a practitioner's perspective, in: AMERICAN BEHAVIORAL SCIENTIST, 52(5) January: 791-796. (CE7323)
- GRAFFY, C. (2009): The rise of public diplomacy 2.0, in: JOURNAL OF INTERNATIONAL SECURITY AFFAIRS, (17) Fall (visited at: <http://www.securityaffairs.org/>)
- GRAHAM, R. (2008): Globalization's reluctant shepherd, in: FLETCHER FORUM OF WORLD AFFAIRS, 32(3): 41-62. (CE5441)
- GRAHAM, S.E. (2008): US public diplomacy in the Asia Pacific: opportunities and challenges in a time of transition, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 4(4) November: 336-356.
- GRANT, R. (2005): The democratisation of diplomacy: negotiating with the Internet. - The Hague: Netherlands Institute of International Relations 'Clingendael', September.
- GREGORY, B. (2010): Public diplomacy scholars and practitioners: thoughts for an ongoing conversation, in: EXCHANGE, (inaugural issue) Fall: 6-9. (CA3152)
- GREGORY, B. (2008): Public diplomacy and governance: challenges for scholars and practitioners, in: Global governance and diplomacy: worlds apart? / ed. by A.F. Cooper; B. Hocking; W. Maley. - Houndmills: Palgrave Macmillan: 241-256. (B-R 749)
- GREGORY, B. (2008): Public diplomacy: sunrise of an academic field, in: ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE, (616) March: 274-290. (B-R 628)
- GREGORY, B. (2007): Public diplomacy as strategic communication, in: Countering terrorism and insurgency in the 21st century: international perspectives; vol. 1 / ed. by J.J.F. Forest. - Westport: Praeger Security International. - p. 336-357. (CE7232)
- GROENENDIJK, J.N.A. (1986): Is een public affairs beleid ook voor een ministerie mogelijk? - s-Gravenhage: Ministerie van Binnenlandse Zaken, directoraat-generaal Binnenlands bestuur.
- GUNARATNE, S.A. (2005): Public diplomacy, global communication and world order: an analysis based on theory of living systems: quantum 'nonsense', in: CURRENT SOCIOLOGY, 53(5) September: 749-772
- GYARFASOVA, O. [ED.](2008): Nurturing atlanticists in Central Europe: case of Slovakia and Poland. - Bratislava : Institute for Public Affairs [IVO], 2008. - 112 p. - (CE4680)
- HAM, P. VAN (2010): Social power in international politics. - London: Routledge. - xii, 257 p. - (B-R 1108)
- HAM, P. VAN (2005): Power, public diplomacy, and the Pax Americana, in: J. Melissen [ed.]: The new public diplomacy: soft power in international relations. - Basingstoke [etc.]: Palgrave Macmillan: 47-66
- HAM, P. VAN (2003): Mejorar la imagen de EEUU tras el 11-S: el papel de la diplomacia pública, in: BOLETÍN (Real Instituto Elcano de Estudios Internacionales y Estratégicos), (25) 16 Junio
- HAM, P. VAN (2003): Publieksdiplomatie en Amerika's oorlog tegen internationaal terrorisme, in: INTERNATIONALE SPECTATOR, 57(4) april: 167-172.
- HAM, P. VAN (2003): War, lies, and videotape: public diplomacy and the USA's war on terrorism, in: SECURITY DIALOGUE, 34 (4) December: 427-444.
- HAMMOND, PH. (2000): Reporting "humanitarian" warfare: propaganda, moralism and NATO's Kosovo war, in: JOURNALISM STUDIES, 1(3): 365-386.
- HANITZSCH, T. (2004): Journalists as peacekeeping force? Peace journalism and mass communication theory, in: JOURNALISM STUDIES, 5, 483-495
- HANKEY, M.P.A. (1946): Diplomacy by conference: studies in public affairs 1920-1946. - London: Benn.
- HANSEN, A.C. (1989): USIA, public diplomacy in the computer age. - 2nd ed. - New York: Praeger.
- HANSON, F. (2011): The new public diplomacy, in: ICT4IR: international relations in the digital age. - Deakin: Australian Institute of International Affairs [AIIA], April. - p. 35-41. (CE7730)
- HANSON, F. (2010): A digital DFAT: joining the 21st century. - Sydney: Lowy Institute for international policy, November. - 16 p. - (CE7445)
- HARCHAOUI, S. (2010): Heterogeneous counter-narratives and the role of social diplomacy, in: Countering violent extremist narratives / ed. E.J.A.M. Kessels. - [s.l.]: National Coordinator for Counterterrorism [NcTB], January: 124-131 (CE6519)
- HARE, P. (2010): U.S. public diplomacy for Cuba: why it's needed and how to do it. - [s.l.]: Brookings Institute, March. - 5 p. - (CE7211)

- HARMON, CHR.C. (2008): Public diplomacy's next challenge, in: CONNECTIONS, 7(1) Spring: 141-153.
- HARRIS, Ph.; WRING, D.; BAINES, P. (2000): Political marketing. - Oxford: Butterworth-Heinemann.
- HARROP, W.C. (2002): Revitalizing U.S. diplomacy: at long last, leadership, in: AMERICAN DIPLOMACY, (3) March.
- HARROUN, S. (2009): How a youth program can promote peace, reconciliation, and new leadership, in: Popiolkowski, J.J.; Cull, N.J. [eds.]: Public diplomacy, cultural interventions & the peace process in Northern Ireland: track two to peace?. - Los Angeles: Figueroa Press: 83-88 (CE6386)
- HART, J. (2010): Foreign relations as domestic affairs: the role of the "public" in the origins of U.S. public diplomacy, in: The United States and public diplomacy: new directions in cultural and international history / ed. by K.A. Osgood; B.C. Etheridge. - Leiden : Martinus Nijhoff: p. 195-224 (B-R 1091)
- HARVEY, M. (2010): Smart on soft power: British power beyond the military, in: WORLD TODAY, 66(11) November: 7-9.
- HAYDEN, CRAIG (2011): Beyond the "Obama effect": refining the instruments of engagement through U.S. public diplomacy, AMERICAN BEHAVIORAL SCIENTIST 55(6) 784-802
- HAYDEN, C. (2010): Beyond determinism: public diplomacy and new media technology in practice. - New Orleans: International Studies Association, February. - 43 p. - (CE6534)
- HAYDEN, C. (2009): Applied public diplomacy: a marketing communications exchange program in Saudi Arabia, in: AMERICAN BEHAVIORAL SCIENTIST, 53(4) December: 533-548. (CE6241)
- HAYDEN, C. (2007): Arguing public diplomacy: the role of argument formations in US foreign policy rhetoric, in: HAGUE JOURNAL OF DIPLOMACY, 2(3): 229-254.
- HAYES, S.F. (2002): Uncle Sam's makeover: the State Department's answer to Osama bin Laden is to "redefine America", in: WEEKLY STANDARD, 7(37) June 3: :22-25
- HEIMAN, B.A.; OZER, S.E. (2009): Determinants of US public diplomacy success/failure: structural and institutional elements, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 5(1) February: 5-25.
- HEINE, J. (2009): Chile: middle powers and conceptual leadership, in: PUBLIC DIPLOMACY MAGAZINE, (2) Summer: 41-45. (CE3965)
- HELLER, K.S.; PERSSON, L.S. (2009): The distinction between public affairs and public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 225-232. - (B-R 803)
- HELMKE, M. (2003): The mess of American public diplomacy, in: AMERICAN DIPLOMACY October.
- HEMERY, J. (2005): Training for public diplomacy: an evolutionary perspective, in: J. Melissen [ed.]: The new public diplomacy: soft power in international relations. - Basingstoke [etc.]: Palgrave Macmillan: 196-209
- HENDERSON, G. [ed.] (1973): Public diplomacy and political change; four case studies: Okinawa, Peru, Czechoslovakia, Guinea. - New York, Praeger.
- HENDERSON, J.W. (1969): The United States Information Agency. - New York: Praeger.
- HENRIKSON, A.K. (2008): "Credible public diplomacy": truth and policy, persuasion and people, in: FLETCHER FORUM OF WORLD AFFAIRS, 32(3): 5-6. (CE5437)
- HENRIKSON, A.K. (2006): What can public diplomacy achieve?. - The Hague: Netherlands Institute of International Relations 'Clingendael', September.
- HENRIKSON, A.K. (2005): Niche diplomacy in the world public arena: the global 'corners' of Canada and Norway, in: J. Melissen [ed.]: The new public diplomacy: soft power in international relations. - Basingstoke [etc.]: Palgrave Macmillan: 67-87
- HIEBERT, R.E. (2005): Commentary: Challenges for Arab and American public relations and public diplomacy in a global age, in: PUBLIC RELATIONS REVIEW, 31(3) 317-322
- HIEBERT, R.E. (2003): Public relations and propaganda in framing the Iraq war: a preliminary review, in: PUBLIC RELATIONS REVIEW, 29(3) Summer: 243-55
- HILL, CHR. (2010): Cheques and balances: the European Union's soft power strategy, in: Soft power and US foreign policy: theoretical, historical and contemporary perspectives / ed. by Inderjeet Parmar; M. Cox. - Abingdon: Routledge, 2010. - p. 182-198. (B-R 1184)
- HIRSCH, P.; HOROWITZ, P. (2006): The global employee volunteer: a corporate program for giving back, in: JOURNAL OF BUSINESS STRATEGY, 27(3) 2006: 50-55. (CE7180)
- HITCHCOCK, JR., D.I. (1988): U.S. public diplomacy. - Washington, D.C.: Center for Strategic and International Studies.
- HOCKING, B. (2008): Reconfiguring public diplomacy: from competition to collaboration, in: Engagement: public diplomacy in a globalised world / ed. by J. Welsh; D. Fearn. - London: Foreign and Commonwealth Office [FCO]: 62-75. (CE2343)
- HOCKING, B. (2005): Rethinking the 'new' public diplomacy, in: The new public diplomacy: soft power in international relations / ed. by J. Melissen. - Basingstoke: Palgrave Macmillan, 2005. - p. 28-43. (CE6861)
- HOFFMAN, A.S. [ED.] (1968): International communication and the new diplomacy. - Bloomington: Indiana University Press.
- HOFFMAN, D. (2002): Beyond public diplomacy, in: FOREIGN AFFAIRS, 81(2) March-April: 83-95.
- HOHENBERG, J. (1972): New era in the Pacific: an adventure in public diplomacy. - New York: Simon and Schuster.

