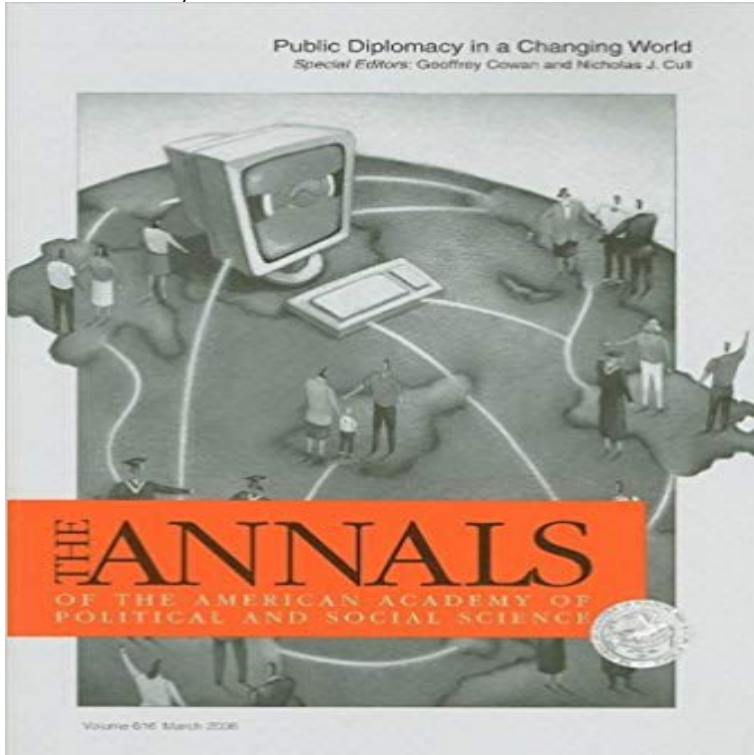


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Although the concept of public diplomacy has been part of America's wartime strategy as far back as the Revolutionary War, the term itself is relatively new. In the wake of the events of September 11 and the ensuing War on Terror, there has been an increasing awareness of the negative global image of the United States and intense concern over how communication may be used to improve that image. Within that context, the concept and term public diplomacy have become more notable among practitioners and the American public. Yet public diplomacy has mostly been neglected by scholars and only recently begun to attract academic attention. This volume of The ANNALS commences the first collection of scholarly articles focusing on public diplomacy--the practice through which international actors attempt to advance the ends of policy by engaging with foreign publics--and examines it as an international phenomenon and an important component of statecraft.

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