

Exercise 17

Read the text 'What is Public Diplomacy?' and (a) answer the question in the title;

What is Public Diplomacy?

When early in their careers, Anwar Sadat, Valéry Giscard d'Estaing, Helmut Schmidt, and Margaret Thatcher, among other national leaders, visited the United States under the educational exchange **programs** of the United States Government, U.S. public diplomacy was at work. When Latin America viewed a film called *The Trip*, **depicting** the dangers of illegal narcotics trafficking to all societies, including their own, they were watching the product made by USIA, the U.S. Government's public diplomacy information agency.

When a student or a scholar in a developing country conducts research in a U.S. information center in his capital city, he is utilizing one of the popular services provided by U.S. public diplomats in his country. When a newspaper correspondent in a country that has diplomatic relations with the U.S. asks for clarification of a statement allegedly made by a high-ranking U.S. official, he contacts the U.S. Embassy's press attaché - a U.S. public diplomat.

When a U.S. performing artist is on a foreign tour sponsored by the U.S. Government, U.S. public diplomats in the cities the artist visits will publicize the tour and make arrangements for her or his performances. These are but a few of the various activities with which **the practitioners of** public diplomacy become involved, but they demonstrate the scope and variety of modern public diplomacy.

Public Diplomacy is to be distinguished from Public Affairs because the latter provides information to the domestic public, press and other institutions concerning goals, policies and activities of the U.S. government.

Public diplomacy differs from traditional diplomacy in that public diplomacy deals not only with governments but primarily with non-governmental individuals and organizations. Furthermore, public diplomacy activities often present many differing views as represented by private American individuals and organizations in addition to official U.S. Government views.

Exercise 18

Traditional diplomacy actively engages one government with another government. In traditional diplomacy, U.S. Embassy officials represent the U.S. Government in a host country primarily by maintaining relations and conducting official USG business with the officials of the host government whereas public diplomacy primarily engages many diverse non-government elements of a society.

Public Diplomacy refers to government-sponsored programs intended to inform or influence public opinion in other countries; its chief instruments are publications, motion pictures, cultural exchanges, radio and television.

(b) *prove that:*

1. The U.S. public diplomacy is dependent on the US Government.
2. The U.S. public diplomacy is at work round the world.
3. Public diplomacy differs from traditional diplomacy.
4. Public Diplomacy is not the same as Public Affairs.

(c) *discuss the following:*

1. Does public diplomacy work in your country? How?
2. Who and what are engaged in **it**?
3. What examples of public diplomacy at work in **your country** can you give?
4. Is public diplomacy in Russia independent **of the government**?
5. In what areas does public diplomacy seem to be most **effective**: publications, motion pictures, cultural exchanges, education or radio and television?

Exercise 18

Study the difference between the pairs of words which may cause confusion. Translate the examples.

a* economics / economy

1. Economics is the science of the production, distribution, and use of goods and services.
2. Economics is also the financial aspects of a branch of industry.
3. A specialist in economics is called an economist.