

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

**“Emerging Research and Trends in Public Diplomacy and Nation Branding”  
Doctoral and Post-Doctoral ICA Pre-Conference**

May 24, 2018, Prague, Hilton Old Town, M, Strauss

Sponsored by Lund University, Oxford Digital Diplomacy Research Group, Syracuse University and USC Center on Public Diplomacy

8:50-9:00

**Welcome and introduction**

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

9:00-10:45

**First Paper Session: Digital Diplomacy**

*Moderator: R.S. Zaharna (American University)*

- Ilan Manor (University of Oxford, UK): Palestine's Facebook Embassy. Realizing the Potential of Digitalized Public Diplomacy

- Kyung Sun Lee (University of Texas at Austin, USA): Culture Carriers as Key Influencers. Narrative strategies in Cultural Exchange Blogs

- Luigi Di Martino (Western Sydney University, Australia): Public diplomacy listening on social media. A methodology

- Zhao HUANG (Université Paris-Est Marne-la-Vallée, France): China's renewal public diplomacy strategies in Africa. A case study in Confucius Institutes in Kenya

**Mentors:** *Eytan Gilboa (Bar-Ilan University); Pawel Surowiec (Bournemouth University)*

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10:45-11:15

**Coffee break**

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11:15-12:30

**Second Paper Session: Context of Public Diplomacy**

*Moderator: Alina Dolea (Bournemouth University)*

- *Nicolas Albertoni Gomez (University of Southern California, USA): The Public Diplomacy of International Trade. An Empirical Approach of a Necessary Debate*

- *Phillip C. Arceneaux (University of Florida, USA): U.S. Public Diplomacy and International Law. Legal Frameworks for the Study of State-Sponsored Mediated Public Diplomacy*

- *Han Rong (Macquarie University, Australia): The Development and Projection of Chinese Soft Power in the United Nations Arena*

**Mentors:** James Pamment (Lund University); Jay Wang (USC Center on Public Diplomacy)

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12:30-13:30

**Lunch**

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13:30-15:15

**Third Paper Session: Image, identity and public diplomacy**

*Moderator: James Pamment (Lund University)*

- Anastasia Remes (European University Institute, Italy): How the EU Institutions Showcased Europe to the World. Representing European History and Culture in European Pavilions at World Expos (1958-2010)

- Dr. Lindsey M. Bier (University of Southern California, USA): The influence of country image on citizen diplomacy. An investigation of non-state actors' communication intentions toward and engagement with foreign publics

- Michael Yao Wodui Serwornoo (Ruhr-University Bochum, Germany): Exploring China's emerging global media visibility in Africa. The case of effective public diplomacy

- Mitra Naeimi (University of Navarra, Spain): Re-articulation of Political Branding. A Discursive Analysis of Iran's Nation Brand

**Mentors:** *R.S. Zaharna (American University); Alina Dolea (Bournemouth University)*

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15:15-15:45

**Coffee break**

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15:45-17:00

**Fourth Paper Session: Practice of Public Diplomacy**

*Moderator: Jay Wang (USC Center on Public Diplomacy, USA)*

- Dr. Alice Srugies (University of Gothenburg, Sweden): Mitigating transboundary crises. An interdisciplinary framework for the integration of public diplomacy and crisis communication

- Tania Gómez- Zapata (Queen Mary University of London, UK): An analysis of the organic Mexican Public Diplomacy in the US during Trump's presidential campaign against Mexicans immigrants

- Vu Lam (University of New South Wales, Australia): Public diplomacy of non-state actors. A comparative study with Vietnam and Australia

**Mentors:** *Haroon Ullah (Broadcasting Board of Governors); Steven Pike (Syracuse University, USA)*

**Organizers & scientific committee:**

Corneliu Bjola (University of Oxford, UK)

Alina Dolea (Bournemouth University, UK)

Diana Ingenhoff (University of Fribourg, CH)

James Pamment (Lund University, SE)

Steven Pike (Syracuse University, USA)

Jay Wang (USC Center on Public Diplomacy, USA)

R.S. Zaharna (American University, USA)