



# **The Rhetoric of Soft Power: Public Diplomacy in Global Contexts (Lexington Studies in Political Communication)**

*Craig Hayden*

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*The Rhetoric of Soft Power: Public Diplomacy in Global Contexts* provides a comparative assessment of public diplomacy and strategic communication initiatives, in order to portray how Joseph Nye's notion of "soft power" has translated into context-specific strategies of international influence. The book examines four cases – Japan, Venezuela, China, and the United States – to illuminate the particular significance of culture, foreign publics, and communication technologies for the foreign policy ambitions of each country.

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