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Chapter 1 : Cultural Relations and Policies

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Violent ethnopolitical conflicts, separatist movements, rivalry for autonomy or political power, or territorial control, economic dislocation, among others, assail the integrity of the developing state, thereby impelling hegemonic actors major states, Intergovernmental Organizations IGOs , and International Financial Institutions - IFIs to intervene in order to: The ever-increasing negative effects of transnational social forces tend to generate the pervasive force of a neo-liberal cosmopolitan moral view of international relations that increasingly sanctions both military and non-military interventions to maintain the existing structure of states and international society. In other words, the disintegrative effects of globalization as well as the dislocative aspects of weak developing economies are increasingly undermining the twin pillars of non-intervention and state sovereignty. The focus of the analysis is first, on peacekeeping as a hegemonic function, especially the substantive shift from traditional intervention to new variation in peacekeeping. An example is the coercive consensual relationship or consensual domination of the developing state by Great Powers and International Financial Institutions IFIs in the area of economic policy. In post-Cold War international society in which military-strategic-defensive issues have rapidly given way to socio-economic globalization processes, non-military forms of intervention by Great Powers and IFIs on developing state sovereignty are increasingly becoming a moral problem as manifested in the reaction of large segments of developing state civil society to external economic impositions, such as International Monetary Fund IMF conditionalities. First is the changed nature of conflict in the international system in the form of a rise in internal, intrastate violence as opposed to inter-state conflicts which undermine the sovereignty of the state and produce external peacekeeping interventions. Second, is the economic dislocative effects of rapid globalization processes and deepening market forces that impel the intervention of IFIs in developing state economies, thereby destabilizing the "social contract" between state and citizens. In other words, to what extent do violent conflicts within developing states and interventions by external actors undermine the national sovereignty of the state? Transnational Forces and the State: The first is the practical-conjunctural level viewed in terms of intentional human agency Robinson, ; Wallerstein, At this level, it is important to draw the distinction between means which are policies and ends which are interests , and to recognize the tactical nature of many disputes related to policymaking between the developing state and external actors over the most effective means of achieving ends. The second dimension is the underlying global structure in which states and groups engage with the broader world system. Analysis at this level is structural analysis. Structure shapes and conditions events and activities at the state level, often apart from intentionality. The third dimension refers to processes in international society which straddle both the practical-conjunctural and the underlying global structure. Through its interconnectedness with the two, it enables analysts to identify mechanisms that monitor functionalist teleology. Institutionalization is an integral aspect of the Gramscian notion of hegemony because institutions whether political-military, or socio-economic provide the systemic legitimacy for dealing with conflicts either coercively or through peaceful means Gramsci, The underlying structure of interstate relations intrinsically involves an enforcement potential under the control of the powerful nations. The consequence is two distinct forms of Great Power-weak state relations: In the latter sense, it is the condition whereby strong states exercise leadership over weak states by gaining their perennial consent. To a large extent the use of force is obviated to the point that the developing state submits to the prevailing power relations. Continuous submission is enhanced by the fact that the dominant states are willing to make concessions, implement policy adjustments, that from time to time help to alleviate the politico-economic burdens of the weak states. Institutions provide the legitimacy of power relations, articulate the hegemonic mission of the powerful, and appeal for the cooperation of the weak. Thus hegemony which comprises of both coercive and consensual relations help to cement and legitimize, and internationalize the dominant moral and cultural values, and

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disseminate the worldview of the dominant states. The hegemonic functions of the Great Powers, with the "consent" of the weak states create functional unity in a system of diversity. To a large extent, then, subordinate states either give "unwilling consent" or "voluntary consent" to the social logic imposed on specific issues by the strong states. Accordingly, social forces that commence within the powerful states soon spillover into weak states, and the policy implications or adaptive mechanisms that accompany them imposed upon or integrated into the political economy of these weak states. For example, the transnational social forces unleashed by both the Cold War competition and post-Cold War era influence state structures in both the core and periphery. In other words, changes in systemic polarity spawn forces that influence state structures, underscoring the fact that state structures are largely a reflection of a particular structure of world order and forces in existence. A world hegemony in this sense is thus the expansive effects of the individual and collective social forces of the dominant advanced industrial states. The IFIs, the culture, the technology, and other entities associated with this collective hegemony constitute guidelines for development models in developing states. The dominant effects of such a collective hegemonic system also becomes a demonstration effect which could have a profound effect on the lives of groups in poor countries. In his analysis of world hegemony, Robert Cox makes reference to the effect hegemony has on peripheral states as a passive revolution: A world hegemony is thus in its beginnings an outward expansion of the internal national hegemony established by a dominant social class. The economic and social institutions, the culture, the technology associated with this national hegemony become patterns for emulation abroad. Such as expansive hegemony impinges on the more peripheral countries as a passive revolution. These countries have not undergone the same thorough social revolution, nor have their economies developed in the same way, but they try to incorporate elements from the hegemonic model with disturbing old power structures In the world hegemonic model, hegemony is more intense and consistent at the core and more laden with contradictions at the periphery Cox, The near policy convergence among advanced industrial countries in this post-Cold War era, unifies socio-economic and political structures of this collective hegemony into a system of universal norms, institutions, and mechanisms which spell out general rules of national and international behavior for states and for those national actors whose activities transcend national boundaries. These are rules, which in short, further institutionalize dominant modes of sociopolitical and economic interactions. The rules that core states have developed, upheld, and institutionalized help to maintain and deepen the marginalization of the developing state. Because these norms and rules both international law and less formal rules are largely handed down to them, it means the developing states undergo a process of socialization involving both "coerced consent" and voluntary internalization. States that deliberately challenge these transnational interstate rules are viewed as a threat to world order and its juridical foundation and could be labeled pariahs, rogues, or outlaws and face politico-economic sanctions from other states and dominant non-state actors Armstrong, ; Beckman, The developing state shares but "unwillingly" in some developments that affect national political economies, often unwilling to reverse asymmetrical relationships with developed countries, or outrightly reject adverse policy impositions from supranational institutions. For example, the developing states of the international system attempted to reconstruct the international system in the mid s New International Economic Order NIEO demands, but because of their weakness failed. Because of powerful states and IFIs, for example, international systemic structures are not immutable, but rather the very structures are dependent for their modification or reproduction on the practices and changing institutions of these key actors. Fundamental change in the international system occurs when principal actors, through changes in their interests, power or practices, change the rules and norms that underlie international relations. In essence, changes in the practice of these hegemonic international actors depend on changes in the practices of their key domestic actors--individuals, power elite, and civil society in general Gill, ; Ruggie, Thus profound developments in international relations can occur when beliefs and identities of key domestic entities in advanced industrial countries are altered thereby also altering the norms and rules that are constitutive of international relations, often quite independent of both domestic and international actors of weak states. For

