

Regional Studies in Public Diplomacy: Latin America

PUBD 520, Fall 2017

Wednesdays, 9:00-11:50.

University of Southern California

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Course Description and Content:

This course will look at the use of public diplomacy at it relates to Latin America since the end of the 19th century: In US-Latin America relations, Intra-Latin America Relations, and Latin America's relations with the rest of the world.

Latin America is the region where the United States first actively employed public diplomacy in its foreign policy. Latin America is a developing region characterized by western values and where most countries won their independence nearly 200 years ago. As such, studying public diplomacy in the Americas offers an outstanding laboratory for analyzing the role and effectiveness of public diplomacy between "strong" and "weak" countries, over an extended period of time, in different policy contexts, and in a region where a basic foundation of common values creates a fairly conducive context for effective public diplomacy.

As a weak region in terms of "hard power", Latin America has always relied heavily on "soft power" in its foreign relations. Even in intra-Latin America relations where military and economic coercion is evident, including occasional border skirmishes, countries still rely heavily on convincing rather than coercing one another. Outside of the region, Latin America has constantly faced powerful international actors, most particularly the United States, whose foreign policy tool box contains a wide array of economic, military, and diplomatic tools. In in the case of the United States, this includes a historic emphasis on public diplomacy as well.

These realities produce two interesting policy puzzles we will analyze in this course: First, why have very different policy outcomes resulted from the same set of tools applied by 1) different world powers under similar circumstances, 2) the same world power toward the same country at different points in time, and 3) the same world power in different countries at the same point in time? Second, how and why has public diplomacy transitioned from being a marginal foreign policy tool for most regional actors in the early 20th century to becoming an integral element of regional foreign policies by the early 21st century?

While illuminating these policy puzzles, the course aims to help students better understand how to analyze and understand the use and effectiveness of public diplomacy. It will take a largely chronological approach to this task in an effort to isolate the impact of time relative to power and national peculiarities. It will regularly compare the foreign policies of the United States with those of Latin America and extra-regional actors. And it will differentiate between the public diplomacy of nation states from that of non-state actors such as corporations, academics, NGOs, and the church. Finally, it will rely on case studies—discussed through academic publications,

speeches and other primary sources, and the media—to illuminate and analyze the role of soft power and public diplomacy in the Americas.

Course Requirements:

Attendance and Participation: 10%

"Eighty percent of success is showing up". --Woody Allen

Class discussion of the course readings forms the essential foundation for learning in this seminar. Students must be prepared to discuss the required readings on the days for which they are assigned. The instructor will provide questions to help students organize their thoughts about and analysis of the assigned readings. It is *highly* recommended that students **outline the answers** to these questions based on the information contained in the assigned readings and bring this with them to class. These questions will guide class discussion each week.

Most weeks, discussion will cover a great deal of history for which the assigned chapter from Gregory Weeks's book provides an overview. Most students find it helpful to **create a timeline** of the events discussed in this book and in the other assigned readings (e.g. building on the brief outline Weeks provides).

Although the professor will not formally take attendance in this course, the absence of any student in a seminar setting will be noted. More to the point, since the information contained these discussions forms an essential pillar of the educational experience in this course, it will be very difficult for you to perform well without regular attendance. I therefore encourage you to heed Woody Allen's words of wisdom.

Two Short Discussion Papers and Leading Class Discussion: 40% (20% each)

Each student will **write two short papers** (1000-1500 words; about 4-6 pages) **based on the assigned readings** for a given week. This short essay will synthesize the assigned readings for the week. It will briefly 1) describe the foreign policy challenge or a case study that is the subject of the week's readings and 2) highlight how soft power and/or public diplomacy was used in the assigned case. This will form the foundation for the third part of the paper – analyzing *how effective these PD tools were at achieving the desired policy outcome and why, and what lessons these events provide for policy makers*. The resulting argument of the paper should be clear and consistent, and ideally it will be sufficiently surprising or provocative to spur class discussion. This is important since **the paper writers for each week will help to lead the class discussion, which will account for 25% of the total grade for this assignment (the paper accounts for 75%).**