- HOLBO, P.S. (1970): Perilous obscurity: public diplomacy and the press in the Venezuelan crisis, 1902-1903, in: HISTORIAN, 32(3), May, 428
- HOLMES, A. (2006): The shifting subtleties of "special": differences in US and UK approaches to public diplomacy in business, in: JOURNAL OF BUSINESS STRATEGY, 27(3) 2006: 22-29. (CE7184)
- HOOGHE, I. D' (2011): The limits of China's soft power in Europe: Beijing's public diplomacy puzzle, in: Public diplomacy and soft power in East Asia / ed. by Sook Jong Lee; J. Melissen. - New York: Palgrave Macmillan. - p. 163-190. (B-R 1259)
- HOOGHE, I. D' (2010): The limits of China's soft power in Europe: Beijing's public diplomacy puzzle. - The Hague: Netherlands Institute of International Relations 'Clingendael', January. - 37 p. - (CD CDP25)
- HOOGHE, I. D' (2008): Into high gear: China's public diplomacy, in: HAGUE JOURNAL OF DIPLOMACY, 3(1): 37-61.
- HOOGHE, I. D' (2008): De Olympische Spelen van Beijing als politiek instrument: twee kanten van de medaille, in: INTERNATIONALE SPECTATOR, 62(3) maart: 127-130.
- HOOGHE, I. D' (2007): The rise of China's public diplomacy. - The Hague: Netherlands Institute of International Relations 'Clingendael', July. - 38 p. (CD CDP12)
- HOOGHE, I. D'; MELISSEN, J. (2005): Publieksdiplomatie op herhaling: pleidooi voor een nationale aanpak, in: INTERNATIONALE SPECTATOR, 59(7-8) juli-augustus: 390-393.
- HOOGHE, I. D' (2005): Public diplomacy in the People's Republic of China, in: J. Melissen [ed.]: The new public diplomacy: soft power in international relations. - Basingstoke [etc.]: Palgrave Macmillan: 88-105
- HOPE, S. (2009): Public diplomacy and local staff: the cornerstone of long-term relationship building, in: PUBLIC DIPLOMACY MAGAZINE, (1) Winter: 55-61. (CE4582)
- HORTON, T. (2010): New technology and public diplomacy, in: PUBLIC DIPLOMACY MAGAZINE, (4) Summer: 13-14. (CE6848)
- HORTON, T.; STRATFORD, V. (2006): USC hosts public diplomacy training, in: UN CHRONICLE 43(3) 64-65
- HUDSON, L.; ANSTEAD, A. (2008): How government, business and nongovernmental organisations can work together to address global challenges: case-studies, in: Engagement: public diplomacy in a globalised world / ed. by J. Welsh; D. Fearn. - London: Foreign and Commonwealth Office [FCO]: 146-159. (CE2343)
- HUGHES, K.P.: "Waging peace": a new paradigm for public diplomacy, in: MEDITERRANEAN QUARTERLY, April: 18 - 36.
- HUIJGH, E. (2011): Amerikaanse burgerdiplomatie: de Verenigde Staten zenden hun zonen en dochters uit, in: INTERNATIONALE SPECTATOR, 65(2) februari: 86-89.
- HUIJGH, E. (2010): The public diplomacy of federated entities: examining the Quebec model, in: HAGUE JOURNAL OF DIPLOMACY, 5(1-2): 125-150.
- HUIJGH, E. (2009): The public diplomacy of federated entities: excavating the Quebec model. - Den Haag : Nederlands Instituut voor Internationale Betrekkingen 'Clingendael', October. - 40 p. - (CD CDP23)
- HUNTER, A. (2008): China and soft power. - Coventry : Coventry University, Centre for Peace and Reconciliation Studies, October. - 20 p. - (CE5250)
- HUPPES, T. (1985): De overheid in de informatiemaatschappij: lessen uit de marktsector? - 's-Gravenhage: Ministerie van Binnenlandse Zaken, Directoraat-generaal Binnenlands Bestuur: 15 p.
- HYBL, W.J. [CHAIRMAN] (2008): Getting the people part right: a report on the human resources dimension of U.S. public diplomacy. - Washington, DC: United States Advisory Commission on Public Diplomacy. - 41 p. - (CE6921)
- HYDE, H.J. (2002): Speaking to our silent allies: public diplomacy and U.S. foreign policy, in: U.S. FOREIGN POLICY AGENDA, 7(4) December
- ICT4IR: international relations in the digital age [special section]. - Deakin: Australian Institute of International Affairs [AIIA], April. - 64 p. - (CE7730)
- Het IMAGO van Nederland: België, Brazilië, China, Duitsland, Egypte, Frankrijk, India, Indonesië, Italië, Polen, Rusland, Spanje, Turkije, Verenigd Koninkrijk, Verenigde Staten. - Den Haag: Ministerie van Buitenlandse Zaken, 2009. - 76 p. - (CE6589)
- The IMPORTANCE of public diplomacy to American foreign policy, in: US DEPARTMENT OF STATE DISPATCH, 10(8) 1999: 8-9
- ISIKOFF, M.; CORN, D. (2006): Hubris: the inside story of spin, scandal, and the selling of the Iraq war. - Crown Publishers.
- IVERSON, E. (2008): A revolution in informational affairs: winning the war of ideas, in: FLETCHER FORUM OF WORLD AFFAIRS, 32(3): 89-99. (CE5445)
- JACOBS, M. (2002): Think of it as a blackbird, in: FOREIGN SERVICE JOURNAL March
- JARMAN, N. (2009): Policing the peace community-based peacebuilding and political transition, in: Popiolkowski, J.J.; Cull, N.J. [eds.]: Public diplomacy, cultural interventions & the peace process in Northern Ireland: track two to peace?. - Los Angeles: Figueroa Press: 5-18 (CE6386)
- JOHNSON, J. (2006): How does public diplomacy measure up? , in: FOREIGN SERVICE JOURNAL, 83(10) October.
- JONG, J.G. DE (1977): The press attaché: background, status, task, in: INTERNATIONAL COMMUNICATION GAZETTE: 171-184. (CE7227)

- JONG, J.G. DE (1975): An outline of the Netherlands foreign information program and some general observations on small power propaganda, in: INTERNATIONAL COMMUNICATION GAZETTE, January; 149 – 162
- JUDIS, J.B. (2003): Strategic Disinformation, in: AMERICAN PROSPECT, 14(8) September: 12-13
- JURY, PH. (1995): A basement seat to history: tales of covering Presidents Nixon, Ford, Carter and Reagan for the Voice of America. - Washington D.C.: Linus Press.
- KABIR, M.H. (2008): Public diplomacy at Bangladesh's missions abroad: a practitioner's view, in: HAGUE JOURNAL OF DIPLOMACY, 3(3): 299-302.
- KAMALIPOUR, Y.R.; SNOW, N. [eds.] (2004): War, media and propaganda: a global perspective. - Rowman & Littlefield.
- KANG, D.C. (2009): Korea's emotional diplomacy, in: PUBLIC DIPLOMACY MAGAZINE, (2) Summer: 64-67. (CE3965)
- KAUFMAN, E. (2002): A broadcasting strategy to win media wars, in: WASHINGTON QUARTERLY, 25(2) Spring: 115-127.
- KAUFMAN, E. (2003): A broadcasting strategy to win media wars, in: A.T. Lennon [ed.]: The battle for hearts and minds: using soft power to undermine terrorist networks. -Cambridge, Mass.: MIT Press.
- KEITH, K. (1999): Troubled takeover: The demise of USIA, in: FOREIGN SERVICE JOURNAL, 76(9) September: 18-23
- KEITH, K.W. (1997): USIA, in: STATE, (409) November 1: 12.
- KELLEY, J.R. (2011): Advisor non grata: the duelling roles of U.S. public diplomacy, in: Trials of engagement: the future of US public diplomacy / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 55-70. (B-R 1233)
- KELLEY, J.R. (2009): Between "take-offs" and "crash landings": situational aspects of public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. – New York: Routledge: 72-85. - (B-R 803)
- KELLEY, J.R. (2007): US public diplomacy: a Cold War success story?, in: HAGUE JOURNAL OF DIPLOMACY, 2(1): 53-79.
- KEMMING, J.D. (2009): Nation brand management in political contexts: public diplomacy for Turkey's EU accession. - [s.l.]: [s.n.], September. - 312 p. - (CE7214)
- KENDRICK, A.; FULLERTON, J.A. (2005): Reclame als public diplomacy: attitude-verandering bij internationale doelgroepen, in: TIJDSCHRIFT VOOR STRATEGISCHE BEDRIJFSCOMMUNICATIE 11(3)
- KENDRICK, A.; FULLERTON, J.A. (2004): Advertising as public diplomacy: attitude change among international audiences, in: JOURNAL OF ADVERTISING RESEARCH, 44(3), 297-311
- KENNEDY, L.; LUCAS, S. (2005): Enduring freedom: public diplomacy and U.S. foreign policy, in: AMERICAN QUARTERLY, 57(2) 309-333
- KHATIB, L. (2011): Public diplomacy in the Middle East: dynamics of success and failure, in: Trials of engagement: the future of US public diplomacy / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 133-147. (B-R 1233)
- KIDDER, R.M. (2006): Businesses for Middle East peace-building: a framework for engagement, in: JOURNAL OF BUSINESS STRATEGY, 27(3) 2006: 30-37. (CE7183)
- KIEHL, W. (2010): Where the rubber meets the road: PD as it is practiced abroad, in: EXCHANGE, (inaugural issue) Fall: 10-17. (CA3152)
- KIEHL, W.P. (2009): The case for localized public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. – New York: Routledge: 212-224. - (B-R 803)
- KIEHL, W.P. (2008): Humpty dumpty redux: can public diplomacy be saved?, in AMERICAN DIPLOMACY, March 4, visited at [http://www.unc.edu/depts/diplomat/item/2008/0103/kieh/kiehl\\_humpty.html](http://www.unc.edu/depts/diplomat/item/2008/0103/kieh/kiehl_humpty.html)
- KIEHL, W.P. [ED.] (2006): America's dialogue with the world. - Washington DC: Public Diplomacy Council.
- KIEHL, W.P. (2003): Can Humpty dumpty be saved?, in AMERICAN DIPLOMACY, November 13, visited at [http://www.unc.edu/depts/diplomat/archives\\_roll/2003\\_10-12/kiehl\\_humpty/kiehl\\_humpty.html](http://www.unc.edu/depts/diplomat/archives_roll/2003_10-12/kiehl_humpty/kiehl_humpty.html)
- KIESSLER, R. (2002): Außenpolitik als "public Diplomacy": Hans-Dietrich Genscher und die Medien, in: H.-D. Lucas [Hrsg.]: Genscher, Deutschland und Europa. – Baden-Baden: Nomos: 371-386.
- KILBANE, M. (2009): Military psychological operations as public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. – New York: Routledge: 187-192. - (B-R 803)
- KINGSLEY, R.E. (1967): The public diplomacy of U.S. business abroad: the experience of Latin America, in: JOURNAL OF INTER-AMERICAN STUDIES, 9(3) July
- KINNANE, D. (2004): Winning over the muslim mind, in: NATIONAL INTEREST, (75) Spring: 93-99.
- KINSEY, D.; ZATEPILINA, O. (2010): The impact of visual images on non-U.S. citizens' attitudes about the United States: a Q-study in visual public diplomacy, in: EXCHANGE, (inaugural issue) Fall: 25-32. (CA3152)
- KIRSCHTEN, D. (1995): Helms's Helpers - Sen. Helms's plan to consolidate foreign aid, arms control and public diplomacy agencies has picked up some surprising endorsements, in: NATIONAL JOURNAL: 27(15)
- KIRSCHTEN, D. (1995): Restive relic: the U.S. Information Agency was launched in 1953 as another weapon in America's arsenal against international communism; four decades later, the agency is struggling to redefine itself, in: NATIONAL JOURNAL April 22: 976-980.
- KITFIELD, J. (1999): Command and control the messenger, in: NATIONAL JOURNAL, 31(37) September 11: 2546-2552.

- KLÖCKNER, TH. (1993): Public diplomacy: auswärtige Informations- und Kulturpolitik der USA ; Strukturanalyse der Organisation und Strategien der United States Information Agency und des United States Information Service in Deutschland. - Baden-Baden: Nomos.
- KNEALE, A. (2010): The public diplomacy enlightenment, in: EXCHANGE, (inaugural issue) Fall: 21-23. (CA3152)
- KOHUT, A.; STOKES, B. (2006): America against the world: how we are different and why we are disliked. - New York, NY: Times Books.
- KORNBLUM, J.C. (1997): Die Herausforderung für Amerika Häuser: Rede am 20. November 1997 im Amerikazentrum in Hamburg, in: AMERIKA DIENST, (23) 26. November: 1-3.
- KOSCHWITZ, H. (1989): Contemporary relations between states: open and public diplomacy, in: AUSSENPOLITIK, 40(2): 139-147.
- KOSTANSKI, L. (2011): Toponymic dependence research and its possible contribution to the field of place branding, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 7(1) February: 9-22.
- KOVACH, P. (2009): The public diplomat: a first person account, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 201-211. - (B-R 803)
- KRAIDY, M.M. (2008): Arab media and US policy: a public diplomacy reset. - Muscatine: Stanley foundation, January. - 14 p. - (CE2220)
- KRAMER, M. (2004): Déjà vu: the ABCs of public diplomacy in the Middle East, in: A practical guide to winning the war on terrorism / ed. by A. Garfinkle. - [s.l.]: Hoover Institution on War, Revolution and Peace. - 133-144. (CE5691)
- KRAUSE, P.; VAN EVERA, S. (2009): Public diplomacy: ideas for the war of ideas, in: MIDDLE EAST POLICY, 16(3) Fall: 106-134.
- KRENN, M.L. (2010): Domestic politics and public diplomacy: Appalachian cultural exhibits and the changing nature of U.S. public diplomacy, 1964-1972, in: The United States and public diplomacy: new directions in cultural and international history / ed. by K.A. Osgood; B.C. Etheridge. - Leiden : Martinus Nijhoff: p. 315-344 (B-R 1091)
- KRENN, M.L. (2005): Fallout shelters of the human spirit: American art in the Cold War. Chapel Hill, NC: North Carolina University Press.
- KRENNRICH, J.M. (2008): Research report. - [s.l.] : U.S. Center for Citizen Diplomacy, September 5. - vii, 24 p. - (CE4591)
- KREPON, M. [ed.] (1990): Commercial observation satellites and international security. - St Martin's.
- KRUCKEBERG, D.; VUJNOVIC, M. (2005): Public relations, not propaganda, for US public diplomacy in a post-9/11 world: Challenges and opportunities, in: JOURNAL OF COMMUNICATION MANAGEMENT, 9(4): 296-304
- KRUGLER, D.F. (2000): The Voice of America and the domestic propaganda battles, 1949-1953. - Columbia: University of Missouri Press.
- KUNCZIK, M. (1990): Die manipulierte Meinung: nationale Image-Politik und internationale Public Relations. - Köln: Böhlau.
- KUNCZIK, M. (1997): Images of nations and international public relations. - Mahwah, NJ: Lawrence Erlbaum Associates.
- KUNCZIK, M. (2003): Transnational public relations by foreign governments, in: K. Sriramesh; D. Vercic [eds.]: The global public relations handbook: theory, research, and practice. - Mahwah, N.J./London: Lawrence Erlbaum Associates: 399-424.
- KURLANTZICK, J. (2007): Pax Asia-Pacifica: Asia's emerging identity and implications for U.S. policy. - Los Angeles : Pacific Council on International Policy, April. - 23 p. - (CE4771)
- KURLANTZICK, J. (2007): Charm offensive: how China's soft power is transforming the world. - Yale University Press.
- KURLANTZICK, J. (2006): China's charm: implications of Chinese soft power. - Washington DC : Carnegie Endowment for International Peace, June. - 8 p. - (CE4770)
- KUSHLIS, P.H.; SHARPE, P.L. (2006): Public diplomacy matters more than ever, in: FOREIGN SERVICE JOURNAL, 83(10) October.
- LABNO-FALECKA, E. (1999): Promotion Polens: Polen braucht ein Konzept für eine auswärtige Kulturpolitik: Promocja polski, in: DIALOG: DEUTSCH-POLNISCHES MAGAZIN, 13(2) Herbst-Winter: 102-104
- LABOTT, E. (2002): A call to arms: jump-starting diplomacy, in: FOREIGN SERVICE JOURNAL, April.
- LACY, J.L. (1990): The baroque debate: public diplomacy and naval arms control, 1986-1989 / prepared for the Under Secretary of Defense for Policy. - Santa Monica, CA: Rand.
- LAI, HONGYI (2006): China's cultural diplomacy: going for soft power. - Seoul : East Asia Institute [EAI], 26 October. - 15 p. - (CE4766)
- LAM, W. (2009): China's quasi-superpower diplomacy: prospects and pitfalls. - Washington DC : Jamestown Foundation, September. - 35 p. - (CE5401)
- LAQUEUR, W. (1994): Save public diplomacy: broadcasting America's message matters, in: FOREIGN AFFAIRS, 73(5) September-October: 19-24.
- LATAR, N.L.; ASMOLOV, G.; GEKKER, A. (2010): State cyber advocacy. - [s.l.]: Interdisciplinary Center Herzliya. - 28 p. - (CE6535)

