

# Public Diplomacy: Sunrise of an Academic Field

By  
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tudes, and behavior; *build and manage* relationships; and *influence* opinions and actions to advance interests and values. This article examines scholarship with relevance, usually unintended, to the study of public diplomacy and a body of analytical and policy-related literature derived from the practice of public diplomacy. Ideas, wars, globalism, technologies, political pressures, and professional norms shaped the conduct of public diplomacy and the literature of scholars and practitioners during the hot and cold wars of the twentieth century. In the twenty-first century, thick globalism, network structures, and new technologies are transforming scholarship, governance, and state-based public diplomacy. An achievable consensus on an analytical framework and a substantial scholarly and practical literature hold promise for an emerging academic field.

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The proposition that public diplomacy is becoming an academic field often invites two responses. First, public diplomacy's meaning is evolving and contested; since there is no consensus on its analytical boundaries, it is difficult to describe the contours of an academic field that would be generally acceptable. Second, focus on public diplomacy's history as an instrument of statecraft and a literature

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