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example, the end of the Cold War accelerated by changes perestroika, glasnost in the Soviet Union, changed the nature, scope, and intensity of violent conflict in many developing states, spawned new ones as well; and ushered in a period of democratization urged on the developing states by the powerful actors. Impelled by its marginal status in the international system, the developing world has often challenged Western European concepts of international law and human rights. Lissitzyn, International law to these developing states was originally created to protect and reflect the class and state interests of the former colonial masters. It contains little or no substantive content of equity and justice because when extended to Asia, Africa, or Latin-America, it was frequently used as an instrument for the protection of the private economic interests of the powerful Western states. Key international institutions the IMF, World Bank, or WTO, a reflection of international law, are the glue for safeguarding the global politico-economic structure that ensures the dominance of the advanced industrial states. In spite of the differences in interests, culture, and levels of education among these developing states, they nonetheless all exhibit, invariably, tendencies of resentment toward international law. The underlying reasons for such resentment being past foreign domination, and attitudes of superiority by the Western countries, their dependent development status and general adverse experiences within the international legal framework of the Westphalian state system Oppenheim, ; Brierly, Nonetheless, in varying degrees, they participate in the development and codification of international law, they resort to its norms in disputes with other states, and in deliberations in international organizations, but many have equally complained about the overwhelming dominance of advanced industrial states in key international organizations like the IMF and the World Bank. Because of the perceptible current of discontent expressed by developing states about traditional international law, many observers often advocate the further development of international law so that it would play a more meaningful role in North-South relations. The realization that international law needs to be further developed, coupled with the constant concessions made by the North towards the South is a realization that the traditional norms of international law do not necessarily serve the needs and aspirations of the developing states. In particular, some of the requirements of the international institutions that reinforce the traditional norms of international law are often too painful when applied to developing societies. On a more general level, international law either intentionally or by accident reinforced an international division of labor. The ensuing process of uneven development and asymmetry has proved to be a constraint to the decisional latitude of the developing state. The periphery, satellite, or underdeveloped states have been superimposed upon, been penetrated and influenced, balkanized, and even imposed upon in the capitalist process of surplus extraction from the South to the North within a single global economy. Consequently, systemic struggles over the appropriation of wealth take place between and within nations with the developing states at the poor receiving end of an asymmetric relationship. Changes in North-South relations automatically generate changes in national political economies of the South. In particular, globalization processes as aspects of a new phase of capitalism, are transforming, rather than merely having a marginal effect on, all political ingredients in capitalist relations between North and South. The transnationalization of the state produced intensive and extensive internationalization embedded in globalization processes, networks, and discourses is threatening the sovereign state by making it near impossible for the state to perform its socio-economic and welfare functions towards civil society. In the developing state, state sovereignty, and the authority and legitimacy that go with it are not always by the overwhelming majority of individuals and non-state collectivities. The sovereignty principle and even its practice seems fated to be constrained and undermined at the international level, and it is difficult to see how the weak developing state will regain what it has lost. Although sovereign authority is not the same as the capacity to control everything, it is nonetheless challenged in many parts of the world. Most, if not all, of contemporary national struggles are struggles in which groups guerilla forces or ethnic insurgency are pitted against the state because of the desire to ensure group security or self-actualization. The clear challenge to the state that is revealed by such struggles is, perhaps, the final and most convincing evidence that the force of globalization coupled with the loosening of hegemonic spheres of influence ties between great and small states