- LAWNICZAK, R. (2007): Public relations role in a global competition "to sell" alternative political and socio-economic models of market economy, in: PUBLIC RELATIONS REVIEW, 33(4) 2007: 377-386. (CE557)
- LEADING through civilian power: the first quadrennial diplomacy and development review. - [s.l.]: Department of State, December, 2010. - 242 p. - (CE7486)
- LEE, A.L. (2010): Did the Olympics help the nation branding of China?: comparing public perception of China with the Olympics before and after the 2008 Beijing Olympics in Hong Kong, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 6(3) August: 207-227.
- LEE, M. (1993): Broadcasting to China: a 'surrogate' challenge to American public diplomacy, in: INTERMEDIA, 21(3) June: 8-10
- LEE, SOOK JONG; MELISSEN, J. [EDS.] (2011): Public diplomacy and soft power in East Asia. - New York: Palgrave Macmillan. - viii, 279 p. - (B-R 1259)
- LEE, SOOK JONG; MELISSEN, J. (2011): Introduction, in: Public diplomacy and soft power in East Asia / ed. by Sook Jong Lee; J. Melissen. - New York: Palgrave Macmillan. - p. 1-9. (B-R 1258)
- LEE, SOOK-JONG (2009): South Korea's soft power diplomacy. - Seoul : East Asia Institute [EAI], June 1. - 8 p. - (CE4765)
- LEE, SUMAN; TOTH, E.L.; SHIN, HOCHANG (2008): Cognitive categorisation and routes of national reputation formation: US opinion leaders' views on South Korea, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 4(4) November: 272-286.
- LEHENY, D. (2006): A narrow place to cross swords: soft power and the politics of Japanese popular culture in East Asia, in: P.J. Katzenstein; Takashi Shiraishi [eds.] Beyond Japan: the dynamics of East Asian regionalism. - Ithaca: Cornell University Press: 211-233. (B-R 317)
- LENZEN, E. (1998): Ist das Deutsche-Welle-Fernsehen überflüssig?: Empirische Studie weckt Zweifel am Nutzen des Staatssenders, in: EPD-ENTWICKLUNGSPOLITIK, (22) November: 25-28.
- LEONARD, M.; SMALL, A.; ROSE, M. (2005): British public diplomacy in the 'age of schisms'. - London: Foreign Policy Centre.
- LEONARD, M.; SMEWING, C. (2003): Public diplomacy in the Middle East. - London: Foreign Policy Centre.
- LEONARD, M. (2002): American persuasion: the need for public diplomacy, in: CURRENT, (448) December: 25-30.
- LEONARD, M. (2002): Diplomacy by other means, in: FOREIGN POLICY, (132) September-October: 48-56.
- LEONARD, M.; STEAD, C.; SMEWING, C. (2002): Public diplomacy. - London: Foreign Policy Centre.
- LEONARD, M.; NOBLE, L. (2001): Being public: how diplomacy will need to change to cope with the information society, in: INFORMATION IMPACTS MAGAZINE July.
- LEONARD, M; ALAKESON, V. (2000): Going public: diplomacy for the information society. - London: Foreign Policy Centre.
- LICHTHEIM, G. (1966): Public Affairs: Vacuum Diplomacy, in: COMMENTARY, 41(1) January: 49-
- LINDSAY, B. (1987): Developing and evaluating an educational program designed for public diplomacy: the teacher-text-technology program, in: JOURNAL OF NEGRO EDUCATION, 56(3)
- LINDSAY, B. (1989): Integrating international education and public diplomacy: creative partnerships or ingenious propaganda?, in: COMPARATIVE EDUCATION REVIEW, 33(4) November: 423-436.
- LIMA JR., A.F. DE (2007): The role of international educational exchanges in public diplomacy, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 3(3) July 2007: 234-251.
- LOEFFLER, J.C. (2000): Features - Post-terror diplomacy - once designed as symbols of openness, embassies are turning their backs on the public, in: INTERIORS, 159(4): 48-51
- LORCA, J.; PUJOL, L. (2010): The importance of centres and programs to promote science research and popularization as tools for public diplomacy, in: CONTRASTES, (59) Summer: 81-89. (B-R 1174)
- LORD, C.; DALE, H.C. (2007): Public diplomacy and the Cold War: lessons learned. - Washington DC: Heritage foundation, September. - 8 p. - (CE2221)
- LORD, C. (2006): Losing hearts and minds?: public diplomacy and strategic influence in the age of terror. - Westport, Conn.: Praeger Security international. - x, 139 p. (B-R 499)
- LORD, C. (1998): The past and future of public diplomacy, in: ORBIS, 42(1) Winter: 49-72.
- LORD, C. (1984): In defense of public diplomacy, in: COMMENTARY, 77(4) April
- LORD, K. (2006): The perils and promise of global transparency: why the information revolution may not lead to security, democracy, or peace. New York: State University of New York Press.
- LORD, K.M.; FONTAINE, R. (2010): Managing 21st-century diplomacy: lessons from global corporations. - Washington DC: Center for a New American Security [CNAS], December. - 40 p. - (CE7491)
- LORD, K.M. (2010): Public engagement 101: what strategic communication is, isn't, and should be, in: JOINT FORCE QUARTERLY, (56) 1st Quarter 2010: 6-9. (CE6273)
- LORD, K.M. (2010): Engaging the private sector for the public good: the power of network diplomacy. - Washington, DC: Center for a New American Security, January. - 14 p. - (CE6536)
- LORD, K.M. (2009): The USA World Trust: bringing the power of networks to U.S. public diplomacy, in: PUBLIC DIPLOMACY MAGAZINE, (1) Winter: 19-31. (CE4579)

- LORD, K.M. (2008): *Voices of America: U.S. public diplomacy for the 21st century*. - Washington, DC : Brookings Institution, November. - 57 p. - (CE4146)
- LORD, K.M. (2007): U.S. public diplomacy: can science help?, in: FOREIGN SERVICE JOURNAL, July-August
- LUCAS, S. (2011): Let's make this happen!: the tension of the unipolar in US public diplomacy, in: *Trials of engagement: the future of US public diplomacy* / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 71-86. (B-R 1233)
- LUGAR, R.G. (2010): Keeping America connected: challenges for the BBG, in: FOREIGN SERVICE JOURNAL, 87(10) October: 15-21. (CE7312)
- LUM, T.; MORRISON, W.M.; VAUGHN, B. (2008): China's "soft power" in Southeast Asia. - Washington DC : Congressional Research Service [CRS], January 4. - 24 p. - (CE4764)
- LUNDE, L. [ET AL.] (2008): National interest: foreign policy for a globalised world; the case of Norway. - [s.l.] : Ministry of foreign affairs, December. - 285 p. - (B-R 827)
- LUSSENHOP, M. (2002): Creativity and patience -- public diplomacy post-Sept. 11, in: FOREIGN SERVICE JOURNAL, April.
- LYNCH, M. (2006): Al-Qaeda's media strategies, in: NATIONAL INTEREST, (83) Spring: 50-56.
- LYNCH, T. (2009): 'We don't care if they're terrorists': Sinn Féin in Anglo-American Relations, from Clinton to Bush, in: Popiolkowski, J.J.; Cull, N.J. [eds.]: *Public diplomacy, cultural interventions & the peace process in Northern Ireland: track two to peace?*. - Los Angeles: Figueroa Press: 73-82 (CE6386)
- LYNE, R. (1987): Making waves: Mr Gorbachev's public diplomacy, 1985-6, in: INTERNATIONAL AFFAIRS, 63(2)
- MACCARRY, M. (2002): Exchanging away our differences, in: FOREIGN SERVICE JOURNAL, 79 (3) March: 16-22.
- MACKENZIE, B.A. (2005): *Remaking France: Americanization, public diplomacy, and the Marshall Plan*. - New York [etc.]: Berghahn Books.
- MALIK, I.H. (1990): American public diplomacy and Pakistan in the 1980s, in: JOURNAL OF SOUTH ASIAN AND MIDDLE EASTERN STUDIES, 14(2) Winter: 65-90
- MALLER, T. (2010): Diplomacy derailed: the consequences of diplomatic sanctions, in: WASHINGTON QUARTERLY, 33(3) July: 61-79.
- MALLER, T. (2009): The dangers of diplomatic disengagement in counterterrorism, in: STUDIES IN CONFLICT & TERRORISM, 32(6) June: 511-536.
- MALONE, G.D. (1988): *Organizing the nation's public diplomacy*. - University Press Of America.
- MALONE, G.D. (1988): *Political advocacy and cultural communication: organizing the nation's public diplomacy*. - Lanham, (Md.): University Press of America ; Charlottesville: Miller Center, University of Virginia.
- MALUF, R. (2005): Urgent: how to sell America: the new U.S. public diplomacy guru must get the United States on local TV, make U.S. foreign aid more visible, and show the Arab world how diverse American opinion really is. (THE FP MEMO), in: FOREIGN POLICY (149) July-August.
- MANHEIM, J.B. (1994): *Strategic public diplomacy and American foreign policy: the evolution of influence*. - New York: Oxford University Press.
- MANHEIM, J.B. (1990): Rites of passage: the 1988 Seoul Olympics as public diplomacy, in: WESTERN POLITICAL QUARTERLY, 43(2) June: 279-95
- MANOJLOVIC, M.; THORHEIM, C.H. (2007): Crossroads of diplomacy: new challenges, new solutions. - The Hague: Netherlands Institute of International Relations "Clingendael", October. - 43 p. (CD CDP13)
- MANZENREITER, W. (2010): The Beijing games in the Western imagination of China: the weak power of soft power, in: JOURNAL OF SPORT AND SOCIAL ISSUES, 34(1): 29-48. (CE7318)
- MARTIN, D. (2006): Rebuilding brand America: corporate America's role, in: JOURNAL OF BUSINESS STRATEGY, 27(3): 8-17. (CE7182)
- MATTHIJSEN, C.J. (2010): Strategic communication, in: MILITAIRE SPECTATOR, 179(10) 2010: 518-529.
- MATWICZAK, K. [PROJECT DIR.] (2010): *Public diplomacy model for the assessment of performance*. - Austin: University of Texas, September. - 148 p. - (CE7327)
- MCDOWELL, M. (2008): Public diplomacy at the crossroads: definitions and challenges in an "open source" era, in: FLETCHER FORUM OF WORLD AFFAIRS, 32(3): 7-15. (CE5438)
- MCEVOY-LEVY, S.; BEER, F.A. (2002): American exceptionalism and US foreign policy: public diplomacy at the end of the Cold War, in: AMERICAN POLITICAL SCIENCE REVIEW, 96(3)
- MCEVOY-LEVY, S. (2001): *American exceptionalism and US foreign policy: public diplomacy at the end of the Cold War*. - Houndmills, Basingstoke, Hampshire ; New York: Palgrave.
- MCGIFFERT, C. [ED.] (2009): *Chinese soft power and its implications for the United States: competition and cooperation in the developing world*. - Washington DC : Center for Strategic & International Studies [CSIS], March. - vi, 131 p. - (CE4768)
- MCHALE, J.A. (2010): A new era of engagement: public diplomacy in the Obama administration, in: CONTRASTES, (59) Summer: 19-27. (B-R 1174)