Semester Project: 50%

Term Paper	40%
Class Presentation	10%

Students will apply what they have learned during the semester to *analyze a current case* of the use of public diplomacy in the foreign policy of a state or non-state actor in the Americas. It might be an analysis of an individual actor's reaction to a specific event, the overall public diplomacy strategy of an actor, changes in an actor's policy tactics over time, or a comparison of

different actors' reactions to a given event (these are suggestions, not constraints). Students are **required to have their topic approved by the professor.**

The written portion of this assignment will be in the form of a policy report addressed to the foreign minister of the selected country. The report should be about 5000 words (about 20 pages) in length, *preceded by a 300-500 word executive summary, which summarizes the FULL content of the report* (this is NOT an introduction). The purpose of the report is to brief policy makers on a policy challenge and offer recommended approaches for addressing it.

To this end, the report should illuminate 1) the policy challenge by identifying the foreign policy objectives of the actor that is the subject of the report, 2) the political context in the target country or countries where this actor is operating, and 3) the compliment of policy tools employed thus far to advance this aim (emphasizing the specific role of soft power/public diplomacy). On this foundation, the report should 4) analyze the content and relative effectiveness of the public diplomacy strategy employed to date by the actor under analysis, and *based on this* 5) offer policy recommendations that might improve the capacity of public diplomacy in advancing the actor's foreign policy aims

On the last day of class students will present their findings. These presentations will be addressed to the foreign minister/NGO director (the instructor) and her senior staff (the rest of the class). This presentation should be succinct and brief (12-15 minutes) and *may* be accompanied by powerpoint (or the equivalent). This presentation will be followed by a question and answer session of 5-8 minutes.

Book Recommended for Purchase:

Gregory Weeks, *U.S. and Latin American Relations*, 2nd ed., Wiley-Blackwell, 2015.

Michael LaRosa and Frank O. Mora, eds. *Neighborly Adversaries: Readings in U.S.-Latin American Relations*, 3rd ed., Rowman and Littlefield, 2015.

Outline of Class Topics:

Weeks 1-2: Thinking about Public Diplomacy in the Americas

Week 3-4: From Gunboats to Good Neighbors: The Rise of Public Diplomacy

Week 3: Pan-Americanism and Dollar Diplomacy in the Early 20th Century

Week 4: Good Neighbor Diplomacy

Week 5: Public Diplomacy Shifts South: The Early Cold War in Latin America

Week 6-7: Echoes of Cuba in the Americas

Week 6: The Battle for Latin American Hearts and Minds

Week 7: "We Beat the Yankees": Cuban Public Diplomacy

Week 8-9: The Second Cold War

Week 8: Civil Wars, Democracy and Human Rights

Week 9: The Free Market Mantra of the 1990s

Week 10-12: New Actors on the Stage

Week 10: The Public Diplomacy of Non-State Actors

Week 11: China Comes Calling

Week 12: The Battle for Ideas in Latin America

Week 13-14: The Americas Today

Week 13: Current Public Diplomacy in the Americas

Week 14: No Class. ThanksgivingWeek.

Week 15: Student Presentations

Late Paper Policy

Papers should arrive in the professors email inbox by the due date and time as established in class meetings. Any paper arriving late will be penalized as follows: 3% for first hour, another 3% for the second hour, and another 4% for the next 22 hours. After that, papers will be penalized a full grade for each additional 24 hours.

Plagiarism, *presenting someone else's ideas as your own, either verbatim or recast in your own words, is a serious academic offense with serious consequences.* Please familiarize yourself with the discussion of plagiarism in SCampus in Section 11, Behavior Violating University Standards <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. Report any incidents to the Office of Equity and Diversity <http://equity.usc.edu/> or to the Department of Public Safety <http://capsnet.usc.edu/departement/departement-public-safety/online-forms/contact-us>. The Center for Women and Men provides 24/7 confidential support, <http://www.usc.edu/student-affairs/cwm/>, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

The Office of Disability Services and Programs provides certification for students with disabilities and helps arrange the relevant accommodations. http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html.

