

Nancy Snow, Ph.D.



Fields of study:

Political Science (International Relations)
Political Communication (Public Diplomacy, Propaganda)
Propaganda and Persuasion (Northeast Asia, USA)
Intercultural/International Communication
Peace and Conflict Resolution Studies

Current research interests:

Comparative public diplomacy, exchange and gender diplomacy

Current positions:

Kyoto University of Foreign Studies
Pax Mundi (“Distinguished”) Professor of Public Diplomacy
California State University, Fullerton
Professor Emerita, College of Communications
Temple University Japan Institute of Contemporary Asian Studies
Adjunct Fellow
Korea Foundation
Project Director, “Korean Government Scholarship Program as a Public Diplomacy Tool”

Previous positions:

Full Professor of Communications, California State University, Fullerton
Visiting Research Professor and Abe Fellow, Keio University
Fulbright Professor, American Culture, U.S. Foreign Policy, Sophia University
Senior Research Fellow, University of Southern California Center on Public Diplomacy
Adjunct Professor, University of Southern California Annenberg School
Visiting Professor of Public Diplomacy, Syracuse University Newhouse School
Visiting Professor, Tsinghua University, School of Journalism and Communication
Visiting Professor, Marketing Foreign Policy, IDC-Herzliya Lauder School, Israel
Visiting Professor, UiTM Centre for Media and Information Warfare Studies, Malaysia
Associate Director, UCLA Center for Communications and Community
Assistant Professor of Political Science, New England College
Executive Director and Media Spokesperson, Common Cause of New Hampshire
Presidential Management Fellow, Department of State/U.S. Information Agency

Education:

Ph.D., *magna cum laude*, International Relations (International/Intercultural Communication), School of International Service (SIS), American University, USA
Fellow, German Academic Exchange Service (DAAD), UC-Berkeley, USA
Fulbright Scholar, Federal Republic of Germany
B.A., *summa cum laude*, Political Science, Clemson University, USA

Selected publications:

Japan’s Information War (CreateSpace 2016), Japanese translation for Bunshindo
The Routledge Handbook of Critical Public Relations (with Jacquie L’Etang, David McKie, and Jordi Xifra), <https://www.routledge.com/The-Routledge-Handbook-of-Critical-Public-Relations/LEtang-McKie-Snow-Xifra/p/book/9780415727334> (also in Chinese)
Propaganda and American Democracy, editor (LSU Press, 2014),

<https://lsupress.org/books/detail/propaganda-and-american-democracy/>, also at Audible.com in narration by Jeff D. Konrad

Truth is the Best Propaganda: Edward R. Murrow in the Kennedy Years

(McLean, VA: Miniver, 2013), https://www.amazon.com/Truth-Best-Propaganda-Murrows-Speeches/dp/1939282241/ref=tmm_pap_swatch_0

Routledge Handbook of Public Diplomacy (with Philip M. Taylor), also available in Chinese, Farsi, Korean; 2009 hard/cloth publication in association with the USC Center on Public Diplomacy at the Annenberg School, University of Southern California.

<https://www.routledge.com/Routledge-Handbook-of-Public-Diplomacy/Snow-Snow-Taylor/p/book/9780415953023>

Propaganda, Inc.: Selling America's Culture to the World, Third edition, 2010.

Also available in Japanese (Akashi), Portuguese, Farsi

https://www.amazon.com/Propaganda-Inc-Selling-Americas-Culture/dp/1583228985/ref=tmm_pap_swatch_0

Citizen Arianna: The Huffington Post/AOL Merger: Triumph or Tragedy?