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is a significant factor in rendering the state unacceptable or an obstacle to many groups. As group frustration intensifies it escalates to violent outbursts which in some cases produce external intervention, and a further diminution of state sovereignty assailed from both within and without. Peacekeeping interventions, accordingly develop within the context of transnational political processes and an extended view of the nation state which transcends territorial integrity and the sanctity of the doctrine of state sovereignty. Conflicts and Peacemaking Interventions While traditional international relations characterizes the international system as one of anarchy, at the same time classical conceptions of state structure tend to assume a territory comprised of people, sovereignty, and an effective government that forestalls domestic anarchy or state collapse Bull, ; Waltz, Yet, the experience of the post-Cold War era, in particular, is characterized by centrifugal forces of violent ethnonationalism related to normative concerns of human rights and democratization that in turn spawn responses for example peacekeeping interventions from the international system. These interventions reflect a shift away from a strict adherence to the doctrine of state sovereignty and the principle of non-intervention. The widening scope and intensity of violent conflicts that produce Great Power and United Nations UN sanctioned interventions in civil wars underscore the fact that principles, doctrines, and practices institutionalized through constant application, may be modified, violated, or changed in response to systemic disequilibrium. Such changes are done in response to the increased focus on the international or national protection of human rights: Besides, such ideational developments that are transformed into new practices that violate existing modus operandi may originate from purely internal developments for example, the clamor for democratization that produces violent civil conflicts , or from external developments and changing conceptions of policy such as the indexing of democratization to IMF conditionalities. Interventions whether coercive or non-coercive are undertaken by the key actors as part of the twin functions of "socialization" and "homogenization" of international society. Ideational change and international practice regarding intervention to protect human rights were spawned by the end of the Cold War and its turbulence. Internally, developing state sovereignty is assailed by ethnopolitical and other challenges to the state, and externally, as a response to intense civil strife that result in genocide and massive suffering. The Great Powers under the umbrella of the UN have now extended their peacekeeping operations to include interventions in civil wars. The end of great-power ideological rivalry has produced unity in the pursuit of systemic stability and greater international cooperation under the auspices of the UN and other international mechanisms. The outcome is greater international social control by Great Powers and the UN Security Council over developing states. A critical element in Gramscian thought is the idea of social control which takes place on two levels: Where entities like Yugoslavia, Somalia, Angola, Rwanda, and so on, have at some point lost social control through the state political society , a rejuvenated and ascendant Security Council, and a dominant rich North in cooperation exercise their hegemonic functions by arresting total state disintegration through peacekeeping interventions. Internally, the state is being challenged by what D. Horowitz has described as the "powerful, permeative, passionate, and pervasive," Levinson, The constant struggle for power and resources in many resource-starved nations has produced a situation in which ethnic groups have resorted to pressure politics and coalition-building as a means of gaining political and economic power. Intractable and protracted conflicts have an especially destabilizing effect on the nation-state. While conflict resolution efforts do sometimes produce formal accords they rarely yield long-term peace and harmony. The duration, intensity, and scope of these violent conflicts have led to near-state collapse, and some state failures. These consequences stem first from the passionate, primordial, and permeative aspects of ethnic solidarity--which are in turn related to perceived high stakes in civil wars--the survival of a group, domination of one ethnic group by another, or their domination by the other group. The primordial sentiments and ethnopolitical factors involved in multiethnic societies extend the violent conflicts beyond the obvious struggle for political and economic control to powerful xenophobic and ethnocentric expressions of hate. The consequence is that such conflicts become especially impervious to rational resolution. Thus, while assailed internally by these centrifugal ethno rigidities, the international via the UN response has been intervention to maintain the structure of the state

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system.

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Chapter 2 : Center for Cultural Diplomacy Studies | PhD in International Relation & Cultural Diplomacy

The international cultural relations of the United States: policies and programs,

Important legislation[edit] The following four acts provide the foundational legislative authority for public diplomacy as practiced by the U. The law imposes a geographic segregation of audiences between those inside the U. This not only shows a lack of confidence and understanding of U. No other country, except perhaps North Korea and China, prevents its own people from knowing what is said and done in their name. As Kathy Fitzpatrick sums up: Thousands of public diplomacy specialists were stationed in more than countries. The Voice of America was broadcasting to million people weekly. USIA was producing books and magazines in more than languages. The agency was operating a global library network in countries, teaching English to thousands of foreign citizens, hosting exhibits depicting American ideals that drew billions of visitors, producing films and programs widely popular in other nations, and administering cultural and euducational exchange programs in which millions of world citizens participated. Specifically, these functions fall under the leadership of the Undersecretary of State for Public Diplomacy and Public Affairs. On the other hand, the Consolidation Act also established the BBG as an "independent entity within the executive branch. International Broadcasting continues to play a vital role in American public diplomacy. Background and Current Issues available online at: International Broadcasting under the BBG. As Kristin Lord writes, "Despite the extraordinary power of the U. Moreover, they are only one part of the many ways America â€” through its culture, products, services, philanthropy, people, and media â€” reaches foreign publics. But we need to maintain our perspective. Government activities intended to understand, inform, and influence foreign publics. A Notional Model, was a report based on work done at the direction of the U. The report addressed the method of measuring the effectiveness of U. Its contents may be summed up as follows: Moreover, the concluding remarks of the introductory letter from the Commission members offers more insight as to the state of public diplomacy than the actual contents of the report: We have been frustrated at times by limitations related to re-authorization, funding, staffing and access to department officials. The enemy is not Islam, the great world faith, but a perversion of Islam. The enemy goes beyond al Qaeda to include the radical ideological movement, inspired in part by al Qaeda, that has spawned other terrorist groups and violence. It is a battle for truth. As Patricia Harrison , assistant Secretary of State for Educational and Cultural Affairs, asserted, "if we do not define ourselves, others will do it for us. In the letter of transmittal, ranking member Richard Lugar stated: China has a vigorous public diplomacy program, based on a portrayal of an ancient, benign China that is, perhaps, out of touch with modern realities. The key means of communication which remains open to the U. The report cites two significant failures on the part of U. This compared to the seventy some Confucius Institutes throughout the United States. The Shanghai World Expo was a brilliant opportunity for the U.

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Chapter 3 : Countries - Office of the Historian

Cultural relations may be defined as interactions, both direct and indirect, among two or more cultures. Direct interactions include physical encounters with people and objects of another culture.