If an **officially declared emergency** makes travel to campus infeasible, USC Emergency Information <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

Readings

Introduction to Public Diplomacy

August 23: Mutual Introductions and Group Exercise

Bush vs Obama vs Trump: What is the image of the United States in Latin America and why?

Julia Sweig, *Friendly Fire*, New York: Public Affairs, Council on Foreign Relations, 2006: 2-17 & 219-222.

President Barack Obama's Speech to the People of Cuba, 22 March 2016.

Video: <https://www.youtube.com/watch?v=-9FqF6eOmro>

Text: <https://obamawhitehouse.archives.gov/the-press-office/2016/03/22/remarks-president-obama-people-cuba>

Donald J. Trump's Presidential announcement speech, 16 June 2015.

Video: https://www.youtube.com/watch?v=q_q61B-DyPk Time stamps: 6:00-8:52; 23:50-33:40.

Text: <http://time.com/3923128/donald-trump-announcement-speech/>

Susan Rice, "To be Great, America Must be Good", *New York Times*, 2 June 2017.

<http://nyti.ms/2uJ4odM>

H.R. McMaster and Gary D. Cohen, "America First Doesn't Mean America Alone", *The Wall Street Journal*, 30 May 2017. <http://on.wsj.com/2gQpzoU>

"America's Global Standing Plummets under Donald Trump", *The Economist*, 27 June 2017. <http://econ.st/2tnilVR>

All first year MPD and non-MPD students must also read:

Nicholas Cull, "Public Diplomacy: Taxonomies and Histories," *The Annals of The American Academy of Political and Social Science* 61, no. 3 (March 2008).

August 30: Public Diplomacy in Foreign Relations

Christopher Hill, "Foreign Policy" and James Der Derian, "Diplomacy" in Joel Krieger, ed., *The Oxford Companion to Politics of the World*. Oxford University Press, 1993: pp. 312-314 & 244-246. (Bb)

Joseph Nye, "Public Diplomacy and Soft Power" in *The Annals of the American Academy of Political and Social Science*, vol 616 (March 2008): 94-109.

Gregory Weeks, *U.S. and Latin American Relations*: chapter 1.

Robert A. Pape, "Soft Balancing Against the United States", *International Security*, 30:1 (Summer 2005): 7-45.

John Ikenberry, "Socialization and Hegemonic Power", chapter 2 in *Liberal Order and Imperial Ambition*. Polity Press, 2006: 51-87. (Bb)

From Gunboats to Good Neighbors: The Rise of Public Diplomacy in the Americas

September 6: From Big Sticks to Aggressive Diplomacy

The emergence of public diplomacy in the Americas during the early 20th century, beginning with its foundations in the 19th century and focusing on its implementation in Central America and Mexico

Gregory Weeks, *U.S. and Latin American Relations*: chapters 2- 4.

A.P. Whitaker, *The Western Hemisphere Idea, Its Rise and Decline*, Cornell University Press, 1954: Chapters 1-3. (Bb)

Michael LaRosa and Frank O. Mora, eds., *Neighborly Adversaries: Readings in U.S.-Latin American Relations*, pp. 21-40, & 61-86

Josiah Strong, "The Anglo-Saxon and the World's Future"; Jose Martí, "Our America"; Dexter Perkins, "The Monroe Doctrine"; "The Platt Amendment of 1901"; Elihu Root, "The Real Monroe Doctrine".

