



Global Awareness Lecture
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Public Diplomacy and Soft Power: Governments, People, and Foreign Policy

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Nicholas Cull joined the University of Southern California from the University of Leicester in the United Kingdom, where he was a professor of American studies and directed the Centre for American Studies. Cull's research and teaching interests are broad and interdisciplinary, centering on the developing academic discipline of public diplomacy, the role of culture, information, news, and propaganda in foreign policy. He is author of *Selling America: U.S. Information Overseas*, a history of the U.S. Information Agency (2005). And his first book, *Selling War*, was named by *Choice Magazine* as one of the ten best academic books of 1995. He is co-editor of *Propaganda and Mass Persuasion: A Historical Encyclopedia, 1500–present* (2003) which was one of *Book List* magazine's reference books of the year, and co-editor of *Alambrista and the U.S.–Mexico Border: Film, Music, and Stories of Undocumented Immigrants* (2004). Cull is president of the council of the International Association for Media and History and has worked closely with the British Council's Counterpoint Think Tank. From 1992 to 1997 he was lecturer in American history at the University of Birmingham. While a graduate student, he studied at Princeton University as a Harkness Fellow of the Commonwealth Fund of New York. He received both a BA and a PhD from the University of Leeds.