Matthew Chambers (ed.)

Hearts and Minds

US Cultural Management in 21st Century Foreign Relations



Table of Contents

Matthew Chambers
Introduction
Policy
Tess Lea and Stuart Rollo
A Servant Is Not Greater Than His Master: American Primacy in Australian Security17
Robert D. Eldridge
No Better Friend: The Outreach Efforts of the United States Marine Corps in Japan and the Asia-Pacific43
Michael C. Davies
Ebb and Flow: How Strategic Culture, Operational Art, and Threat Perceptions Have Defined the Engagement with Culture73
Institutions
Mehmed Ali
The Matrimony of Patrimony: The Troubled Marriage of Museums and Mission in U.SOccupied Iraq105
Natalia Grincheva
The Museum Dimension of American 'Soft Power': A Genealogy of Cultural Diplomacy Institutions 125
Media
Juan Luis Manfredi
MOOCs and Foreign Affairs: New Challenges for Diplomacy 165
Yasmin Djabarian
Shaping the U.S. Image in Iran via Satellite: VOA's Simaye Amrica
and Its Projection of America's Attractiveness

Serena Fusco
'These Girls Hold Our Future in Their Hands': The Case of Girl Rising 213
Language
Eunice Seixas
'Hearts and Minds': Discursive Uses and Impacts in US-Russia Relations 247
Karyn Hollis
Quantitative Linguistic Analyses of the Phrase 'Hearts and Minds':
From the Spiritualism of <i>The King James Bible</i> to the Militarism of
Wikileaks Cables
About the Authors