- MCLAUGHLIN, G. (2009): Changing hearts and minds? television, the paramilitaries and the peace process, in: Popiolkowski, J.J.; Cull, N.J. [eds.]: Public diplomacy, cultural interventions & the peace process in Northern Ireland: track two to peace?. - Los Angeles: Figueroa Press: 43-56 (CE6386)
- MCMAHON, R. (2010): U.S. funded media and the "soft war" in Iran, in: FOREIGN SERVICE JOURNAL, 87(10) October: 26-30. (CE7312)
- MCNAMARA, K.J. (1996): Review article: International media and U.S. foreign policy, in: ORBIS, 40(4) Autumn: 664-673
- MELISSEN, J. (2006): Public diplomacy between theory and practice, in: J. Noya [ed.]: The present and future of public diplomacy: a European perspective; the 2006 Madrid conference on public diplomacy. - Madrid: Real Instituto Elcano.
- MELISSEN, J. (2005): The new public diplomacy: between theory and practice, in: J. Melissen [ed.]: The new public diplomacy: soft power in international relations. - Basingstoke [etc.]: Palgrave Macmillan: 3-27 (B-R 161)
- MELISSEN, J. (2005): Wielding soft power: the new public diplomacy. - The Hague: Netherlands Institute of International Relations 'Clingendael', May.
- MELISSEN, J. [ED.] (2005): The new public diplomacy: soft power in international relations. - Palgrave-MacMillan.
- MELISSEN, J. (2005): The new public diplomacy: between theory and practice, in: The new public diplomacy: soft power in international relations / ed. by J. Melissen. - Basingstoke: Palgrave Macmillan. - p. 3-26. (CE4483)
- MELISSEN, J. (2004): Diplomatie en buitenlandse publieke opinie: 'public diplomacy' op de werkvloer van de IB, in: VREDE EN VEILIGHEID, 33(1): 35-44.
- MELISSEN, J. (2004): Public diplomacy in contemporary diplomatic practice, in: Public diplomacy and media: international conference, Dubrovnik, Croatia, November 7-8, 2003. - Zagreb: Diplomatic Academy, Ministry of Foreign Affairs: p. 115-128.
- MELISSEN, J. (2003): Nederlands publieksdiplomatie op weg naar nieuw beleid, in: INTERNATIONALE SPECTATOR, 57(4) april: 173-178.
- MERLINGEN, M.; MUJIC, Z. (2003): Public diplomacy and the OSCE in the age of post-international politics: the case of the field mission in Croatia, in: SECURITY DIALOGUE, 34(3) September: 269-283.
- METZL, J.F. (2001): Can public diplomacy rise from the Ashes?, in: FOREIGN SERVICE JOURNAL July-August
- MICHALSKI, A. (2005): The EU as a soft power: the force of persuasion, in: J. Melissen [ed.]: The new public diplomacy: soft power in international relations. - Basingstoke [etc.]: Palgrave Macmillan: 124-144
- MILBURN, TH.W.: Public diplomacy and the behavioral sciences, in: PUBLIC OPINION QUARTERLY, March: 153-155.
- MILLEN-PENN, K. (1995): Democratic control, public opinion, and league diplomacy, in: WORLD AFFAIRS, 157(4): 207-218.
- MILLER, J. (2009): Soft power and state-firm diplomacy: Congress and IT corporate activity in China, in: INTERNATIONAL STUDIES PERSPECTIVES, 10(3) August: 285-302.
- MINGUELLA, F. (2010): The international cultural sponsorship of corporations: a contribution to public diplomacy, in: CONTRASTES, (59) Summer: 91-97. (B-R 1174)
- MONJI, KENJIRO (2010): Pop culture diplomacy, in: PUBLIC DIPLOMACY MAGAZINE, (3) Winter: 104-108. (CE6360)
- MOOIJ, M. DE (2008): Cross-cultural communication in a globalised world, in: Engagement: public diplomacy in a globalised world / ed. by J. Welsh; D. Fearn. - London: Foreign and Commonwealth Office [FCO]: 90-104. (CE2343)
- MOORE, TH.; COHEN, A. (1998): Spreading freedom: public diplomacy and democracy-building, in: Issues '98: the candidate's briefing book. - Washington, DC: Heritage Foundation.
- MOR, B.D. (2007): The rhetoric of public diplomacy and propaganda wars: a view from self-presentation theory, in: EUROPEAN JOURNAL OF POLITICAL RESEARCH, 46(5) August: 661-683
- MOR, B.D. (2006): Public diplomacy in grand strategy, in: FOREIGN POLICY ANALYSIS, 2(2) April: 157-176.
- MORI, SUMIKO (2006): Japan's public diplomacy and regional integration in East Asia: using Japan's soft power. - Cambridge: Harvard University, 2006. - 70 p. - (CE7215)
- MOROZOV, E. (2010): New technology and new public diplomacy, in: PUBLIC DIPLOMACY MAGAZINE, (3) Winter: 9-11. (CE6360)
- MOROZOV, E. (2009): The future of "Public Diplomacy 2.0". - Foreign Policy Net: <http://neteffect.foreignpolicy.com/node/26844>
- MOSKOWITZ, K. (2006): New Orange Revolution needed ' in D.C., in: HILL NEWSPAPER, 19 April
- MOSKOWITZ, K. (2003): The courage of our convictions, in: FOREIGN SERVICE JOURNAL, January: 15
- MOSETTIG, M. (1989): Media and diplomacy. - Honolulu, HI: East-West Center.
- MUELLER, M.L. (1982): Warnings of a western Waterloo: the influence of the International Organization of Journalists on the evolution of the new international information order. - Medford, MA: Edward R. Murrow Center of Public Diplomacy, Tufts University.
- MUELLER, S. (2009): The nexus of U.S. public diplomacy and citizen diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 101-107. - (B-R 803)

- MULLEN, M.G. (2009): Strategic communication: getting back to basics: from the chairman, in: JOINT FORCES QUARTERLY, (55) 4th quarter: 2-4. (CE5247)
- The MULTIPLE mandates of national park systems / A.C. Gross; J. Poor; Z. Sipos ... [et al.], in: PLACE BRANDING AND PUBLIC DIPLOMACY, 5(4) November: 276-289.
- MURAVCHIK, J. (2006): How to save the neocons, in: FOREIGN POLICY, November/December, 64-68.
- MURAVCHIK, J. (2002): Hearts, minds, and the war against terror, in: COMMENTARY, 113(5) May: 25-30 (CE3448)
- MURPHY, J. (2008): Engagement, in: Engagement: public diplomacy in a globalised world / ed. by J. Welsh; D. Fearn. - London: Foreign and Commonwealth Office [FCO]: 6-15. (CE2343)
- NACOS, B. (2002): Mass-mediated terrorism: the central role of the media in terrorism and counterterrorism. - Lanham, Maryland, Rowman and Littlefield.
- NAIM, M. (2002): Anti-Americanisms, in: FOREIGN POLICY, (128) January-February: 104-.
- NAKAMURA, K.H.; WEED, M.C. (2009): U.S. public diplomacy: background and current issues. - [s.l.]: Congressional Research Service [CRS], December 18. - 70 p. - (CE6327)
- NANDAN, L. (2010): Incredible India, in: PUBLIC DIPLOMACY MAGAZINE, (3) Winter: 87-93. (CE6360)
- NATIONAL interest: foreign policy for a globalised world; the case of Norway / L. Lunde; H. Thune, E. Fleischer ... [et al.]. - [s.l.] : Ministry of foreign affairs, December 2008. - 285 p. - (B-R 827)
- NAWAWY, M. EL- (2006): US public diplomacy in the Arab world: the news credibility of Radio Sawa and Television Alhurra in five countries, in: GLOBAL MEDIA AND COMMUNICATION, August: 183-203.
- NDHLOVU, J.T. (2009): World Cup 2010: Africa's time has come, in: PUBLIC DIPLOMACY MAGAZINE, (2) Summer: 46-48. (CE3965)
- NELLES, W. (2004): American public diplomacy as pseudo-education: a problematic national security and counterterrorism instrument, in: INTERNATIONAL POLITICS, 41(1) March: pp. 65-93
- NELSON, R.; IZADI, F. (2009): Ethics and social issues in public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 334-351. - (B-R 803)
- NEW era in the Pacific; an adventure in public diplomacy. - New York, Simon and Schuster, 1972.
- NEWSOM, D.D. (1996): The public dimension of foreign policy. - Bloomington, Indiana University Press.
- NINKOVICH, F. (1996): U.S. information policy and cultural diplomacy. - Foreign Policy Association.
- NISBET, E.C. [ET AL.] (2004): Public diplomacy, television news, and Muslim opinion, in: HARVARD INTERNATIONAL JOURNAL OF PRESS/POLITICS, 9(2) 2004: 11-37. (CE7315)
- NOCETTI, J. (2011): La diplomatie d'Obama à l'épreuve du Web 2.0, in: POLITIQUE ETRANGERE, 76(1) Printemps: 157-169.
- NOHRSTEDT, S. [ET AL.] (2000) From the Persian Gulf to Kosovo: war journalism and propaganda, in: EUROPEAN JOURNAL OF COMMUNICATION, 15(3): 383-404.
- NOORT, C. VAN (2011): Social media strategy: bringing public diplomacy 2.0 to the next level. - San Francisco: Consulate General of the Netherlands, 14 March. - 53 p. - (CE7707)
- NOYA, J. [ED.] (2006): The present and future of public diplomacy: a European perspective: the 2006 Madrid conference on public diplomacy. - Madrid: Real Instituto Elcano.
- NYE JR., J.S. (2011): The future of power. - New York: PublicAffairs. - xviii, 300 p. - (B-R 1252)
- NYE, J. (2010): Soft power and public diplomacy in the 21st century. - [s.l.]: British Council, 20 January. - 21 p. - (CE6537)
- NYE, J.; WANG, JISI (2010): Hard decisions on soft power: opportunities and difficulties for Chinese soft power, in: CONTRASTES, (59) Summer: 7-17. (B-R 1174 + CE7166)
- NYE JR, J.S. (2009): Get smart: combining hard and soft power, in: FOREIGN AFFAIRS, 88(4) July/August 2009: unp. (CE4642)
- NYE, JR., J.S. (2008): Public diplomacy and soft power, in: ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE, (616) March: 94-109. (B-R 628)
- NYE, JR., J.S. (2004): Soft power. The means to success in world politics. - New York: Public Affairs Press.
- NYE, JR., J.S. (2004): The decline of America's soft power, in: FOREIGN AFFAIRS, 83(3) May/June: 16-20
- NYE, JR., J.S. (2002): The information revolution and American soft power, in: ASIA PACIFIC REVIEW, 9(1) May: 60-76
- NYE, JR., J.S.; OWENS, W.A. (1996): America's information edge, in: FOREIGN AFFAIRS, 75(2) March-April: 20-36.
- O DOCHARTAIGH, N. (2009): 'The contact': understanding a communication channel between the British government and the IRA, in: Popiolkowski, J.J.; Cull, N.J. [eds.]: Public diplomacy, cultural interventions & the peace process in Northern Ireland: track two to peace?. - Los Angeles: Figueroa Press: 57-72(CE6386)
- OCIEPKA, B.; RYNIESJKA, M. (2005): Public diplomacy and EU enlargement: the case of Poland. - The Hague: Netherlands Institute of International Relations 'Clingendael', July.
- OGAWA, TADASHI (2009): Origin and development of Japan's public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 270-281. - (B-R 803)
- OGLESBY, D.M. (2010): Spectacle in Copenhagen: public diplomacy on parade. - Los Angeles: Figueroa Press, December. - 41 p. - (CE7492)

