

**Nancy Snow, Ph.D.**

**Fields of study:** Political Science (International Relations)

Political Communication (Public Diplomacy)

Propaganda and Persuasion (Northeast Asia, USA)

Intercultural/International Communication

Peace and Conflict Resolution Studies

**Current research interests:** Comparative public diplomacy, exchange and gender diplomacy

* Tsinghua University Schwarzman College, Walt Disney Chair in Global Media
* Kyoto University of Foreign Studies Pax Mundi (“Distinguished”) Professor of Public Diplomacy
* California State University, Fullerton Professor Emeritus 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:**

* Professor of Communications, California State University, Fullerton, 2002-2014
* Visiting Professor, UiTM Centre for Media and Information Warfare Studies, Malaysia
* Visiting Research Professor and Abe Fellow, Keio University, 2013-2015
* Fulbright Professor, American Culture, U.S. Foreign Policy, Sophia University, 2012
* Senior Research Fellow, University of Southern California Center on Public Diplomacy, 2002-2008
* Adjunct Professor, University of Southern California Annenberg School, 2002-2011
* Visiting Professor of Public Diplomacy, Syracuse University Newhouse School, 2008-2010
* Visiting Professor, Tsinghua University School of Journalism and Communication, 2007
* Visiting Professor, Marketing Foreign Policy, IDC-Herzliya Lauder School, Israel, 2011
* Associate Director, UCLA Center for Communications and Community, 2000-2002
* Assistant Professor of Political Science, New England College, 1995-2000
* Executive Director and Media Spokesperson, Common Cause of New Hampshire, 1997-2000
* Presidential Management Fellow, Department of State/U.S. Information Agency, 1992-1994

**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

**BOOKS**

[*Routledge Handbook of Public Diplomacy*](https://www.amazon.com/Routledge-Handbook-Public-Diplomacy-Nancy-dp-1138610879/dp/1138610879/ref%3Dmt_paperback?_encoding=UTF8&me=&qid=) (2020), edited by Nancy Snow and Nicholas J. Cull

[*The SAGE Handbook of* *Propaganda*](https://uk.sagepub.com/en-gb/asi/the-sage-handbook-of-propaganda/book262889) (2020) edited by Paul Baines, Nicholas O’Shaughnessy and Nancy Snow

[*Japan’s Information War*](https://www.amazon.com/Japans-Information-War-Nancy-Snow/dp/1535097973)(CreateSpace 2016), Japanese translation for Bunshindo (2020)

*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’s Speeches in the Kennedy Years*; (McLean, VA: Miniver, 2013), [https://www.amazon.com/Truth-Best-Propaganda-Murrows-Speeches/dp/1939282241/ref=tmm\_pap\_swatch\_0](https://www.amazon.com/Truth-Best-Propaganda-Murrows-Speeches/dp/1939282241/ref%3Dtmm_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?* (Nimble Books, 2011)

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

**CHAPTERS**

“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.

CONTACT

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**BIO**

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 12 books. Her books include the *Routledge*

*Handbook of Public Diplomacy* second edition (2020); *The SAGE Handbook of Propaganda* (2020);

*Japan’s Information War* (2016); *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); and *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.