Ann Arbor, MI: Nimble Books, 2011

Persuader-in-Chief: Global Opinion and Public Diplomacy in the Age of Obama

Ann Arbor, MI: Nimble Books, 2009

The Arrogance of American Power: What U.S. Leaders are Doing Wrong and Why It's Our Duty to Dissent, Rowman & Littlefield, 2007,

<https://rowman.com/ISBN/9780742553736/The-Arrogance-of-American-Power-What-U.S.-Leaders-Are-Doing-Wrong-and-Why-It%27s-Our-Duty-to-Dissent>

Information War: American Propaganda, Free Speech and Opinion Control since 9/11

New York: Seven Stories, 2004, also available in Japanese (Iwanami) and Arabic

War, Media and Propaganda: A Global Perspective (with Yahya Kamalipour)

Rowman and Littlefield, 2004, foreword by Ben Bagdikian

<https://rowman.com/ISBN/9780742535626>

Under contract: Routledge Handbook of Public Diplomacy (2019) with Nicholas J. Cull; *SAGE*

Handbook of Propaganda (2020) with Paul Baines and Nicholas O'Shaughnessy; ABC-CLIO

Media and Propaganda in Modern Conflicts: An Encyclopedia (2020)

"Propaganda." In *The International Encyclopedia of Journalism Studies*. Tim P. Vos and

Folker Hanusch (General Editors), Dimitra Dimitrakopoulou, Margaretha Geertsema Sligh and Annika Sehl (Associate Editors). JohnWiley & Sons, Inc., 2019.

Japan is Back: The International Public Relations of the Second Abe Administration," by

Koichi Yamamura, Masamichi Shimizu, and Nancy Snow. In Judy VanSlyke and Jean Valin, *Public Relations Case Studies from Around the World* (2nd Edition). Bern,

Switzerland: Peter Lang, 2017. DOI:<https://doi.org/10.3726/b11746>

Review, Murrow's Cold War: public diplomacy for the Kennedy administration by Gregory M.

Tomlin, *Journal of International Communication*, Vol. 23, Issue 1, January 12, 2017.

- “Japan’s Global Information War: Propaganda, Free Speech and Opinion Control.” In Jeff Kingston (Ed.), *Press Freedom in Contemporary Japan*. New York and London: Routledge, 2017.
- “Public Diplomacy in a National Security Context” In Thierry Balzacq & Myriam Dunn Cavelty (Eds.), *Routledge Handbook of Security Studies*, 2017.
- “Japan’s Public Diplomacy under Abe: An American Vision,” French Institute of International Relations, *Asia Visions* 81, February 2016.
- Review, Influence from Abroad: Foreign Voices, The U.S. Media and Public Opinion by Danny Hayes and Matt Guardino, *Journal of Communication*, Volume 65: Issue 5, October 2015, E6-E8.
- “Brand Obama: The rise and decline of an American icon, and its effect on Brand USA.” In Keith Dinnie (Ed.), *Nation Branding—Concepts, Issues, Practice*. New York and London: Routledge, 2015.
- “Public Diplomacy and Public Relations: Will the Twain Ever Meet?” In Guy J. Golan, Sung-Un Yang and Dennis F. Kinsey (Eds.), *International Public Relations and Public Diplomacy: Communication and Engagement*. New York: Peter Lang, 2014.
- “Public Diplomacy: New Dimensions and Implications.” In Thomas L. McPhail (Ed), *Global Communication: Theories, Stakeholders and Trends*. London: Blackwell Publishing, 2014. 4th Edition.
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Nancy Snow is Pax Mundi (“Distinguished”) Professor of Public Diplomacy at Kyoto University of Foreign Studies (KUFS) and Adjunct Fellow in the Institute of Contemporary Asian Studies, Temple University Japan. She served as visiting research professor and Abe Fellow at Keio University and Fulbright professor in American culture and American foreign policy at Sophia University. She has taught at some of the leading institutions of higher learning in the world, including USC, Syracuse University, and Tsinghua University. A specialist in public diplomacy, nation branding, and propaganda studies as well as peace and global security issues in Northeast Asia, Dr. Snow is the author, editor and co-editor of 11 books, with two forthcoming. They include *Japan’s Information War* (2016); the *Routledge Handbook of Public Diplomacy* (2009); *Propaganda and American Democracy* (LSU Press, 2014); *Propaganda, Inc.: Selling America’s Culture to the World* (Seven Stories, 2010); *Information War* (2004). Snow earned a Ph.D. from the School of International Service, American University, Washington, D.C., where she was also a Presidential Management Fellow at the Department of State and U.S. Information Agency, and B.A. in Political Science from Clemson University. She was a Fulbright scholar to Germany and German Academic Exchange Service Fellow at the University of California, Berkeley.