- O'KEEFFE, A.; OLIVER, A. (2010): International broadcasting and its contribution to public diplomacy. - [s.l.]: Lowy Institute for international policy, September. - 80 p. - (CE7229)
- OLIVEIRA, P.D. DE; KUZNETSOV, A.; PARRADO, Y. (2010): Views of the new diplomacy: Brazil, Russia, United Kingdom, Spain, in: CONTRASTES, (59) Summer: 49-55. (B-R 1174)
- OLIVER, A. (2010): The need for a public-private approach for Spanish corporate diplomacy, in: CONTRASTES, (59) Summer: 57-63. (B-R 1174)
- ON public diplomacy, in: STATE, (433) February 1, 2000: 14.
- O'SHAUGHNESSY, N. (2003): Propaganda in politics the limitations of persuasion?, in: JOURNAL OF POLITICAL MARKETING, 2(1): 117-124.
- ORDEIX-RIGO, E.; DUARTE, J. (2009): From public diplomacy to corporate diplomacy: increasing corporation's legitimacy and influence, in: AMERICAN BEHAVIORAL SCIENTIST, 53(4) December: 549-564. (CE6236)
- OSGOOD, K.A.; ETHERIDGE, B.C. [EDS.] (2010): The United States and public diplomacy: new directions in cultural and international history. - Leiden : Martinus Nijhoff. - xii, 380 p. (B-R 1091)
- OSIPOVA, Y. (2010): Turkey's public diplomacy: the genocide resolution challenge, in: WASHINGTON REVIEW OF TURKISH AND EURASIAN AFFAIRS, December accessed December 9, 2010: <http://www.thewashingtonreview.org/articles/turkeys-public-diplomacy-the-genocide-resolution-challenge.html>
- OSTICK, W.A. (2002): Public relations, U.S. public diplomacy and foreign policy public affairs. - The International Commerce and Policy program, George Mason University.
- PAHLAVI, P.C. (2007): Evaluating public diplomacy programmes, in: HAGUE JOURNAL OF DIPLOMACY, 2(3) 2007: 255-281.
- PALMER, A.W.; CARTER, E.L. (2006): The Smith-Mundt Act's ban on domestic propaganda: an analysis of the Cold War statute limiting access to public diplomacy, in: COMMUNICATION LAW AND POLICY, 11(1) Winter: 1-34. (CE2216)
- PAPPAS, CH. (2001): The selling of America, in: ADVERTISING AGE, 72(51) December 17: 1, 22-23
- PARADISE, J.F. (2009): China and international harmony: the role of Confucius institutes in bolstering Beijing's soft power, in: ASIAN SURVEY, 49(4) July/August: 647-696.
- PARKER, J.C. (2010): Crisis management and missed opportunities: U.S. public diplomacy and the creation of the third world, 1947-1950, in: The United States and public diplomacy: new directions in cultural and international history / ed. by K.A. Osgood; B.C. Etheridge. - Leiden : Martinus Nijhoff. p. 225-256 (B-R 1091)
- PARMAR, INDERJEET; COX, M. [ED.] (2010): Soft power and US foreign policy: theoretical, historical and contemporary perspectives. - Abingdon: Routledge, 2010. - x, 236 p. - (B-R 1184)
- PARRY-GILES, S.J. (1996): "Camouflaged" propaganda: the Truman and Eisenhower administrations' covert manipulation of news, in: WESTERN JOURNAL OF COMMUNICATION, 60(2) Spring: 146-167.
- PASCHKE, K.TH. (2007): Public diplomacy, in: Foreign ministries: managing diplomatic networks and optimizing value / eds. K.S. Rana; J. Kurbalija. - Msida: DiploFoundation, 2007: 207-211. (B-R 521)
- PAUL, CHR. (2010): "Strategic communication" is vague: say what you mean, in: JOINT FORCE QUARTERLY, (56) 1st Quarter 2010: 10-13. (CE6274)
- PAULUSZEK, J. (2002): Propaganda, public relations, and journalism: when bad things happen to good words, in: JOURNALISM STUDIES, 3(3): 441-446.
- PAYNE, J.G. (2009): Trends in global public relations and grassroots diplomacy, in: AMERICAN BEHAVIORAL SCIENTIST, 53(4) December: 487-492. (CE6243)
- PAYNE, K. (2005): The media as an instrument of war, in: PARAMETERS, 35 (1), 81-93.
- PEIRCE, B. (2009): The Patten Commission and policing in Northern Ireland, in: Popiolkowski, J.J.; Cull, N.J. [eds.]: Public diplomacy, cultural interventions & the peace process in Northern Ireland: track two to peace?. - Los Angeles: Figueroa Press: 33-42 (CE6386)
- PENDERGRAST, D. (2000): State and USIA: blending a dysfunctional family, in: FOREIGN SERVICE JOURNAL, 77 (3) March: 17-19.
- PERL, R. (2006): Combating extremist ideologies: measuring effectiveness; considerations for public diplomacy, in: CONNECTIONS, 5(4) Winter supplement: 64-72.
- PERLA, JR., H. (2010): Transnational public diplomacy: assessing Salvadoran revolutionary efforts to build U.S. public opposition to Reagan's Central American policy, in: The United States and public diplomacy: new directions in cultural and international history / ed. by K.A. Osgood; B.C. Etheridge. - Leiden : Martinus Nijhoff. p. 165-191 (B-R 1091)
- PETERKOVA, J. (2010): Contemporary trends in Czech public diplomacy, in: EXCHANGE, (inaugural issue) Fall: 54-65. (CA3152)
- PETERSON, P.G. (2002): Public diplomacy and the war on terrorism, in: FOREIGN AFFAIRS, 81(5) September/October: 74-94.
- PETERSON, P.G. [CHAIRMAN] (2003): Finding America's voice: a strategy for reinvigorating U.S. public diplomacy: report of an independent task force. - New York: Council on Foreign Relations.
- PFAU, M. [ET AL.] (2004): Embedding journalists in military combat units: impact on newspaper story frames and tone, in: JOURNALISM & MASS COMMUNICATION QUARTERLY, 81, 74-88.

- PIGMAN, G.A.; DEOS, A.: Consuls for hire: private actors, public diplomacy, in: PLACE BRANDING, 4(1) February: 85-96.
- PLISCHKE, E. (1985): The president's image as diplomat in chief, in: REVIEW OF POLITICS 47(4) October: 544-565.
- POCHA, J.; HA JIN (2003): The rising soft power of India and China, in: NEW PERSPECTIVES QUARTERLY, 20(1) Winter: 4-13
- POPESCU, N. (2006): Russia's soft power ambitions. - Center for European Policy Studies, October 27.
- POPIOLKOWSKI, J.J.; CULL, N.J. [eds.]: Public diplomacy, cultural interventions & the peace process in Northern Ireland: track two to peace?. - Los Angeles: Figueroa Press. - viii, 107 p. - (CE6386)
- POTTER, E. (2009): A new architecture for Canadian public diplomacy: excerpt from "Branding Canada: projecting Canada's soft power through public diplomacy", in: PUBLIC DIPLOMACY MAGAZINE, (2) Summer 2009: 35-40. (CE3965)
- POTTER, E.H. (2008): Web 2.0 and the new public diplomacy: impact and opportunities, in: Engagement: public diplomacy in a globalised world / ed. by J. Welsh; D. Fearn. - London: Foreign and Commonwealth Office [FCO]: 120-133. (CE2343)
- POTTER, E. (2003): Canada and the new public diplomacy, in: INTERNATIONAL JOURNAL, 58(1), 43-64.
- POTTER, E.H. (2002): Canada and the new public diplomacy. - The Hague: Institute Clingendael, July.
- POWELL, III, A.C. (2001): New media: how they are changing diplomacy, in: INFORMATION IMPACTS MAGAZINE July.
- PRATKANIS, A. (2009): Public diplomacy in international conflicts: a social influence analysis, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 111-153. - (B-R 803)
- PRESTON, M.; GONZALEZ INSUA, M.; CIOLEK, M. (2010): PD by the numbers: a statistical glance at the world of public diplomacy, in: PUBLIC DIPLOMACY MAGAZINE, (4) Summer: 10-11. (CE6848)
- PRICE, M. (2010): Battening down the hatches, circling the wagons: the wikileaks effect on the public diplomacy of internet advocacy, in: HUFFINGTON POST, December 7, [http://www.huffingtonpost.com/monroe-price/rethinking-the-role-of-th\\_b\\_793026.html](http://www.huffingtonpost.com/monroe-price/rethinking-the-role-of-th_b_793026.html) (accessed December 10, 2010)
- PRICE, M.E.; HAAS, S.; MARGOLIN, D. (2008): New technologies and international broadcasting: reflections on adaptations and transformations, in: ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE, (616) March: 150-172. (B-R 628)
- PUBLIC diplomacy and media: international conference, Dubrovnik, Croatia, November 7-8, 2003. - Zagreb: Diplomatic Academy, Ministry of Foreign Affairs, 2004.
- QIU, HUAFEI (2009): Public diplomacy: China's grand foreign strategy, in: PUBLIC DIPLOMACY MAGAZINE, (1) Winter: 72-74. (CE4584)
- RABASA, A. [ET AL.] (2007) Building moderate Muslim networks. - Santa Monica: RAND Center for Middle East Public Policy. - xxxi, 183 p. (CA2969)
- RAHIGH-AGHSAN, A.; JAKOBSEN, P.V. (2010): The rise of Iran: how durable, how dangerous?, in: MIDDLE EAST JOURNAL, 64(4) Autumn: 559-573.
- RASMUSSEN, S.B. (2010): The messages and practices of the European Union's public diplomacy, in: HAGUE JOURNAL OF DIPLOMACY, 5(3) July: 263-287. (CE6971)
- RASMUSSEN, S.B. (2009): Discourse analysis of EU public diplomacy: messages and practices. - The Hague : Netherlands Institute of International Relations 'Clingendael', July 2009. - 33 p. - (CD DSP115 + CE4899)
- RAWNSLEY, G.D. (2009): China talks back: public diplomacy and soft power for the Chinese century, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 282-291. - (B-R 803)
- RAWNSLEY, G. D. (2005): Old wine in new bottles: China-Taiwan computer-based 'information warfare' and propaganda. INTERNATIONAL AFFAIRS, 81(5), 1061-1078.
- RAWNSLEY, G.D. (2000): Selling Taiwan: diplomacy and propaganda, in: ISSUES & STUDIES, 36(3) May-June: 1-25.
- RAWNSLEY, G.D. (2000): Taiwan's informal diplomacy and propaganda. - London: MacMillan.
- RAWNSLEY, G. (1998): Taiwan's informal diplomacy and propaganda. - Leicester: Centre for the Study of Diplomacy, Leicester University, May.
- RAWNSLEY, G.D. (1996): Radio diplomacy and propaganda: the BBC and VOA in international politics, 1956-64. - London: MacMillan Press.
- RAWNSLEY, G.D. (1995): Media diplomacy: monitored broadcasts and foreign policy. - Leicester: Centre for the Study of Diplomacy, June.
- REGIONAL sub-state diplomacy today [special issue] / N. Cornago; D. Criekemans; J.A. Schiavon ... [et al.], in: HAGUE JOURNAL OF DIPLOMACY, 5(1-2) 2010: 1-210.
- REILLY, R.R. (2009): Ideas matter: restoring the content of public diplomacy. - Washington DC : Heritage Foundation, July 27. - 31 p. (CE5447)
- REILLY, R.R. (2009): No substitute for substance, in: JOURNAL OF INTERNATIONAL SECURITY AFFAIRS, (17) Fall (visited at: <http://www.securityaffairs.org/>)