J. Manuel Espinosa. "Pan-American Movement", in *Inter-American Beginnings of U.S. Cultural Diplomacy, 1936-1948*. Bureau of Educational and cultural Affairs, US Department of State, Washington, DC: 1976. Chapter 1 (pp. 7-28). (Bb)

Emily S. Rosenberg and Norman L. Rosenberg. "From Colonialism to Professionalism: The Public-Private Dynamic in United States Foreign Financial Advising, 1898-1929" in Paul Drake, ed. *Money Doctors, Foreign Debts, and Economic Reforms in Latin America*. 1994: 59-83. (Bb)

Robert Freeman Smith, "The United States and the Mexican Revolution, 1921-1950" in Jaime E. Rodriguez O and Kathryn Vincent, eds., *Myths, Misdeeds, and Misunderstandings*, 1997 (pp. 181-189) and Josefina Zoraida Vazquez and Lorenzo Meyer, *The United States and Mexico*, 1985 (pp. 133-138). (Bb)

Stanley Ross. "Dwight W. Morrow: Ambassador to Mexico", *The Americas* 14:3 (January 1958): 273-289.

September 13: Good Neighbor Diplomacy

Continues the analysis of public diplomacy in the early 20th century, emphasizing the rise of the Good Neighbor Policy with its strong reliance on soft power and public diplomacy.

Recall Root from last week.

Neighborly Adversaries, pp. 87-95 & 117-123.

Gaston Nerval, "Autopsy of the Monroe Doctrine"; Bryce Wood, *The Making of the Good Neighbor Policy*.

Gerald Haines. "Under the Eagle's Wing: The Franklin Roosevelt Administration Forges an American Hemisphere". *Diplomatic History* 1:4 (1977): 373-88.

Michel Fortmann and David G. Haglund, "Public Diplomacy and Dirty Tricks: Two Faces of United States 'Informal Penetration' of Latin America on the Eve of World War II", *Diplomacy and Statecraft*, 6:2 (July 1995): 536-577.

J. Manuel Espinosa. *Inter-American Beginnings of U.S. Cultural Diplomacy, 1936-1948*. Bureau of Educational and Cultural Affairs, US Department of State, Washington, DC: 1976. Pages 67-71; 79-86; 89-91; 104-105; 111-137; 139-142; and 159-162. (*skim* to get a feel for the nature of cultural diplomacy in this era) (Bb)

Optional: Eric Helleiner. "The Triffin Missions: American Financial Advisors and the Good Neighbor Policy". Paper presented at the International Studies Association meeting, March 2006. (Bb)

Public Diplomacy Shifts South: The Early Cold War in Latin America

September 20: Public Diplomacy and Revolutionary Change

Analyzes the conflicting policy goals of the US and Latin America during the 1950s, the new guise of US public diplomacy in the Americas, and the rise of public diplomacy in corporate and revolutionary foreign policy

Weeks, chapter 5.

President Truman's first inaugural address.

http://www.trumanlibrary.org/whistlestop/50yr_archive/inagural20jan1949.htm

Neighborly Adversaries, pp. 125-186.

Roger Trask, "The Impact of the Cold War on U.S.-Latin American Relations, 1945-1949; George Kennan, "Latin America as a Problem in U.S. Foreign Policy"; Cole Blasier, "The Hovering Giant: US Responses to Revolutionary Change in Latin America; Alan Luxenberg, "Did Eisenhower Push Castro into the Arms of the Soviet Union?"

Stephen Rabe, *Eisenhower and Latin America: the Foreign Policy of Anticommunism*, University of North Carolina Press, 1988: chapters 2-3. (Bb)

Tye, Larry, "Going to War" (chapter 8) in *The Father of Spin: Edward L. Bernays and the Birth of Public Relations*. Henry Holt and Company, 1998: 155-184. (Bb)

Anthony DePalma, *The Man Who Invented Fidel: Castro, Cuba, and Herbert Matthews of the New York Times*, PublicAffairs Books, 2006: chapters 5-6 and pp. 147-162. (Bb)

Herbert Matthews, "Cuban Rebel Is Visited in Hideout", *New York Times* (24 February 1957), page 1. <http://www.latinamericanstudies.org/cuban-rebels/matthews.htm>

"Leader of Cuba's Revolt Tells What's Coming Next", interview with Fidel Castro, *US News and World Report* (16 March 1959). (Bb)

Ed Sullivan interview with Fidel Castro, January 1959.

