

***Post-Conference of the ICA Public Diplomacy Interest Group***

**“Public Diplomacy in the 2020s”**

May 29, 2019, Capitol room of the Omni Shoreham

Organizers: Public Diplomacy Interest Group, and  
American U, Syracuse U, USC Center on Public Diplomacy

08:30-08:55

**Welcome Coffee**

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08:55 – 9:00

**Welcome & Introduction**

*Alina Dolea (Bournemouth University; Chair, Public Diplomacy Interest Group)*

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9:00-10:30

**“PhD & Post-Doc research session”**

*Chair: R.S. Zaharna (American University) & Dr. Nancy Snow (Kyoto University/California State University)*

- Eriks Varpahovskis, PhD Candidate (Hankuk University of Foreign Studies, S. Korea). Topic: Student Exchange and Country Image: Alumni of S. Korean Scholarship Program

- Andrea Pavon-Guinea, PhD Candidate (University of Navarra, Spain). Topic: Engaging Civil Society: Intercultural Dialogue in the Euro-Mediterranean Partnership

- Sonali Singh, PhD (Manipal University, India). Topic: Inward and Outward Explorations: Indian Political Traditions and Contemporary Public Diplomacy

- B. Theo Mazumdar, PhD (Columbia University, USA). Topic: Digital Diplomacy as Space for User Motives: Sweden.se

- Bradley McConachie, PhD (Ph.D. Griffith University, 2019). Topic: International Education as Public Diplomacy: Australian Endeavor Scholarships

- Yangling Yang, Ph.D (Loughborough University, U.K.). Topic: Projection of Soft Power: Inside the Chinese Film Industry

*Respondents: The PhD presentations will be matched with country representatives from Washington's diplomatic corps*

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10:30-11:00

Break

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11:00-12:30

**Round table discussion “State of the Art, State of the Future: New Directions in Public Diplomacy Research”**

*Participants:* Kathy Fitzpatrick (American University), Nicholas Cull (University of Southern California), Teresa LaPorte (Universidad de Navarra), Shawn Powers (U.S. Agency for Global Media)

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12:30-13:30

**Lunch**

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13:30-15:00

**“Research-practice collaboration in Public Diplomacy”**

*Chairs:* Alina Dolea (Bournemouth University) & James Pamment (Lund University)

- Diana Ingenhoff (University of Fribourg): Developing a 360-degree Integrated Public Diplomacy Evaluation Approach: Analyzing Country Images from Stakeholder and Media Perspectives

- Alina Dolea (Bournemouth University): Country images and diaspora diplomacy. From diaspora’s agenda to policy making

- Corneliu Bjola (University of Oxford): Social Network Analysis as a tool of PD Engagement

- James Pamment (Lund University): Developing processes to counter disinformation

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15:00-15:30

**Coffee break**

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15:30-17:00

**“Practice of Public Diplomacy”**

*Chairs:* Jay Wang (USC Center on Public Diplomacy) & Amelia Arsenault (US Department of State)

[This session will feature panelists representing the internal public diplomacy and international broadcasting research teams at the US Department of State and the US Agency for Global Media \(formerly the BBG\). Panelists will present case studies of monitoring and evaluation, data analytics, and survey projects. Discussions will also focus on potential synergies and opportunities for collaboration between the internal research community and the academic community engaged in public diplomacy research.](#)

**Organizers & scientific committee:**

Alina Dolea (Bournemouth University, UK)

James Pamment (Lund University, SE)

Steven Pike (Syracuse University, USA)

R.S. Zaharna (American University, USA)

Kathy Fitzpatrick (American University)

Amelia Arsenault (US Department of State)

Jay Wang (USC Center on Public Diplomacy, USA)