- REINHARD, K. (2009): American business and its role in public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. – New York: Routledge: 195-200. - (B-R 803)
- REINHARD, K. (2006): How to help your country while traveling for your company, in: JOURNAL OF BUSINESS STRATEGY, 27(3) 2006: 38-40. (CE7181)
- REIXACH, J.M. (2010): The new ambassadors, in: CONTRASTES, (59) Summer: 115-121. (B-R 1174)
- RHOADS, K. (2009): The culture variable in the influence equation, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. – New York: Routledge: 166-186. - (B-R 803)
- RICHMOND, Y. (2008): Practicing public diplomacy: a Cold War Odyssey. - Oxford: Berghahn Books.
- RINGSMOSE, J.; RYNNING, S. (2009): Come home, NATO?: the Atlantic alliance's new strategic concept. - Copenhagen : Danish Institute for International Studies [DIIS], 2009. - 30 p. - (CE5169)
- RIORDAN, S. (2005): Dialogue-based public diplomacy: a new foreign policy paradigm?, in: J. Melissen [ed.]: The new public diplomacy: soft power in international relations. - Basingstoke [etc.]: Palgrave Macmillan: 180-195
- RIORDAN, S. (2004): Dialogue-based public diplomacy: a new foreign policy paradigm?. - The Hague: Netherlands Institute of International Relations 'Clingendael', November.
- RIORDAN, S. (2003): The new diplomacy. - Oxford: Polity.
- ROBERTS, W.R. (2006): The evolution of diplomacy, in: MEDITERRANEAN QUARTERLY, 17(3) Summer 2006: 55-64. (CE7281)
- ROBERTS, W.R. (2005): Inventing Public Diplomacy: the Story of the US Information Agency (review), in: MEDITERRANEAN QUARTERLY (Project Muse), 16(2) June 14: 131-134.
- ROBERTS, W.R. (2001): Government broadcasting, in: INFORMATION IMPACTS MAGAZINE July.
- ROBIN, R.TH. (2005): Requiem for public diplomacy?, in: AMERICAN QUARTERLY, 57(2), 345-353.
- ROELOFSEN, C.G. (1972): Geheime diplomatie tegenover 'public diplomacy?', in: INTERNATIONALE SPECTATOR, 26(1) januari: 71-75.
- ROGERS, T. F. (1992): Service, system and technology considerations for space-based international radio broadcasting used in the conduct of public diplomacy, in: IEEE TRANSACTIONS ON BROADCASTING, 38(2) June: 111-115.
- ROLFE, M. (2009): Clashing taboos: Danish cartoons, the Life of Brian and public diplomacy, in: HAGUE JOURNAL OF DIPLOMACY, 4(3): 261-281.
- RONFELD, D.; ARQUILLA, J. (2009): Noopolitik: a new paradigm for public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. – New York: Routledge: 352-366. - (B-R 803)
- ROSENDORF, N.M. (2010): Hollywood, tourism, and dictatorship: Samuel Bronston's special relationship with the Franco regime, 1957-1973, in: The United States and public diplomacy: new directions in cultural and international history / ed. by K.A. Osgood; B.C. Etheridge. - Leiden : Martinus Nijhoff: p. 103-134 (B-R 1091)
- ROSS, CHR. (2003): Pillars of public diplomacy: grappling with international public opinion, in: HARVARD INTERNATIONAL REVIEW, 25(2) July: 22-28.
- ROSS, CHR. (2003): Public diplomacy comes of age, in: A.T. Lennon [ed.]: The battle for hearts and minds: using soft power to undermine terrorist networks. -Cambridge, Mass.: MIT Press.
- ROSS, CHR. (2002): Public diplomacy comes of age, in: WASHINGTON QUARTERLY, 25(2) Spring: 75-83.
- ROTH, L.W. (1984): Public diplomacy and the past: the search for an American style propaganda (1952-1977), in: FLETCHER FORUM OF WORLD AFFAIRS, Summer: 353-379
- ROTHKOPF, D. (1998): Cyberpolitik: the changing nature of power in the information age, in: JOURNAL OF INTERNATIONAL AFFAIRS, 51(2) Spring: 325-359.
- RUGH, W.A. (2009): Enabling public diplomacy field officers to do their jobs, in: AMERICAN DIPLOMACY, September 14, visited at [http://www.unc.edu/depts/diplomat/item/2009/0709/oped/rugh\\_enabling.html](http://www.unc.edu/depts/diplomat/item/2009/0709/oped/rugh_enabling.html)
- RUGH, W.A. (2005): American encounters with Arabs: the soft power of U.S. public diplomacy in the Middle East. - Westport, CT: Praeger.
- RUGH, W.A. (2004): Fixing public diplomacy for Arab and Muslim audiences, in: A practical guide to winning the war on terrorism / ed. by A. Garfinkle. - [s.l.]: Hoover Institution on War, Revolution and Peace. - 145-161. (CE5691)
- RUGH, W.A. [ED.] (2004): Engaging the Arab and Islamic worlds through public diplomacy. - Washington, D.C.: Public Diplomacy Council.
- RUIGROK, N. (2005): Journalism of attachment: Dutch newspapers during the Bosnian war. - Amsterdam: Het Spinhuis.
- RYAN, D. (2011): The dots above the detail: the myopia of meta-narrative in George W. Bush's declarative 'war of ideas', in: Trials of engagement: the future of US public diplomacy / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 87-97. (B-R 1233)
- RYAN, M.P. (1998): Knowledge diplomacy: global competition and the politics of intellectual property. - Washington: Brookings Institution.
- RYNIEJSKA-KIELDANOWICZ, M. (2010): Cultural diplomacy as a form of international communication. - [s.l.]: Institute for Public Relations, 2010. - 21 p. - (CE6736)
- SANTOS, F. (2010): Public diplomacy: from soft power to smart power, in: CONTRASTES, (59) Summer: 65-71. (B-R 1174)

- SATLOFF, R. (2004): The battle of ideas in the war on terror: essays on U.S. public diplomacy in the Middle East. - Washington, D.C.: Washington Institute for Near East Policy.
- SATLOFF, R.; ESPOSITO, J.L.; TELHAMI, S. (2001): Foreign policy debate: propaganda, the Satans and other misunderstandings, in: SAIS REVIEW, 21(2) Summer-Fall: 139-154.
- SCHATZ, E.; LEVINE, R. (2010): Framing, public diplomacy, and anti-Americanism in Central Asia, in: INTERNATIONAL STUDIES QUARTERLY, 54(3) September: 855-869.
- SCHLAGETER, R. (2006): German public diplomacy, in: The present and future of public diplomacy: a European perspective; the 2006 Madrid conference on public diplomacy / ed. J. Noya. - Madrid: Real Instituto Elcano: p. 25-27.
- SCHNEIDER, M. (2010): Public diplomacy in the digital era: toward new partnerships, in: EXCHANGE, (inaugural issue) Fall: 18-20. (CA3152)
- SCHREINER, P. (2008): Auswärtige Kulturarbeit zwischen Konzeption und Umsetzung: Steuerungsprobleme in einem schwierigen Politikfeld. - Berlin: Stiftung Wissenschaft und Politik [SWP], April. – 31 p. (CE2154)
- SCHWARZ, B. (1998): Exporting the myth of a liberal America, in; WORLD POLICY JOURNAL, 15(3) Fall: 69-77.
- SCOTT, B. (2011): Skills of the public diplomat: language, narrative and allegiance, in: Trials of engagement: the future of US public diplomacy / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 231-250. (B-R 1233)
- SCOTT-SMITH, G. (2011): Soft power, US public diplomacy and global risk, in: Trials of engagement: the future of US public diplomacy / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 99-115. (B-R 1233)
- SCOTT-SMITH, G. (2010): How the world sees the Netherlands. - March 30. – Blogpost at <http://www.thehollandbureau.com/2010/03/30/how-the-world-sees-the-netherlands/>  
Accessed on April 1, 2010
- SCOTT-SMITH, G. (2010): Networks of influence: U.S. exchange programs and Western Europe in the 1980s, in: The United States and public diplomacy: new directions in cultural and international history / ed. by K.A. Osgood; B.C. Etheridge. - Leiden : Martinus Nijhoff: p. 345-370 (B-R 1091)
- SCOTT-SMITH, G. (2009): Exchange programs and public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. – New York: Routledge: 50-56. - (B-R 803)
- SCOTT-SMITH, G. (2008): Mapping the undefinable: some thoughts on the relevance of exchange programs within international relations theory, in: ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE, (616) March: 173-195. (B-R 628)
- SCOTT-SMITH, G. (2007): The ties that bind: Dutch-American relations, US public diplomacy and the promotion of American studies since the Second World War, in: HAGUE JOURNAL OF DIPLOMACY, 2(3) 2007: 283-305.
- SCOTT-SMITH, G. (2005): Mending the “unhinged alliance” in the 1970s: transatlantic relations, public diplomacy, and the origins of the European Union visitors program, in: DIPLOMACY & STATECRAFT, 16(4) December: 749-778.
- SEIB, PH. (2011): Public diplomacy, new media, and counterterrorism. - Los Angeles: Figueroa Press, March. - 32 p. - (CE7706)
- SEIB, PH. (2011): Qatar's well-funded public diplomacy, in: HUFFINGTON POST, January 12, (accessed January 17: [http://www.huffingtonpost.com/philip-seib/qatars-wellfunded-public- b\\_808181.html](http://www.huffingtonpost.com/philip-seib/qatars-wellfunded-public- b_808181.html))
- SEIB, PH. (2009): America's new approach to Africa: AFRICOM and public diplomacy. - Los Angeles : Figueroa Press. - 22 p. - (CE6229)
- SEIB, PH. (2009): Public diplomacy and journalism: parallels, ethical issues, and practical concerns, in: AMERICAN BEHAVIORAL SCIENTIST, 52(5) January: 772-786. (CE7321)
- SEIB, PH. (2006): The ethics of public diplomacy, in: Ethics in public relations: responsible advocacy / ed. by K. Fitzpatrick; C. Bronstein. – Sage
- SEKHAR, D.V. (2010): Science diplomacy, in: PUBLIC DIPLOMACY MAGAZINE, (4) Summer: 19-20. (CE6848)
- SEMETKO, H.A. (2009): Media and public diplomacy in times of war and crisis, in: AMERICAN BEHAVIORAL SCIENTIST, 52(5) January: 639-642. (CE7316)
- SEVIN, H.E. (2010): See for yourself: rebranding Northern Baja through public diplomacy, in: EXCHANGE, (inaugural issue) Fall: 33-40. (CA3152)
- SEWELL, B. (2011): Competing narratives: US public diplomacy and the problematic case of Latin America, in: Trials of engagement: the future of US public diplomacy / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 161-180. (B-R 1233)
- SHARP, P. (2005): Revolutionary states, outlaw regimes and the techniques of public diplomacy, in: J. Melissen [ed.]: The new public diplomacy: soft power in international relations. - Basingstoke [etc.]: Palgrave Macmillan: 106-123
- SHARPE, M.L. (2002): America's international image problem, in: USA TODAY, 131(2686) July: 26-27.
- SHECKLER, A.C. (1998): Evidence of things unseen: secrets revealed at the Voice of America, in: HORN OF AFRICA, 16 (1-4) December: 31-51.
- SHENHAV, S.R.; SHEAFER, T.; GABAY, I. (2010): Incoherent narrator: Israeli public diplomacy during the disengagement and the elections in the Palestinian Authority, in: ISRAEL STUDIES, 15(3) Fall, 143-162.

- SIGNITZER, B. (2008): Public relations and public diplomacy: some conceptual explorations, in: Public relations research: European and international perspectives and innovations / ed. by A. Zerfass; B. van Ruler; K. Sriramesh. - Wiesbaden: VS Verlag für Sozialwissenschaften. - p. 205-218. (CE7243)
- SIGNITZER, B.H. (1995): Public relations und public diplomacy. In: W.A. Mahle (Hrsg.): Deutschland in der internationalen Kommunikation. UVK-Medien, Konstanz
- SIGNITZER, B.H. (1993): Anmerkungen zur Begriffs- und Funktionswelt von Public Diplomacy. In: W. Armbrrecht u.a. (Hrsg.): Image und PR, kann Image Gegenstand einer Public Relations-Wissenschaft sein? Westdeutscher Verlag, Opladen, 199-211
- SIGNITZER, B.H.; COOMS, T. (1992): Public relations and public diplomacy: conceptual convergences, in: PUBLIC RELATIONS REVIEW, 18 (2) Summer: 137-148.
- SILBERSTEIN, S. (2002): War of words: language, politics and 9/11. - New York, Routledge.
- SIMENDINGER, A.; POWERS, W.M. (2001): Information as a weapon, in: NATIONAL JOURNAL, 33(46-47) November 17: 3576-3585.
- SIMEONE, M.J.; WOZNIUK, V. (1990): Selling perestroika and new thinking to Southeast Asia: Gorbachev at his persuasive best, in: POLITICAL COMMUNICATION AND PERSUASION, 7(3): 129-145.
- SIMONIN, B.L. (2008): Nation branding and public diplomacy: challenges and opportunities, in: FLETCHER FORUM OF WORLD AFFAIRS, 32(3) 2008: 19-34. (CE5439)
- SIOW, M. WEI-SHEN (2010): Chinese domestic debates on soft power and public diplomacy, in: ASIA PACIFIC BULLETIN, (86) December 7: 2 p. (CE7493)
- SMITH, G.S. (1997): Driving diplomacy into cyberspace, in: WORLD TODAY, 53(6) June: 156-158.
- SMITH, M. (2009): The Kosovo conflict: U.S. public diplomacy and Western public opinion. - Los Angeles: Figueroa Press. - 40 p. - (CE6384)
- SMITH, P.H. (2007): The hard road back to soft power, in: GEORGETOWN JOURNAL OF INTERNATIONAL AFFAIRS, Winter/Spring: 1-9. (CE7226)
- SMYTH, R. (2001): Mapping US public diplomacy in the 21st century, in: AUSTRALIAN JOURNAL OF INTERNATIONAL AFFAIRS, 55(3) November: 421-444.
- SMYTH, R.; SINGH, R. (2000): Australian public relations: status at the turn of the 21st century, in: PUBLIC RELATIONS REVIEW, 26(4): 387-402.
- SMYTH, R. (1999): Australian government communications: a paradigm shift, in: ASIA PACIFIC PUBLIC RELATIONS JOURNAL, 1(2):59-85.
- SMYTH, R.; PLANGE, N.-K ; BURDESS, Neil (1997): Big Brother?: Australia's image in the South Pacific, in: AUSTRALIAN JOURNAL OF INTERNATIONAL AFFAIRS, 51(1) April: 37-52
- SMYTH, R. (1995): Managing Australia's image in Asia, in: AUSTRALIAN JOURNAL OF INTERNATIONAL AFFAIRS, 49(2): 223-236.
- SNOW, JR., C. (2006): Public diplomacy practitioners: a changing cast of characters, in: JOURNAL OF BUSINESS STRATEGY, 27(3) 2006: 18-21. (CE6663)
- SNOW, N. (2009): Managing brand Obama, in: PUBLIC DIPLOMACY MAGAZINE, (1) Winter: 91-93. (CE4587)
- SNOW, N.; TAYLOR, PH.M. [eds.] (2009): Routledge handbook of public diplomacy. - London [etc.] : Routledge. - xx, 382 p. - (B-R 803)
- SNOW, N. (2009): Rethinking public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 3-11. - (B-R 803)
- SNOW, N. (2009): Valuing exchange of persons in public diplomacy, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 233-247. - (B-R 803)
- SNOW, N. (2008): International exchanges and the U.S. image, in: ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE, (616) March: 198-222. (B-R 628 + CE1621)
- SNOW, N. (2006): Anti-Americanism and the Rise of Civic Diplomacy, in: FOREIGN POLICY IN FOCUS December 13.
- SNOW, N. (2006): The arrogance of American power: what U.S. leaders are doing wrong and why it's our duty to dissent. - Lanham, MD: Rowman & Littlefield.
- SNOW, N. (2006): U.S. Public Diplomacy: Its History, Problems, and Promise, in: Garth S. Jowett and Victoria O'Donnell [eds.]: Propaganda and Persuasion: New and Classic Essays. Sage, Thousand Oaks, CA, 225-241.
- SNOW, N. (2004): Brainscrubbing. The failures of US public diplomacy after 9/11. In: D. Miller (Hrsg.): Tell me lies. Propaganda and media distortion in the attack on Iraq. - Pluto Press, London, 52-62
- SNOW, N. (2004): How to build an effective U.S. public diplomacy – ten steps for change, in: VITAL SPEECHES OF THE DAY, 70(12), 369-373
- SNOW, N. (2003): Information war: American propaganda, free speech, and opinion control since 9/11. - New York: Seven Stories Press.
- SNOW, N. (2002): Propaganda, Inc.: Selling America's culture to the world. - New York: Seven Stories Press.
- SNYDER, D.J. (2010): The problem of power in modern public diplomacy: the Netherlands Information Bureau in World War II and the early cold war, in: The United States and public diplomacy: new directions in cultural and international history / ed. by K.A. Osgood; B.C. Etheridge. - Leiden : Martinus Nijhoff: p. 57-80 (B-R 1091)
- SORENSON, TH.C. (1968): The word war; the story of American propaganda. - New York: Harper.