Hegemony and resistance through identity formations Culture Interpretive Realism has been the dominant school of thought, in both theory and practice focusing on peace through national strength, armament, and balance of power. For Realists, order is the primary normative value and historical analysis is the soundest methodology to pursue. Liberals, by contrast, have pointed to the integrating forces of the world market as a new reality creating considerable international interdependency in the postwar period. For liberals, freedom in property ownership, politics, and trade is the primary normative value. In their studies of international relations, Liberals supplement historical analysis with a variety of quantitative and qualitative methods such as time-series, correlation analyses, and simulation games. Marxists and Neo-Marxists, although in decline politically, continue to present powerful theoretical arguments that have an appeal in the peripheries of the world. They view international relations primarily in terms of class conflict within and among nations and argue that since the 16th century, capitalism has increasingly incorporated the peripheries into a world system of domination and exploitation through imperialism, colonialism, and neo-colonialism Wallerstein ; Schiller , The social revolutions in Russia, China, Cuba, Vietnam, and many less developed countries LDCs have attempted to break away from the fetters of the world capitalist system. But, Marxists further argue, internal contradictions, wars, and revolutionary struggles will continue to challenge the dominant capitalist system. For Marxists, equality is the primary normative value while historical materialism and dialectics are the dominant methodologies. Although the ideologies of its proponents differ, the centrality of civil society as expressed through community formations, in contrast nation-state and social classes, is what unifies this theoretical perspective. As expressed in its cultural, communal, and institutional formations, civil society thus serves as the underlying unit of analysis. In the traditional literature of international relations, this school of thought is closely linked to the institutionalist perspectives emphasizing the integration processes of world and regional systems. However, it also has manifested itself in a variety of anti-colonial, nationalist, tribalist, localist, ethnic, and religious movements focused on mobilizing the common historical memories of the peripheries in waging a cultural and political struggle against the centers. The Communitarians thus emphasize the centrality of political community as a condition for a durable peace at local, national, regional, and global levels. Community is thus the primary normative value to be pursued, while institution building for world economic, political, and cultural integration are the policy recommendation. Emanating from the poststructuralist and deconstructionist schools of thought, postmodernism is deeply imbued with linguistic analyses of knowledge and power. It therefore highlights the central importance of identity as a major principle in the globalization and localization of knowledge and power struggles and truth claims. Generally committed to radical relativism, postmodernism interprets contemporary international relations as a process of negotiation of knowledge, power, and identity through military, economic, and cultural arsenals of influence. While some tendencies in postmodernism are nihilistic, others seek out those universals in global knowledge that could unify an otherwise divided world. Although each theoretical discourse has its own unique set of assumptions and conclusions reflecting competing interests in the international community, global communication has forced them into a grudging dialogue. Table 1 confines itself to a typology of the main theoretical strands. There are many theoretical hybrids that have enriched international discourse on world order. However, it is significant to note that the axial principles of the five schools of thought together constitute the five democratic goals of order, liberty, equality, community, and identity in the modern world. Thus, the effects of global communication on the evolution of international relations theory and its underlying international system have been two-fold. On the one hand, global communication has empowered the peripheries of power to progressively engage in the international discourse on the aims and methods of the international system. In

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this way, Liberalism challenged the traditional state-centered, protectionist, mercantilist policies of the 16th to 18th centuries with its revolutionary doctrines of laissez-faire in international trade and protection of property and liberty in domestic life. However, it also incorporated much of the geopolitical Realist view of power politics in its justification of the colonial and imperial orders while increasingly emphasizing the role of IGOs in the management of the international system. However, in practice, Communist regimes often cynically followed Realist geopolitical doctrines in favor of international proletarian solidarity. Liberalism, in turn, undermined the Communist regimes by its control of the main world capital, of trade, and of news flows through appeals to democratic values. In a world system dominated by state and corporate bureaucracies, Communitarianism is the latest phase in a continuing theoretical and ideological struggle by the peripheries to put the human rights of the oppressed on the international agenda. In its preoccupation with the collective rights of community, however, Communitarianism cannot altogether ignore the Realist focus on political order, the Liberal preoccupation with individual freedom, and the Marxist concern with social equality. Postmodernism deconstructs the truth claims of all of the foregoing schools by casting doubt on their meta-narratives. But it also posits its own meta-narrative of relativism as a truth claim. Tensions among the five theoretical schools clearly reveal the tensions among the competing aims of democracy: On the other hand, global communication has also served as a channel for theoretical integration. Political leadership in international relations has increasingly come to mean moral leadership in such great debates as colonialism, development, population, environment, nuclear weapons, human rights, women and minority status, etc. Global communication has thus historically broadened and deepened the parameters of discourse from Realism to Liberalism, Marxism, Communitarianism, and now Postmodernism. Each school of thought has had to respond to the concerns of new layers of the international community as they have emerged from conditions of oppression and silence. International relations theory has thus progressively incorporated the new democratic claims for equality, self-determination, and cultural identity. For example, the slogan of "New World Order" has gone through several mutations in this century. For the Allies, it meant a reorganization of the world around the United Nations principles of collective security policed by the five permanent members of the Security Council. To the Group of 77 at the United Nations calling for a New World Economic Order in a General Assembly resolution, the new order meant a revamped international economic system to redress the terms of trade in favor of the LDCs. Following the largely fruitless North-South negotiations of the 1980s, the discourse of the new order was resurrected and coopted by President Bush. To mobilize international support for a war effort against Saddam Hussein, Bush employed the slogan at the wake of the Persian Gulf War in with maximum effect. It now meant a new international regime of "law and order" under the aegis of the United Nations supported by the unanimity of the five permanent members of the Security Council and, whenever that fails, under alliances such as NATO or ultimately superpower action. Views of the international system and its most urgent reform needs are thus as fractious as the world itself. The complexities of the world demand international relations theories that can focus on both growing gaps and interdependencies, conflicts and cooperation, violence and peace-building. They also call for policies recognizing that global communication plays a central role in problem definition and negotiation for solutions. For example, so long as the whole continent of Africa has fewer telephone lines than the city of Tokyo, global communication will continue to be largely a one-way flow. Industrial countries as a whole have over 18 times more telephone lines per people than all the developing countries UNDP Since telephones are the linchpin of the emerging global communication system, this situation exacerbates the existing communication gaps in the world. Theory building in international relations clearly requires greater multicultural dialogue in order to build bridges among the competing cultural constructions of world conflicts. The Military Arena The multiple effects of global communication are perhaps most visible in the military arena. Military technologies have become increasingly information- and communication-intensive. Historically, most communication technologies have immensely benefited in their research and development phase from military investments, but their introduction has often led to rapidly diffused civilian applications. They also have been quickly adopted by all adversaries.

