

1. Record Nr.	UNINA9910451849303321
Autore	Berkman Michael B. <1960->
Titolo	Ten thousand democracies [[electronic resource]] : politics and public opinion in America's school districts / / Michael B. Berkman, Eric Plutzer
Pubbl/distr/stampa	Washington, D.C., : Georgetown University Press, c2005
ISBN	1-58901-420-0 1-4356-3191-9
Descrizione fisica	1 online resource (227 p.)
Collana	American governance and public policy series
Altri autori (Persone)	PlutzerEric
Disciplina	379.73
Soggetti	School districts - United States Education - Political aspects - United States Education - United States - Public opinion Public opinion - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 187-197) and index.
Nota di contenuto	Policy responsiveness in American school districts -- Financing public education -- Public opinion and Americans' commitment to educational spending -- Direct democracy, indirect democracy, and policy responsiveness -- Voting rights, electoral systems, and policy responsiveness -- Teacher's unions in state and local politics -- The gray peril reconsidered -- The democratic control of American school boards.
Sommario/riassunto	The essence of democracy is popular sovereignty. The people rule. In the United States, citizens exercise this right through elected officials who they believe will best represent their own values and interests. But are those interests and values always being followed? Authors Michael B. Berkman and Eric Plutzer provide the first systematic examination of the extent to which the governments closest to the American publics 10,000-plus local school boards respond to the wishes of the majority. Ten Thousand Democracies begins with a look at educational reforms from the Progressive era in the I

2. Record Nr.	UNINA9910789827403321
Autore	Potter Evan H
Titolo	Branding Canada [[electronic resource]] : projecting Canada's soft power through public diplomacy / / Evan H. Potter
Pubbl/distr/stampa	Montreal, : McGill-Queen's University Press, c2009
ISBN	0-7735-8391-2 1-282-86629-X 9786612866296 0-7735-7582-0
Descrizione fisica	1 electronic text (xvi, 368 p. : ill.) : digital file
Disciplina	327.71009/045
Soggetti	Diplomacy Public relations and politics - Canada - History Canada Foreign relations 1945- Canada Relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introduction: Canada's Warm but Fuzzy International Image -- Pt. 1. Definitions, Debates, History -- 2. What Is Public Diplomacy? -- 3. The Origins and Development of Canada's Public Diplomacy / Sean Rushton -- Pt. 2. The Instruments -- 4. Public Affairs and International Cultural Relations -- 5. International Education -- 6. International Broadcasting and New Media -- 7. The Economic Face of Public Diplomacy: International Business Promotion and Tourism / Jason Bouzanis -- Pt. 3. The Process -- 8. The Practice of Public Diplomacy -- 9. How to Brand Canada: Experiences on the Ground -- 10. A New Architecture for Canada's Public Diplomacy.
Sommario/riassunto	The communications revolution and increased democratization and globalization have made every country more aware of its image and reputation - its "national brand." Whether a country needs to build international coalitions against terrorism, encourage cooperation to protect the environment, or attract investment and skilled labour, influencing foreign public opinion is now as crucial to national success as negotiating with foreign governments. Evan Potter analyses how the

federal government has used the instruments of public diplomacy - cultural programs, international education, international broadcasting, trade, and investment promotion - to exercise Canada's soft power internationally. He argues that protecting and nurturing a distinct national identity are essential to Canada's sovereignty and prosperity, and suggests ways to achieve this through the strategic exercise of public diplomacy, at home and abroad. In offering the first comprehensive overview of the origins, development, and implementation of the country's public diplomacy, *Branding Canada* offers policy advice on Canada's approach and advances the thinking on public diplomacy in general.