<https://www.youtube.com/watch?v=kjpnfDwWd7Y>

Echoes of Cuba in the Americas

September 27: The Battle for Latin American Hearts and Minds

Looks at key public diplomacy components of the US response to Castro and communism, including the Alliance for Progress, the Peace Corps and the origins of business PD.

Weeks, chapter 6.

President Kennedy's Missile Crisis Speech,

http://www.youtube.com/watch?v=P7YkXjQT_0Y

John F. Kennedy, "Preliminary Formulations of the Alliance for Progress", Address given at a White House Reception for Latin American Diplomats and Members of Congress, March 13, 1961. *The Department of State Bulletin*, XLIV, No. 1136 (April 3, 1961), pp, 471-474.

<http://www.fordham.edu/halsall/mod/1961kennedy-afp1.html>

"President John F. Kennedy and the Alliance for Progress",

<http://www.youtube.com/watch?v=7Co6rjIprsg>

Neighborly Adversaries, pp. 191-204.

Jerome Levinson and Juan de Onis, "The Alliance that Lost its Way".

Elizabeth A. Cobbs, "Decolonization, the Cold War, and the Foreign Policy of the Peace Corps", *Diplomatic History*, 20:1 (1996): 79-105.

James Siekmeier, "A Sacrificial Llama? The Expulsion of the Peace Corps from Bolivia in 1971" *Pacific Historical Review* 69:1 (February 2000): 65-87.

Robert E. Kingsley, "The Public Diplomacy of U.S. Business Abroad: The Experience of Latin America", *Journal of Inter-American Studies*, Vol. 9, No. 3, (July 1967), pp. 413-428.

October 4: "We Beat the Yankees": Cuban Public Diplomacy of the 1970s and 1980s

Explores the origins of Cuba's creative reliance on soft power and public diplomacy as a survival strategy for a country living next to a hostile great power.

Jorge Dominguez, *To Make a World Safe for Revolution: Cuba's Foreign Policy*, Harvard University Press, 1989: Introduction (pp. 1-7). (Bb)

H. Michael Erisman, "Cuban Development Aid" in H. Michael Erisman and John M. Kirk., eds., *Cuban Foreign Policy Confronts a New International Order*, Boulder, Lynne Rienner, 1991: 139-165 (skim pages 141-148) (Bb)

Michael Bustamente and Julia Sweig, "Buena Vista Solidarity and the Axis of Aid", in *The Annals of the American Academy of Political and Social Science*, vol 616 (March 2008): 223-256 (NOTE: for now, focus on sections on Cuba).

Julie M. Feinsilver, *Healing the Masses: Cuban Health Politics at Home and Abroad*. University of California Press, 1993: chapters 1 & 6. (Bb)

Mark Richmond, "Exporting the Educational Revolution" in H. Michael Erisman and John M, Kirk., eds., *Cuban Foreign Policy Confronts a New International Order*, Boulder, Lynne Rienner, 1991: 167-179. (Bb)

John Wallach, "Fidel Castro and the United States Press", in William Ratliff, ed., *The Selling of Fidel Castro*. Transaction Books, U.S.A: 1987: 129-155. (Bb)

Barbara Walters, "An Interview with Fidel Castro". *Foreign Policy* (1977).
http://www.foreignpolicy.com/articles/1977/09/15/an_interview_with_fidel_castro

The Second Cold War

October 11: Civil Wars, Democracy and Human Rights (*Readings to be Revised*)
Examines public diplomacy in Latin America during the 1970s and 1980s.

Weeks, chapters 7 & 11.