- SOVIET advocacy and the U.S. media: a report (1986): - Washington, D.C.: United States Advisory Commission on Public Diplomacy.
- SPREADING the word: USIA celebrates 40th year of telling the world America's story, in: FOREIGN SERVICE JOURNAL, 71 June 1994: 32-38.
- STAAR, R.F. [ed.] (1986): Public diplomacy: USA versus USSR. - Stanford, Calif.: Hoover Institution Press, Stanford University.
- STARR, P.K. (2009): Mexican public diplomacy: hobbled by history, interdependency and asymmetric power, in: PUBLIC DIPLOMACY MAGAZINE, (2) Summer: 49-53. (CE3965)
- STATEMAN, A. (2005): Diplomatic link: the private sector's role in U.S. public diplomacy, in: PUBLIC RELATIONS STRATEGIST, 11(2), PAG. 40-42
- STEGER, M.B. (2005): American globalism "Madison Avenue-Style": a critique of US public diplomacy after 9/11, in: P. Hayden; Chamsy el-Ojeili [eds.]: Confronting globalization: humanity, justice and the renewal of politics. - Basingstoke [etc.]: Palgrave Macmillan: p. 227-241
- STEPHENS, H. (1999): Public diplomacy in the 21<sup>st</sup> century, in: BOUT DE PAPIER, 16(2).
- STEVEN, D. (2007): Evaluation and the new public diplomacy. - Wimborne: River path, March. - 20 p. - (CE2223)
- STEYN, B. (2009): The strategic role of public relations is strategic reflection: a South African research stream, in: AMERICAN BEHAVIORAL SCIENTIST, 53(4) December: 516-532. (CE6245)
- STOCK, F. (2009): The Borat effect, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 5(3) August: 180-191.
- STORY, J. (2010): Europe's soft power versus China's brute force in the global marketplace, in: EUROPE'S WORLD, (15) Summer: 32-35.
- SUNIM, POMNYUN (2010): The human rights situation in North Korea and humanitarian aid, in: PUBLIC DIPLOMACY MAGAZINE, (4) Summer: 59-63. (CE6848)
- SUTTON, F.X. (1968): American foundations and U.S. public diplomacy. - New York, NY: Ford Foundation.
- SUZUKI, SHOGO (2010): The myth and reality of China's "soft power", in: Soft power and US foreign policy: theoretical, historical and contemporary perspectives / ed. by Inderjeet Parmar; M. Cox. - Abingdon: Routledge. - p. 199-214. (B-R 1184)
- SUZUKI, SHOGO (2009): Chinese soft power, insecurity studies, myopia and fantasy, in: THIRD WORLD QUARTERLY, 30(4): 779-793.
- SZONDI, G. (2010): Communicating with the world: an interdisciplinary approach to European Union Public Diplomacy, in C. Valentini and G. Nesti (eds.) Public communication in the European Union: history, perspectives and challenges. - Cambridge Scholars Publishing
- SZONDI, G. (2010): From image management to relationship building: a public relations approach to nation branding, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 6(4) November: 333-343.
- SZONDI, G. (2009): Central and Eastern European public diplomacy: a transitional perspective on national reputation management, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 292-313. - (B-R 803)
- SZONDI, G. (2008): Public diplomacy and nation branding: conceptual similarities and differences. - The Hague : Netherlands Institute of International Relations 'Clingendael', October. - (CD DSP112)
- TATSUHIKO, YOSHIZAKI (2007): Japan, the quiet genius: toward a strategic public diplomacy, in: GAIKO FORUM, 7(1) Spring: 21-27.
- TAYLOR, PH. (2001): "Spin Laden", in: WORLD TODAY, 57(12) December.
- TAYLOR, P.M. (2011): Public diplomacy on trial?, in: Trials of engagement: the future of US public diplomacy / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 19-31. (B-R 1233)
- TAYLOR, P.M. (2010): Public diplomacy and the information war on terror, in: Soft power and US foreign policy: theoretical, historical and contemporary perspectives / ed. by Inderjeet Parmar; M. Cox. - Abingdon: Routledge, 2010. - p. 152-164. (B-R 1184)
- TAYLOR, PH.M. (2009): Public diplomacy and strategic communications, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 12-18. - (B-R 803)
- TAYLOR, PH.M. (1998): War and the media: propaganda and persuasion in the Gulf War. - Manchester University Press; 2nd ed., November.
- TAYLOR, PH.M. [ET AL.] (2002): Is strategic communication the same as propaganda?, in: JOURNALISM STUDIES, 3(3) August: 437-452.
- TEINOWITZ, I. (2003): Beers draws mixed review after one year, in: ADVERTISING AGE, 73(38) September 23.: 3, 57.
- TEINOWITZ, I. (2001): Affairs of state: looking for love through branding, in: ADVERTISING AGE, 72(15) 9<sup>th</sup> April: 8.
- TEINOWITZ, I. (2001): Gov't eyes ad attack, in: ADVERTISING AGE, 72(43 i.e. 42) October 15: p. 1, 49
- TELHAMI, S. (2002): U.S. policy and the Arab and Muslim world: the need for public diplomacy, in: BROOKINGS REVIEW, 20(3) Summer: 47-48 (CE3477)
- THOMALLA, A. (1997): Kulturbruch oder Neuorientierung?: Strategien der amerikanischen auswärtigen Kulturpolitik in Deutschland, in: ZEITSCHRIFT FÜR KULTURAUUSTAUSCH , 47(3): 10-11

- THOMAS, W.C. (2005): American public diplomacy in Thailand: garnering support for the fight against terrorism. - Honolulu: International Studies Association (ISA), March.
- THOMPSON, K.W. [ed.] (1987): Rhetoric and public diplomacy: the Stanton report revisited. - University Press of America July.
- THRALL, A.T. [ET AL.] (2008): Star power: celebrity advocacy and the evolution of the public sphere, in: INTERNATIONAL JOURNAL OF PRESS/POLITICS, 13(4): 362-385. (CE5491)
- THUSSU, D. K. (2001): Media wars and public diplomacy, in: COMMUNICATION ABSTRACTS, 24(3).
- TOYNBEE, J.; VIS, F. (2010): World music at the BBC World Service, 1942-2008: public diplomacy, cosmopolitanism, contradiction, in: MEDIA, CULTURE & SOCIETY, 32(4) 2010: 547-564. (CE7317)
- TRUJILLO, E. (2010): Corporate diplomacy as a business management discipline: Sol Meliá case, in: CONTRASTES, (59) Summer: 99-113. (B-R 1174)
- TUCH, H.N. (2009) How public diplomacy worked in practice, in: AMERICAN DIPLOMACY.ORG, December [http://www.unc.edu/depts/diplomat/item/2009/1012/fsl/fsl\\_tuch.html](http://www.unc.edu/depts/diplomat/item/2009/1012/fsl/fsl_tuch.html) (accessed June 14, 2010)
- TUCH, H.N. (2008): Arias, Cabalettas, and Foreign Affairs: A Public Diplomat's Quasi-Musical Memoir. - Washington, DC: New Academia Publishing.
- TUCH, H.N. (1995): Let's rescue public diplomacy, in: FOREIGN SERVICE JOURNAL, June
- TUCH, H.N. [ed.] (1994): Communicating with the world in the 1990s: a commemorative symposium. - Washington. DC: USIA Alumni Assoc. and The Public Diplomacy Foundation.
- TUCH, H.N. (1994): Spreading the word: USIA celebrates 40th year of telling the world America's story, in: FOREIGN SERVICE JOURNAL, June
- TUCH, H.N. (1993): Time to end government broadcasting? Of course not, in: FOREIGN SERVICE JOURNAL, May
- TUCH, H.N. (1992): The case against Radio Free China, in: FOREIGN SERVICE JOURNAL, July
- TUCH, H.N. (1991): Why Americans Don't Appreciate Public Diplomacy, in: FOREIGN SERVICE JOURNAL, January
- TUCH, H.N. (1990): Communicating with the world: US public diplomacy overseas. - New York: St. Martin's Press.
- TUCH, H.N. (1990): Improving public diplomacy: setting more modest goals for USIA, in: FOREIGN SERVICE JOURNAL, May: 14-18.
- TUCH, H.N. (1988): The endless debate, in: FOREIGN SERVICE JOURNAL April: 30-43.
- TUCH, H.N. (1985-1986): Youth: the problem and the solution, in: ATLANTIC COMMUNITY QUARTERLY, 23(4)
- TUCH, H.N. (1985): Terrorism and security: the challenge for public diplomacy. - United States Advisory Commission on Public Diplomacy
- TUCH, H.N. (1985): Public diplomacy: what it is and how it works. - The Fletcher School of Law and Diplomacy
- TUCH, H.N. (1985): Public diplomacy as art, in: FOREIGN SERVICE JOURNAL, July/August
- TUCH, H.N. (1981): VOA and NPR: an opportunity for Americans to learn about foreign societies, in: FOREIGN SERVICE JOURNAL, November
- TUCH, H.N. (1976): Public diplomacy in the U.S. government, in: FOREIGN SERVICE JOURNAL, September
- TULLY, J.D. (2010): Ethnicity, security, and public diplomacy: Irish-Americans and Ireland's neutrality in World War II, in: The United States and public diplomacy: new directions in cultural and international history / ed. by K.A. Osgood; B.C. Etheridge. - Leiden : Martinus Nijhoff: p. 81-102 (B-R 1091)
- TUOMI-NIKULA, P.; SOEDERMAN, R. (2009): Finland: paying back its debt and conducting public diplomacy, in: PUBLIC DIPLOMACY MAGAZINE, (2) Summer: 61-63. (CE3965)
- UNGAR, S.J. (2005): Pitch imperfect: the trouble at the Voice of America, in: FOREIGN AFFAIRS, 84(3) May-June: 7-13.
- UNGAR, S.J. (1989): Pressing for a free press, in: FOREIGN POLICY, (77): 132-
- UNITED States Information Agency: a commemoration. - USIA's Public Liaison office, 1999.
- U.S. international broadcasting: - is anybody listening? - keeping the U.S. connected. - Washington DC: Government printing office, June 9, 2010. - 95 p. - (CE6781)
- U.S. public diplomacy: actions needed to improve strategic use and coordination of research. - Washington DC: United States government Accountability Office [GAO], July 2007. - ii, 51 p. - (CE2224)
- U.S. public diplomacy: key issues for Congressional oversight. - Washington DC : United States Government Accountability Office [GAO], May 2009. - ii, 41 p. - (CE3733)
- U.S. public diplomacy: State Department expands efforts but faces significant challenges. - Washington DC: United States General Accounting Office [GAO], September 2003. - 74 p. - (CE7209)
- U.S. public diplomacy - time to get back in the game: a report to members of the Committee on Foreign Relations United States Senate. - Washington, DC: U.S. Government Printing Office, 2009. - 54 p. - (CE6539)
- USIA merges with State, in: STATE, (428) September 1, 1999: 23
- VAN ROOY, A. (1999): How ambassadors should deal with civil society organizations, in: CANADIAN FOREIGN POLICY, 7(1) Fall: 147-157.
- VASUDEVAN, S. (2008): The role of internal stakeholders in destination branding: observations from Kerala tourism, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 4(4) November: 331-335.

