

MEDIA AND COMMUNICATION

& The School of Language, Social and Political Sciences



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The Cold War Model in 21st Century Public Diplomacy: Analysing Discourse from China and the USA

WEDNESDAY 13 OCTOBER 1-2 PM LOCKE 313



Theories and practices of public diplomacy have progressed greatly since the term was first used in the 1960's, yet some rhetoric has changed little over this time. Using discourse analysis of China Radio International and Voice of America broadcasts, this research highlights how traditional Cold War ideologies continue to be promoted in similar but more subtle ways than in the past.

Media & Communication (COMS) Research Seminars are always open to absolutely everyone. We look forward to seeing you!