David Schmitz and Vanessa Walker, "Jimmy Carter and the Foreign Policy of Human Rights", *Diplomatic History* 28:1 (2004): 113-143 (skim).

Kathryn Sikkink. "Human Rights, Principled Issue-Networks, and Sovereignty in Latin America," *International Organization*, 47: 3 (1993), pp. 411-441.

Tomas Carothers, "The Reagan Years: The 1980s" in Abraham F. Lowenthal, ed., *Exporting Democracy*, Johns Hopkins University Press, 1991: 90-122. (Bb) (*Skim the individual cases to extract the factual foundation for his broad argument about promoting democracy*)

Héctor Perla Jr., "Transnational Public Diplomacy: Assessing Salvadoran Revolutionary Efforts To Build U.S. Public Opposition To Reagan's Central American Policy", in K.A. Osgood, ed., *The United States and Public Diplomacy*, Martinus Nijhoff Publishers, 2010: pp 165-192. (Bb) (*Skim sections on methodology and statistical analysis*)

Juanita Darling, *Latin America, Media and Revolution*, Palgrave, 2008: chapters 1 & 4. (Bb)

October 18: The Free Market Mantra of the 1990s

Examines the of role soft power in Latin America's shift from protectionism to free trade in the late 1980s and 1990s.

Weeks, chapter 8.

Recall Ikenberry from September 3.

Pamela K. Starr. "Pax Americana in Latin America: The Hegemony behind Free Trade". In Jorge I. Domínguez and Kim Byung-Kook, eds. *East Asia, Latin America, and the "New" Pax Americana*, Routledge, 2005. (Bb)

Patricio Silva. "Technocrats and Politics in Chile: From the Chicago Boys to the CIEPLAN Monks" in Paul Drake, ed.: 205-230. (Bb)

Sarah Babb, "Neoliberalism and the Rise of the New Money Doctors." in Gerald Epstein, ed., *Financialization and the World Economy*. New York: Edward Elgar, 2005: 243-59. (Bb)

New Actors on the Stage

October 25: The Public Diplomacy of Non-State Actors

Focuses on the expanding role of a growing array of non-state actors whose public diplomacy is reshaping the nature of foreign policy in the region.

Manuel Castells, "The New Public Sphere" in *The Annals of the American Academy of Political and Social Science*, vol 616 (March 2008): 78-93.

Recall Sikkink and Smith from October 18.

Margaret E. Keck and Katheryn Sikkink. *Activists Beyond Borders: Advocacy Networks in International Politics*. Cornell University Press, 1998: chapters 1 & 4 (skim section on Malaysia). (Bb)

Margaret Crahan, "International Aspects of the Role of the Catholic Church in Central America", in Richard E. Feinberg, ed., *Central America: International Dimensions of the Crisis* Holmes & Maier Publishers, 1982, 213-235. (Bb)

Cristian Smith. *Resisting Reagan: The US Central American Peace Movement*, University of Chicago Press, 1996: chapter 6. (Bb)

Juanita Darling, "Zapatismo in Mexico and Cyberspace", in *Latin America, Media and Revolution*, Palgrave, 2008: chapter 5. (Bb)

Jerry W. Knudson, "Rebellion in Chiapas: Insurrection by Internet and Public Relations", *Media, Culture & Society*, vol. 20, 1998, 507-518.

November 1: China Comes Calling (*readings could be updated if events warrant*)

Analyzes Chinese interests, actions, and soft power in Latin America. Throughout, note the publication dates of the assigned readings to follow changes in Chinese policy in the region.

Yiwei Wang, "Public Diplomacy and the Rise of Chinese Soft Power"; *The ANNALS of the American Academy of Political and Social Science* 616 (March **2008**): 257-273.