- VAUGHAN, J. (2006): The failure of American and British Propaganda in the Arab Middle East, 1945 - 1957. - New York: Palgrave.
- VICKERS, R. (2004): The new public diplomacy: Britain and Canada compared, in: BRITISH JOURNAL OF POLITICS & INTERNATIONAL RELATIONS, 6(2) May: 182-194. (CE567)
- VILLANUEVA RIVAS, C. (2011): The rise and fall of Mexico's international image: stereotypical identities, media strategies and diplomacy dilemmas, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 7(1) February: 23-31.
- VILLANUEVA RIVAS, C. (2010): Cosmopolitan constructivism: mapping a road to the future of cultural and public diplomacy, in: PUBLIC DIPLOMACY MAGAZINE, (3) Winter: 45-56. (CE6360)
- VILTARD, Y. (2010): Diplomatie des villes: collectivités territoriales et relations internationales, in: POLITIQUE ETRANGERE, 75(3) Automne: 593-604.
- VINTER, L.; KNOX, D. (2008): Measuring the impact of public diplomacy: can it be done?, in: Engagement: public diplomacy in a globalised world / ed. by J. Welsh; D. Fearn. - London: Foreign and Commonwealth Office [FCO]: 160-171. (CE2343)
- VLAHOS, M. (2009): Public diplomacy as loss of world authority, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 24-38. - (B-R 803)
- VOGELGESANG, S. (2008): Perspectives on public diplomacy: Vietnam to Iraq, in: FLETCHER FORUM OF WORLD AFFAIRS, 32(3): 101-110. (CE5446)
- VOICES of freedom: a world conference of independent news media, Talloires, France, May 15-17, 1981. - Medford, MA: The Edward R. Murrow Center of Public Diplomacy, 1981.
- VON ESCHEN, P. M. (2005): Enduring public diplomacy, in: AMERICAN QUARTERLY, 57(2), 335-343.
- VYAS, UTPAL (2011): Soft power in Japan-China relations: state, sub-state and non-state relations. - London: Routledge. - xiv, 202 p. - (B-R 1236)
- WAESTBERG, O. (2009): The symbiosis of Sweden & IKEA, in: PUBLIC DIPLOMACY MAGAZINE, (2) Summer: 58-60. (CE3965)
- WALLACE, L.P.; ASKEW, W.C. [eds.] (1948): Power, public opinion, and diplomacy: essays in honor of Eber Malcolm Carroll by his former students. - Freeport: Books for Libraries Press.
- WALLER, J.M. (2009): Getting serious about strategic influence, in: JOURNAL OF INTERNATIONAL SECURITY AFFAIRS, (17) Fall (visited at: <http://www.securityaffairs.org/>)
- WALLER, J.M. [ED.] (2007): The public diplomacy reader. - Washington DC: Institute of World Politics Press, 2007. - 522 p. - (CE7242)
- WANG, J. (2006): Public diplomacy and global business, in: JOURNAL OF BUSINESS STRATEGY, 27(3): 41-49. (CE6664)
- WANG, JIAN (2009): Through the 2008 Olympics looking glass: what Beijing taught the Chinese people about themselves, in: PUBLIC DIPLOMACY MAGAZINE, (1) Winter: 75-77. (CE4585)
- WANG, JIAN (2007): Telling the American story to the world: the purpose of U.S. public diplomacy in historical perspective, in: PUBLIC RELATIONS REVIEW, 33(1) 2007: 21-30. (CE93)
- WANG, JIAN (2006): Localising public diplomacy: the role of sub-national actors in nation branding, in: PLACE BRANDING, 2(1) January: 32-42.
- WANG, JIAN (2006): Managing national reputation and international relations in the global era: Public diplomacy revisited, in: PUBLIC RELATIONS REVIEW, 32(2), 91-96 (CE91)
- WANG, JIAN, & CHANG, T. (2004): Strategic public diplomacy and local press: how a high-profile head-of-state visit was covered in America's heartland, in: PUBLIC RELATIONS REVIEW, 30(1), 11-24.
- WANG, YIWEI (2008): Public diplomacy and the rise of Chinese soft power, in: ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE, (616) March: 257-273. (B-R 628)
- WANG, YUAN-KANG (2006): China's grand strategy and U.S. primacy: is China balancing American power?. - Washington DC : Brookings Institution, Center for Northeast Asian policy studies, July. - 32 p. - (CE5252)
- WATANABE, YASUSHI; MCCONNELL, D.L. [EDS.] (2008): Soft power superpowers: cultural and national assets of Japan and the United States. - New York : M.E. Sharpe. - xxxii, 296 p. - (B-R 977)
- WATERBURY, John (2003): Hate your policies, love your institutions, in: FOREIGN AFFAIRS, 82(1) January-February: 58-69.
- WATTENBERG, B.J. (1983): The case for public diplomacy, in: PUBLIC OPINION, 6 February-March
- WEISER, C. (2001): How to sell America to people who hate it, in: GANNETT NEWS SERVICE October 14
- WELSH, J.; FEARN, D. [EDS.] (2008): Engagement: public diplomacy in a globalised world. - London: Foreign and Commonwealth Office [FCO]. - 172 p. - (CE2343)
- WETZSTEIN, I. (2010): Mediated conflicts: capacities and limitations of 'mediative journalism' in public diplomacy processes, in: INTERNATIONAL COMMUNICATION GAZETTE, 72(6) 2010: 503-520. (CE7313)
- WHITNEY, CHR.B. [PROJECT DIRECTOR] (2008): Soft power in Asia: results of a 2008 multinational survey of public opinion; Asia soft power survey 2008. - [s.l.] : Chicago Council on Global Affairs, 2008. - 18 p. - (CE4763)
- WICK, CH.Z. (1987): Glasnost: the challenge to U.S. public diplomacy, in: VITAL SPEECHES OF THE DAY, 53(14) May
- WICK, CH.Z. (1989): The future of public diplomacy, in: PRESIDENTIAL STUDIES QUARTERLY, 19 Winter: 25-30.

- WILDING, C.M. (2010): International broadcasting, in: PUBLIC DIPLOMACY MAGAZINE, (4) Summer: 15-16. (CE6848)
- WILLIAMS, J. (2010): Public diplomacy and human rights: nothing about us without us, in: PUBLIC DIPLOMACY MAGAZINE, (4) Summer: 87-89. (CE6848)
- WILSON III, E.J. (2008): Hard power, soft power, smart power, in: ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE, 616(1) March: 110-124. (B-R 628 + CE1567)
- WISEMAN, G. (2010): "Polylateralism": diplomacy's third dimension, in: PUBLIC DIPLOMACY MAGAZINE, (4) Summer: 23-39. (CE6848)
- WOLF, JR., CH.; ROSEN, B. (2005): Public diplomacy: lessons from King and Mandela, in: JOURNAL OF BUSINESS STRATEGY, (133) October-November: 63-80. (CE6665)
- WOLF, JR., CH.; ROSEN, B. (2005): Public diplomacy: lessons from King and Mandela, in: POLICY REVIEW (133) October-November
- WOLF JR., C.; ROSEN, B. (2004): Public diplomacy: how to think about and improve it. - Santa Monica: Rand corporation. - ix, 26 p. - (CE7208)
- WOLPER, G. (2006): The origins of public diplomacy: Woodrow Wilson, George Creel, and the Committee on Public Information. - Ann Arbor, Michigan: UMI Dissertation Services
- WOLPER, G. (1993): Wilsonian public diplomacy: the Committee on Public Information in Spain, in: DIPLOMATIC HISTORY, 17(1) Winter: 17-34
- WULF, A. (2010): Moscow '59: the "Sokolniki summit" revisited. - Los Angeles: Figueroa Press. - 35 p. - (CE6385)
- WYNE, A.S. (2009): Public opinion and power, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 39-49. - (B-R 803)
- XIFRA, J. (2009): Building sport countries' overseas identity and reputation: a case study of public paradiplomacy, in: AMERICAN BEHAVIORAL SCIENTIST, 53(4) December: 504-515. (CE6244)
- YOUNG, M. (2009): Choreographing the image: what China wanted the world to see, in: PUBLIC DIPLOMACY MAGAZINE, (1) Winter: 78-80. (CE4586)
- YOUNG, R.J. (2004): Marketing Marianne (French Propaganda in America, 1900 - 1940): - Piscataway, NJ: Rutgers University Press.
- YUN, SEONG-HUN (2006): Toward public relations theory-based study of public diplomacy: testing the applicability of the excellence study, in: JOURNAL OF PUBLIC RELATIONS RESEARCH, 18(4): 287-312. (CE7257)
- YUN, SEONG-HUN; TOTH, E.L. (2009): Future sociological public diplomacy and the role of public relations: evolution of public diplomacy, in: AMERICAN BEHAVIORAL SCIENTIST, 53(4) December: 493-503. (CE6242)
- ZAHARNA, R.S. (2011): The public diplomacy challenges of strategic stakeholder engagement, in: Trials of engagement: the future of US public diplomacy / ed. by A. Fisher; S. Lucas. - Leiden: Martinus Nijhoff. - p. 201-229. (B-R 1233)
- ZAHARNA, R. (2010): Battles to bridges: US strategic communication and public diplomacy after 9/11. - Houndmills: Palgrave Macmillan. - xi, 233 p. - (B-R 1092)
- ZAHARNA, R.S. (2009): Mapping out a spectrum of public diplomacy initiatives: information and relational communication frameworks, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. - New York: Routledge: 86-100. - (B-R 803)
- ZAHARNA, R.S. (2007): The soft power differential: network communication and mass communication in public diplomacy, in: HAGUE JOURNAL OF DIPLOMACY, 2(3): 213-228.
- ZAHARNA, R.S. (2003): The unintended consequences of crisis public diplomacy: American public diplomacy in the Arab World, in: FOREIGN POLICY IN FOCUS, 8(2) June
- ZAHARNA, R.S.; VILLALOBOS, J.C. (2000): A public relations tour of embassy row: the Latin diplomatic experience, in: PUBLIC RELATIONS QUARTERLY, 45(4) Winter: 33-37.
- ZALMAN, A. (2006/7): Waging the first postmodern war: Inside the G.I. cultural awareness program, WORLD POLICY JOURNAL, 23(4) Winter: 35-42.
- ZATEPILINA, O. (2009): Non-state ambassadors: NGOs' contribution to America's public diplomacy, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 5(2) May: 156-168.
- ZELIZER, B.; ALLAN, S. (2002): Journalism after September 11. - New York, Routledge.
- ZELLER, S. (2006), Damage Control: Karen Hughes Does PD, in: FOREIGN SERVICE JOURNAL, 83(10) October.
- ZENKER, S.; MARTIN, N. (2011): Measuring success in place marketing and branding, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 7(1) February: 32-41.
- ZHANG, JUYAN (2010): Exploring rhetoric of public diplomacy in the mixed-motive situation: using the case of President Obama's 'nuclear-free world' speech in Prague, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 6(4) November: 287-299.
- ZHANG, JUYAN (2008): Making sense of the changes in China's public diplomacy: direction of information flow and messages, in: PLACE BRANDING AND PUBLIC DIPLOMACY, 4(4) November: 303-316.
- ZHANG, JUYAN (2007): Beyond anti-terrorism: metaphors as message strategy of post-September-11 U.S. public diplomacy, in: PUBLIC RELATIONS REVIEW, 33(1): 31-39. (CE92)

- ZHANG, JUYAN (2006): Public diplomacy as symbolic interactions: a case study of Asian tsunami relief campaigns, in: PUBLIC RELATIONS REVIEW, 32(2) 2006: 26-32. (CE7224)
- ZHEXIN, ZHANG (2009): China's public diplomacy institution: its development, challenges and prospects of its practices, in: IO JOURNAL, 1(3) December: 12-17. (CE6326)
- ZIMMERMAN, P.D. (1990): Remote sensing satellites, superpower relations and public diplomacy, in: SPACE POLICY 6(1) February: 19
- ZOELLNER, O. (2009): German public diplomacy: the dialogue of cultures, in: Routledge handbook of public diplomacy / ed. N. Snow; Ph.M. Taylor. – New York: Routledge: 262-269. - (B-R 803)
- ZOELLNER, O. (2006): A quest for dialogue in international broadcasting: Germany's public diplomacy targeting Arab audiences, in: GLOBAL MEDIA AND COMMUNICATION, August; 160 - 182.
- ZWIEBEL, M.J. (2006): Why we need to reestablish the USIA, in: MILITARY REVIEW, 86(6) November-December: 26-35.

### Periodicals

- *EXCHANGE: the journal of public diplomacy*. - Association of Public Diplomacy Scholars at Syracuse University, annual publication, inaugural issue Fall 2010. - <http://www.exchangediplomacy.com/>
- *The LAYALINA review on public diplomacy and Arab media*. – Washington: Layalina Productions, biweekly (vol. 1 (2003)- ) <http://www.layalina.tv/index.html>
- *PDIN Monthly*. – 1(1) January 2010. - USC Center on Public Diplomacy at the Annenberg School. [http://uscpublicdiplomacy.org/index.php/research/PDiN\\_Monthly](http://uscpublicdiplomacy.org/index.php/research/PDiN_Monthly)
- *PUBLIC Diplomacy Magazine*. - Association of Public Diplomacy Scholars (APDS) at the University of Southern California, Summer 2009. - <http://publicdiplomacymagazine.com/>