

## "The Public Diplomacy of Other Countries: Implications for the United States," Comptroller General, 1979

<https://www.state.gov/documents/organization/175163.pdf>

### Methodology

- "[S]urveys essential similarities and differences among the **international information, cultural and educational activities** of the US and six other countries"
- The countries were selected as "those whose international information and cultural operations are of a scale and sophistication comparable to those of the United States," and further were among the countries of study by the International Communication Agency (ICA) for 6-7 years

### Variables Considered

Note: not all variables included in each case; focuses on what was seen as most relevant to characterizing each state's efforts

#### General

- Absolute spending (termed "magnitude of effort")
- Number and nature of responsible government entities
- Degree of centralization
- Primary emphasis of overseas publicity (e.g. promoting commercial exports for Britain, enhancing general global image in Japan)
- Primary targets of communications
- Types of media utilized and extent of utilization of each (print publications, radio, television, films, wire services)

#### Cultural diplomacy

- Core principles (e.g. Germany's commitment to language teaching)
- Number of missions abroad
- Number of educators sent abroad
- Number of state-sponsored schools abroad
- Number and total amount of scholarships/fellowships to foreign students
- Distribution of books and other print media (qualitative, as numbers often not available, esp. for China)

#### Unique indicators

- For China, included the number of foreign visitors as an indicator of cultural diplomacy effectiveness
- For the Soviet Union, included "use of intelligence services, Communist parties, and front organizations", stating that although normally considered outside the relevant scope, "their purpose in this context is to convey information and ideas to foreign publics. Such activities thus fall entirely within the concept of public diplomacy as defined in this study."