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Table 2 provides a schematic view of the most important communication technologies and world orders. As Innis has persuasively argued, world political systems closely correlate with world communication systems. Without reliable command, communication, and control, power centers cannot effectively manage their peripheries. However, every communication system also empowers the peripheries. Print, for example, facilitated the political and cultural hegemony of the West from 15th century onwards, but its spread also gave rise to increasingly potent resistance via nationalist movements throughout the world. In the military arena, the "double sword" feature of communication technologies has led to the paradox of "more is less": More security has meant less security. A few examples illustrate the point. Nuclear weapons have been assumed to be a powerful deterrent force. However, their proliferation has created a greater probability of accidental or intentional nuclear war. Remote sensing by satellites has created a global surveillance system at the disposal of the superpowers. But commercialization of such information is now leading to its availability to those adversaries who can afford the price. In warfare, technology is having two contradictory consequences. The conduct of war and resistance against domination are both becoming increasingly robotized and globalized. This is so because the technology is at once global and local as well as both powerful and vulnerable. Terrorism, as the weapon of the weak, has thus been on the ascendancy locally and globally--on the West Bank as well as at the New York World Trade Center, in the Armenia-Azerbaijan region as well as at Turkish and Armenian embassies around the world, at the Oklahoma City Federal Building as well as in Washington, DC. The idea that stockpiling weapons of mass destruction can gain commensurately higher levels of security for those who possess them is thus proving to be problematical. The policy implications of this phenomenon for the pursuits of power and peace are far reaching but, for reasons of space, cannot be addressed here.

The Diplomatic Arena In addition to traditional intergovernmental diplomacy, global communication seems to have generated three new types of diplomacy, which may be labeled public, people, and virtual diplomacy. Public diplomacy has thus assumed an increasing importance in the conduct of foreign policy. Realists such as former Ambassador George Kennan and former U. Secretary of State James Schlesinger have, in fact, decried this tendency as tantamount to emotionalism in the policy process. Kennedy once summed it up: Public diplomacy, however, complements rather than supplants traditional diplomacy. However, the debate over the role of the media in international relations cannot be settled by a few case studies. In their coverage of international affairs, the media-- particularly commercial television--tend to dichotomize, dramatize, and demonize. In this process, the media follows a pattern of story-telling that has been well-established in the American Westerns with enormous success at the box office, i. Given government license to cover a given story, the media may legitimate prevailing policies, or accelerate, impede, or prioritize them. This is often known as the agenda-setting function of the media; the media focuses us more on what to think about than tells us what to think. In the case of the Vietnam War, the first television war in history, the media initially legitimized and accelerated U. However, as the body bags came home and the atrocities of the war were televised into American homes, the media gradually turned against government policies, to a certain degree impeded them, and finally contributed to a change of priorities from war to peacemaking. In the case of the Gulf War, the first government-managed television war in history, about 80 percent of the American public receiving its news from television supported the war effort. Television coverage of the plight of the Iraqi Kurds and Shiites in the aftermath of the war may have accelerated the U. The media may be thus viewed as neither powerful nor powerless but power-linked. Public diplomacy is seen as an auxiliary instrument to traditional diplomacy. The use of television as a channel for sending messages to the opposite side by the leaders of the U. None of these examples can conclusively suggest that, in their making of foreign policy, states have become hostages to the media. However, the examples suggest that governments are increasingly aware of the potential benefits and risks of media. In contrast to public diplomacy, which is essentially top-down, people diplomacy is a bottom-up process. Improving global transportation and telecommunications have increasingly made it possible for ordinary citizens to engage in a game that has been historically reserved for foreign policy "experts. Numerous other individuals and groups are also engaged in such efforts. The best

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known of such groups is Amnesty International, an organization devoted to the freedom and humane treatment of political prisoners around the world.

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Chapter 4 : International Cultural Relations: A Multi-Country Comparison | Americans for the Arts

- *United States federal executive department responsible for international relations of the United States -operates the diplomatic missions of the United States abroad and is responsible for implementing the foreign policy of the United States and U.S. diplomacy efforts.*

