

1. Record Nr.	UNINA9910460629303321
Titolo	Isolate or engage : adversarial states, US foreign policy, and public diplomacy / / edited by Geoffrey Wiseman
Pubbl/distr/stampa	Stanford, California : , : Stanford University Press, , [2015] ©2015
ISBN	0-8047-9555-X
Descrizione fisica	1 online resource (328 pages)
Disciplina	327.73009/04
Soggetti	POLITICAL SCIENCE / International Relations / Diplomacy Electronic books. United States Foreign relations 1945-1989 Case studies United States Foreign relations 1989- Case studies
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Soviet Union/Russia : US diplomacy with the Russian "adversary" / Robert D. English -- China : American public diplomacy and US-China relations : 1949 to 2012 / Robert S. Ross -- North Korea : engaging a hermit adversarial state / Scott Snyder -- Vietnam : American and Vietnamese public diplomacy, 1945/2010 / Mark P. Bradley and Viet Nguyen -- Libya : the United States and the Libyan Jamahiriyya : from isolation to regional ally, 1969/2011 / Dirk J. Vandewalle -- Iran : public diplomacy in a vacuum / Suzanne Maloney -- Syria : public diplomacy in Syria : overcoming obstacles / William Rugh -- Cuba : public diplomacy as a "battle of ideas" / William LeoGrande -- Venezuela : the United States and Venezuela : managing a schizophrenic relationship / Michael Shifter.
Sommario/riassunto	The U.S. government has essentially two choices when dealing with adversarial states: isolate them or engage them. Isolate or Engage systematically examines the challenges to and opportunities for U.S. diplomatic relations with nine intensely adversarial states—China, Cuba, Iran, Libya, North Korea, U.S.S.R./Russia, Syria, Venezuela, and Vietnam: states where the situation is short of conventional war and where the U.S. maintains limited or no formal diplomatic relations with

the government. In such circumstances, "public diplomacy"—the means by which the U.S. engages with citizens in other countries so they will push their own governments to adopt less hostile and more favorable views of U.S. foreign policies—becomes extremely important for shaping the context within which the adversarial government makes important decisions affecting U.S. national security interests. At a time when the norm of not talking to the enemy is a matter of public debate, the book examines the role of both traditional and public diplomacy with adversarial states and reviews the costs and benefits of U.S. diplomatic engagement with the publics of these countries. It concludes that while public diplomacy is not a panacea for easing conflict in interstate relations, it is one of many productive channels that a government can use in order to stay informed about the status of its relations with an adversarial state, and to seek to improve those relations.

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