David Shambaugh, "China's New Foray Into Latin America", *YaleGlobal Online*, 17 November 2008. <http://bit.ly/1PCAvNn>

Javier Noya, "The Public Diplomacy of the Authoritarian Regimes in China and Venezuela". *Real Instituto Elcano*, January 2008 (pp 1-8). <http://bit.ly/1PCAuJk>

Richard Feinberg, China, Latin America, and the United States: Congruent Interests or Tectonic Turbulence?", *Latin American Research Review*, 46:2 (2011): 215-224.

R. Evan Ellis, "China Fills the Vacuum Left by the United States in Latin America", Center for Hemispheric Policy, Perspectives on the Americas, 4 August 2014. <http://bit.ly/1QDxmx7>

Ronn Pineo, "China and Latin America: What you need to know", COHA, 2 August 2015. <http://www.coha.org/china-and-latin-america-what-you-need-to-know/>

Pew Global Attitudes Project, 2016 report. <http://www.pewglobal.org/database/>
Review China's image in Latin America.

Chinese Foreign Affairs Ministry, Xi Jinping Delivers Important Speech at National Congress of Brazil-Carry Forward Traditional Friendship and Jointly Open up New Chapter of Cooperation, 17 July 2014
http://www.fmprc.gov.cn/mfa_eng/zxxx_662805/t1176214.shtml

Video of Xi's speech – watch a bit to get a feel for his "charisma":
<https://www.youtube.com/watch?v=3WjbzPsyLZY>

News Articles on recent developments in Chinese soft power in the Americas:

Diálogo Chino, "China and Latin America: a new phase of engagement?", 17 Sept 2015. <http://dialogochino.net/china-and-latin-america-a-new-phase-of-engagement/>

Diálogo Chino, "China must overcome image crisis in Colombia", 20 August 2015. <http://bit.ly/1PCAIWi>

Philip Guarino, "The new conquistadors: Chinese tourists turn to Latin America", 11 June 2015. <http://bit.ly/1KzNUo7>

Joseph Nye, "What China and Russia Don't Get About Soft Power", *ForeignPolicy.com*, 29 April 2013. <http://atfp.co/1KDMOF0>

November 8: The Battle for Ideas in Latin America (*readings could updated as events warrant*)

Examines the public diplomacy of Venezuela in the early 21st century to create an "anti-imperialist" alliance in Latin America and of Brazil to create a "neo-structuralist" alliance.

Weeks, chapter 9.

Venezuela: Chavista Success

Joel D. Hirst, "The Bolivarian Alliance of the Americas - Hugo Chavez's Bold Plan," *Exchange: The Magazine for International Business and Diplomacy* (December 2010).

Michael Bustamante and Julia Sweig, “Buena Vista Solidarity and the Axis of Aid”, in *The Annals of the American Academy of Political and Social Science*, vol 616 (March 2008): 223-256 (review introduction and conclusion and read sections on Venezuela).

Juan Forero, “And Now, the News in Latin America’s View”, *New York Times*, 16 May 2005. <http://www.nytimes.com/2005/05/16/international/americas/16venez.html>

Javier Corrales, “Using Social Power to Balance Soft Power: Venezuela’s Foreign Policy”, *The Washington Quarterly* (October 2009): 97-114.

Optional: Barbara Walters Interview with Hugo Chavez
<http://abcnews.go.com/2020/video/exclusive-interview-hugo-chavez-2959258>

Chavez UN speech calling Bush the Devil

<https://www.youtube.com/watch?v=p8ofsfURDu8>

Chavez calling Bush a Donkey

<https://www.youtube.com/watch?v=NYYQT21p7I8>

Take a peek at TeleSur: <http://www.telesurtv.net/>

Brazil: The Moderate Alternative to Chavez

Andrew Hurrell, “Brazil and the New Global Order” and Sean Burges, “Brazil as Regional Leader: Meeting the Chavez Challenge” in *Current History* (February 2010).