Diverse ethnic groups- An understanding of different cultures and ethnic groups. Changing demographics- Understanding how changing demographics affect cultures. Understanding the population dynamics of race and ethnicity. Being able to adapt to a changing world. An appreciation for differences in others. Teamwork- The ability to work with diverse groups toward a common goal. Conflict resolution- The ability to resolve cultural conflicts. Critical thinking- Being able to use inductive and deductive reasoning Language development- Being able to speak and write more than one language Leadership development- The ability to provide diversity leadership International public relations author, Enric Ordeix-Rigo provides competencies for carrying out multinational corporate social responsibility; developing multinational communication ethics; and building successful corporate communication standards His suggestions include that there be a corporate culture manager as part of the leadership of the organization; building links with social opinion leaders locally; the negotiation and mediation of local disagreements versus the global; and developing self-criticism and objectivity pp. Diversity Concepts The diversity concepts of culture, avowed and ascribed identities, power, stereotyping, and the social construction of diverse groups help explain why diversity issues develop. Based on either primary or secondary differences, some diverse groups develop their own shared traditions, languages and cultures. Public relations as a professional culture includes codes of ethics that have preferred standards for the practice as developed by the group of practitioners. Public relations as an organizational function will be shaped by organizational and national culturesâ€™ values, beliefs, and expectations. If the organization believes in a diverse workforce, then the public relations department will have greater permission to include practitioners from different backgrounds and standpoints. Similarly, each national culture will influence how organizations communicate with one another. In the culture of the United States, the practice of public relations is shaped by the First Amendment to the Constitution; however, in other nations freedom of speech and press values are not known or of little use to how communication is carried out. Avowed and Ascribed Identities Sha , in a baseline study of multirace Americans, explains the concepts of avowed and ascribed identities. Avowed identities are those that people claim and assert for themselves, whereas ascribed identities are those that people assign to others. Diverse individuals and groups are agents in their own social constructions rather than merely passive in accepting assigned meanings and characteristics to themselves. Sha illustrates these concepts with the example of multirace Americans who wish to report on U. Census surveys that they are in two or more races. Census now permits individuals to claim that they belong to more than one race avowed identify or opt out by indicating an affiliation with only one race. This quote references the concept of power and its role in the discussion of diversity. Groups based on diversity characteristics have been assigned more or less power through the force of socialization. Stereotyping Stereotyping is a term from psychology that addresses the shortcutting and oversimplifying of human perception so that judgments and decisions can be made quickly. Humans stereotyped others by assigning only very few characteristics to them. Stereotyping of others however results in racial profiling, sexual harassment, pigeon-holing and missed opportunities to build relationships with the consequential publics of organizations. Social Construction of Diverse Groups The social construction of diverse groups refers to how societies construct or create specific meanings around differences. Socially constructed meanings reinforce how diverse groups are perceived and their differences weighed. The white male construction has influenced the workplace, especially those who are innately or secondarily different, to the point of individuals suppressing their self-identities. Diversity Models for Public Relations Executives The diversity competencies needed by public relations executives, agency heads, and managers of public relations departments concern their leadership roles in hiring, retaining, and

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counseling their organizations on the resources and insights needed to build relationships with diverse publics. Two PRWeek surveys in and report on the frustrations and challenges of building a diverse industry by public relations executives Schmelzer, R. Maul suggested, however, that while the lack of diversity still persists, There are several studies and articles that give solutions to public relations executives and managers about hiring and retaining top diverse talent for their organizations See practical guides; Ford, , Finding diverse job candidates; and Ford, , Needs assessment. A more macro view of organizations and diversity by experts recommends stages or models by which to do diversity audits of departments and organizations. For example, Ely and Thomas in Lagace, have argued that organizations tend to adopt one of three positions on how they value diversity in their organizations: Mazzei and Ravazzani provided three models for diagnosing the diversity efforts of organizations: Organizations reflected in the assimilating minorities model are described as reacting to laws and policies begun in the s in the United States. Managing diversity is discussed as economically beneficial to the organization because of increased employee productivity and job satisfaction, and of encouraging innovation and creativity and improving customer satisfaction. Examples of diversity management programs are work-life balance policies, part-time work plans, tele-commuting, and flexible hours; philanthropic activities reflecting diverse employee groups; and communication across and between cultures. The means by which the organization can achieve leveraging difference would be through training for cultural sensitiveness, recruiting for competencies, creating communities of practices based on professional and cultural interests, practices rooted in the core business, and intercultural communication, or interactions between people of different cultures in order to reach mutual understanding. Leveraging differences in a global competitive Context: Paper presented to the 7th International Congress on Marketing Trends. Venice, Italy The three stage model of Mazzei and Ravazzani shows actions and means to reaching diversity goals. Their conclusion reflects the theory of requisite variety, Weick, Grunig and Ehling, , p. Public relations professionals, unfortunately, are themselves insufficiently diverse to provide requisite variety to organizations. Estimating the numbers of minority practitioners working in public relations is difficult to do accurately. Pompper reported, using Department of Labor statistics, that only 4. Public relations practitioners from diverse groups have voiced dissatisfactions about working in public relations. In a survey of multicultural public relations, about 57 percent of the Non-Caucasian American practitioner sample perceived that the public relations industry was only somewhat successful in retaining a diverse workforce. About 60 percent of the sample felt that multicultural practitioners were put on slow moving tracks in their jobs. Ethnically diverse individuals polled in a PRWeek survey reported such barriers to joining and remaining in the public relations industry as not enough role models 57 percent ; not actively recruiting ethnically diverse students 54 percent ; and cultural barriers of organizations Toth, Aldoory and Sha have documented over 15 years of gender differences in salaries of men and women in the Public Relations Society of America. The men and women they have studied have perceived gender differences in hiring, salaries, and advancement opportunities. Aldoory, Jiang, Sha and Toth described similar and different societal and public relations industry expectations about how public relations men and women cope with their work and life. The diversity issues that public relations professionals have reported are barriers to insuring requisite variety is available to help organizations achieve their public relations goals. Conclusion This essay discussed the accelerating influence of diversity on building successful relationships with constituent groups. It suggested that public relations practitioners and executives can gain diversity competencies- knowledge, skills, and leadership abilities- to more successfully practice public relations domestically and internationally. It described the lack of diversity in the public relations industry and some of the diversity issues reported by groups identified by their gender and multicultural characteristics. It concludes with practical guides for developing diversity skills and additional research reports. How can the profession increased its diversity? Based on a diversity survey by Applebaum and Ford , several recommendations listed: Actions for recruitment, to retain multicultural practitioners, and actions for multicultural practitioners. Leveraging differences in a global competitive context: Provides a model for interpreting and diagnosing the diversity efforts of organizations, illustrated in

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three case studies: The authors argue against merely assimilating minorities into the organization or seeking to manage diversity issues. They argue for a model that leverages differences and identities to gain competitive advantage. Multicultural Public Relations Planning Toolkit. Also listed are Metro DC special practitioners and firms and a calendar of multicultural events. Lowering the barriers, raising the bar. Practical guide based on survey results from public relations and communication professionals. Contains steps for recruiting, mentoring and advocating for diversity through support programs and communication; a resource guide to diversity focused organizations, programs, scholarships, and incentives. Also included are readings, books, and models for diversity programs. Diversity in public relations: Tips for communicating with diverse publics. Practical guidelines for each phase of the public relations planning process. Practitioners must consider diversity in the research, strategy, tactics, and evaluation phases. Practitioners cannot generalize about any publics or audiences. Practitioners must gather sound information about perceptions, attitudes and values, and behaviors when seeking to build relationships with key groups. Based on this research, practitioners can choose effective communication strategies, such as preferred rhetorical styles, tone, language, and spokespersons. Tactically, practitioners must deliver messages based on knowledge of preferred media consumption habits and even whether to translate messages or have the messages created originally in the preferred language of the public is a tactical choice that needs to be made based on prior research. Practitioner should honestly evaluate using such metrics as attitude and behavioral changes, increased attention, or interpersonal feedback to improve their future efforts.

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Chapter 5 : [USC07] 22 USC Ch. UNITED STATES-HONG KONG POLICY

United States cultural exchange programs, particularly those programs with ties to the Bureau of Educational and Cultural Affairs (ECA) of the United States Department of State, seek to develop cultural understanding between United States citizens and citizens of other countries.

The Far East and American Culture. Biography that illuminates intellectual interchanges between Americans and Asians. East Asian Art and American Culture: A Study in International Relations. Analysis of the American reception of Asian art. A close examination of transatlantic cultural influences during the interwar years, going in both directions. The View from America. A detailed study of what Mussolini meant to various segments of the U. America and the Mediterranean World, " The best historical treatment of American cultural relations with Middle Eastern countries. Asian Ideas of East and West: Another biography that casts light on the discourse on East-West relations. Propaganda, Culture, and the Cold War, " A good study of U. Essays in American- Japanese Relations. Includes several monographs on American-Japanese cultural relations. Hogan and Thomas G. Explaining the History of American Foreign Relations. New York and Cambridge, An essay that notes some of the landmark studies of the history of intercultural, as distinct from intra-cultural, relations. A multicultural treatment of American "East Asian relations. Cultural Internationalism and World Order. Puts international cultural relations in the framework of the development of internationalism in modern history. Scratches on Our Minds: American Images of China and India. American attitudes toward China and India. Hollywood Goes to War: Study of wartime culture that focuses on use of the movies as a tool for indoctrination at home and propaganda abroad. The Japanese Influence in America. Impact on American philosophy and literature. The Diplomacy of Ideas: Foreign Policy and Cultural Relations, " Cambridge and New York, Treats the origins and development of official U. Contains essays dealing with the problem of cross-cultural understanding. The Changing Nature of American Power. One of the most penetrating analyses of the relationship between the cultural and other aspects of U. Contains some of the earliest and most penetrating observations on the global "melting pot. One of the few systematic studies of transatlantic cultural relations. The American Occupation of Britain, " Study of American culture during the war that explicitly treats international affairs. Social Politics in a Progressive Age. Spreading the American Dream: American Economic and Cultural Expansion, " Argues that officials in Washington often informally cooperated with private businessmen, religious organizations, and philanthropic as well as other associations to spread the American way of life to other lands. Encyclopedia of the United States in the Twentieth Century. Incorporates the vocabulary of cultural hegemony into a discussion of U. An American anthropologist who not only described but also raised methodological questions about the study of other cultures.

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Chapter 6 : French-American Relations - France in the United States / Embassy of France in Washington,

argues that powerful states -- Rome, Britain, the United States -- have created rules that are necessary for the functioning of a stable and open international economic system but that the imperial exercise of power undermines these rules and threatens the stability of markets.

Public Diplomacy occurred when Nelson Rockefeller , named coordinator of Commercial and Cultural Affairs for the American Republics, encouraged journalists from Latin America to visit the United States in as part of the exchange of programs program with Latin America. William Fulbright introduced legislation for what would become the Fulbright Program in One of the most significant moments in the formalization of exchange programs as tools of American Foreign Policy came under U. Soon after this meeting, Eisenhower said, "The subject that took most of my attention was the possibility of increased visits overseas by the citizens of one country into the territory of the other nation. In this subject there was the fullest possible agreement between the West and the Soviet Union". George Kennan , a key figure in the Cold War known as the father of containment , viewed culture as a way to decrease negative sentiments between countries. Examples of cultural exchange programs between the United States and the Soviet Union include theater, museum, and opera expositions. Although not political on the surface, cultural exchanges like these helped alleviate tensions and "humanize" the West in the eyes of the Soviets who witnessed them. This merger made The Alliance the central association for United States exchange programs. Today, The Alliance is composed of 76 non-governmental organizations. The number of exchanges per year dropped from nearly 45, individuals to less than 30, The State Department recognizes a general lack of funding. The ECA indicates that at least heads of state both current and previous have received an education in the United States from one of these exchange programs. Additionally, approximately 1, high ranking ministers have similarly participated in such programs. Those millions who have been educated in the United States may develop a deep-rooted appreciation for American culture. Many of these individuals enter into positions that directly affect the foreign policy of the United States, [15] such as Margaret Thatcher and Anwar Sadat. Government support for cultural exchange programs in the Middle East. The program is vital to expanding communication between the people of the U. It offers language students of those languages deemed "critical" to the needs of the United States full scholarship to live and study in a target country. Fulbright Program The Fulbright Program, operating in more than countries, serves to increase understanding between United States citizens and citizens of foreign countries. Since its inception in , the program has counted over , people from the United States and , citizens of other countries. Its two goals are to increase regional stability and to increase the understanding democratic principles and human rights among foreign militaries and civilians. To these ends, foreign students are exposed to U. This program includes over 2, courses and offers instruction at nearly military installations. Colin Powell estimated in that 39 of the then current heads of state formerly participated in the IVLP. Founded in following then-Senator John F. Over , Americans have volunteered in the Peace Corps since its inception in countries. Information Agency by U. Eisenhower in to ease tensions during the Cold War , [25] the People to People initiative offered non-governmental contacts between people of different countries. More than , people have participated in these programs.