Paulo Prado and Matt Moffett, “Brazil Makeover Helped Humala Shed His Chavez Image”, *Wall Street Journal*, 7 June 2011.
<http://online.wsj.com/article/SB10001424052702304474804576369940548775726.html>

Aleksandra Ristic, “Brazil’s Soft Power and Dilma’s Dilemma”.
http://uscpublicdiplomacy.org/pdin_monitor_article/brazils_soft_power_and_dilmas_dilemma

Peter Hakim, “Starpower Trumps Diplomacy”.
http://uscpublicdiplomacy.org/pdin_monitor_article/starpower-trumps-diplomacy

Livia Pontes Fialho, “Brazil Advances Efforts to Strengthen International Brand.”
<http://bit.ly/2vsab5l>

Venezuela: The Collapse of the Dream

CFR Backgrounder, “Venezuela’s Economic Fractures”, December 2014.
<http://www.cfr.org/economics/venezuelas-economic-fractures/p32853>

Max Fisher and Amanda Taub, “How Venezuela Stumbled to the Brink of Collapse”, *New York Times*, 14 May 2017. <http://nyti.ms/2tnjiTx>

Colin Hale, "Are We Witnessing the Demise of Venezuela's Soft Power?"
<http://uscpublicdiplomacy.org/blog/are-we-witnessing-demise-venezuela%E2%80%99s-soft-power>

Brazil: Aspirations to Regional Leadership Falter

Nick Miroff and Dom Phillips, "How Brazil, the darling of the developing world, came undone". The Washington Post, 15 April 2016. <http://wapo.st/1Vpg8JM>

Ernesto Londoño, "Ex-President of Brazil Sentences to Nearly 10 Years in Prison for Corruption", *New York Times*, 12 July 2017. <http://nyti.ms/2uQsMuP>

Latin American views of Venezuela and Brazil

Pew Global Attitudes Project, 2014 report. <http://www.pewglobal.org/database/> Image of Brazil in individual Latin American countries.

Latin Barometer Polls on the relative image of Venezuela and Brazil in Latin America: 2010 report, pages 110-114 (Liderazgos en la region); 2011 report, pages 106-108 (Evaluacion de lideres); and 2013 report, pages 45-48 (La imagen de progreso del pais); and 2014 report (imagen de los paises), pages 16-18. (Bb)

Latin America Today

November 15: Current Public Diplomacy in the Americas (*readings to be updated/revised*)
Economic collapse in Venezuela and corruption scandals and recession in Brazil create new opportunities for US and Mexican regional public diplomacy.

Neighborly Adversaries, pp. 343-346.

Michael LaRosa and Frank Mora, "By Way of Conclusion".

The Global Context

Joseph S. Nye, "The Future of American Power: Dominance and Decline in Perspective", *Foreign Affairs*, November/December 2010, 2-12.

G. John Ikenberry, "The Future of the Liberal World Order", *Foreign Affairs* 90:3 (May/June 2011): 56-68.

Anne-Marie Slaughter, "America's Edge: Power in the Networked Century", *Foreign Affairs*, January/February 2009, 94-113.

Richard Stengel, "Remarks at the USC Center on Public Diplomacy", October 2014.
<http://www.state.gov/r/remarks/233183.htm>

Bruce Stokes and Richard Wike, "World to America: We want soft, not hard power", *CNN Global Public Square*, August 9th, 2012.
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Review the United States' image in Latin America.

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Recall Obama's remarks in Cuba from the first class session.

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Pamela K. Starr, "Mexican Public Diplomacy: Hobbled by History, Interdependence, and Asymmetric Power", *PD Magazine* 1:2 (Summer 2009): 49-53.
http://publicdiplomacymagazine.com/wp-content/uploads/2010/01/summer_2009.pdf

Fernando de la Mora, "Keeping the Mexican Moment Alive: A Case for Public Diplomacy", *Change: The Journal of Public Diplomacy*, vol. 5 (2014): 30-55.
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November 22: No Class (Thanksgiving Break)

November 29: Student Presentations