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Chapter 7 : Bureau of Educational and Cultural Affairs | Promoting Mutual Understanding

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One of the main goals of the Professional Development program is to enable students to acquire job opportunities and develop their careers in institutions such as the UN, EU, African Union, national governments, national parliaments, international corporations and international NGOs. More Program Concept In our increasingly globalized world, knowledge and understanding of bilateral and multilateral relations now holds greater importance than at any time before. As a result, international cooperation and diplomacy are now imperative in maintaining and improving the economic, political and social environment in countries worldwide. The processes of international relations pervade almost all areas of human activity, and the issues that foreign policy makers address at the highest level increasingly affect the ordinary lives of people around the world. Nation states are no longer capable of resolving many of the most significant issues single-handedly, whether they be international terrorism, global and often national financial crises, or climate change. Moreover, the emergence of asymmetrical security threats and the international convergence of social, political and economic relations have underlined the need for a renewed focus on diplomatic relations and soft power, of which cultural diplomacy is a crucial component. These developments have heightened interest in the study of International Relations and Cultural Diplomacy and, concurrently, have created a need for professionals who understand those subjects. University programs striving to provide students and young leaders with the fundamental understanding and practical skills necessary for careers in international affairs have had to adjust their programs accordingly to include commerce, development and culture as topics of study, as well as including multinational and supranational organizations as additional core subjects. Expertise in one field no longer guarantees professional success, and it is therefore vital that those aspiring to work in international relations and diplomacy have an advanced understanding of a number of relevant disciplines, including, but not limited to, international politics, international economics, diplomacy, culture, philosophy and history. Operating under a joint partnership, Bucharest University and the Academy for Cultural Diplomacy are the first institutions to offer a PhD program that will educate students from around the world in several academic disciplines related to International Relations and Cultural Diplomacy. Structure and Organization of the Program The Doctoral courses represent the third cycle of studies offered and awarded by the University of Bucharest in partnership with the Institute for Cultural Diplomacy, with the purpose being to expand knowledge through original scientific research. Students will acquire a level 8 qualification according to both the European and National Qualification Frameworks. It consists mainly of research conducted under the direct supervision of a Ph. In addition, students are welcome to undertake a professional development program. During the second and third years of the Ph. D program students are not obliged to reside in the doctoral school, but are required to stay in close and direct contact with the doctoral supervisor. A working schedule is established between the student and the PhD supervisor and will include at least two periods where the student must be present at the University of Bucharest each academic year. When in Bucharest, further to meetings with the PhD supervisors and continuing work on the thesis, the PhD students will also interact with other doctoral students and members of the teaching staff with whom they share academic interests, whilst also participating in the activities of the doctoral school of the University. During the second year, progress reports are to be submitted according to a time schedule, and a format established by the supervisor and the student in compliance with the requirements of each doctoral school. Also within the second, and then the third year of the program, according to the rules of the doctoral school where they are enrolled, students will submit research reports which they will be required to present to a committee according to a schedule agreed with the PhD supervisor. During the second semester of the third year, students are required to complete the thesis. Once the thesis has obtained the approval of both the guiding commission and individual supervisor, it will then be submitted for public defense. This will take place months after the thesis has received the

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approval of the PhD supervisor, and represents the final step of the program. The final step of the Program is the public defense of the Thesis. To provide students with an in depth understanding of the theory and practice of international relations within the contemporary interdependent world, placing a particular emphasis on cultural diplomacy within this framework To educate students about cultural diplomacy within the context of the political, economic and cultural pillars upon which sustainable international relations are based. To analyze soft power and hard power strategies within international relations discourse. To examine contemporary obstacles to peaceful international relations, using historical and modern case studies, while considering also how cultural diplomacy can be used to mitigate tension and conflict within the international community. To equip students with the relevant skill sets and knowledge required to embark on a career within the highly competitive international arena. To provoke individual thought and reflection on contemporary issues within the rapidly developing field of cultural diplomacy. Benefits of the Program The main benefits of the program are: The program offers students a core curriculum of International Relations, which will prepare them for a vast array of career opportunities worldwide. Students will have access to an expert faculty with experience in international politics and diplomacy, and will acquire the knowledge and skills needed to work in a complex global environment. Students will obtain expertise in cultural diplomacy, as a rapidly increasing and important field relevant to the public and private sectors and civil society. Graduates will discover that the curriculum and faculty prepare them for evolving careers in academia and all public and private international sectors. Access to all ICD events and programs around the world, providing students with access to prominent experts in the field including various Heads of State, Ministers, and CEOs. Contact Us For further information on the PhD program with the concentration on Cultural Diplomacy and International Relations, please send an email to academy.culturaldiplomacy.

Chapter 8 : Diversity and Public Relations Practice | Institute for Public Relations

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Chapter 9 : Jurisdiction - Committee on Foreign Affairs

International relations theory has thus progressively incorporated the new democratic claims for equality, self-determination, and cultural identity. For example, the slogan of "New World Order" has gone through several mutations in this century.