

School of International Service
International Communication Program
Present



Craig Hayden

University of Virginia

Public argument in Arab media
framing of the United States:
Implications for U.S. Public Diplomacy

Friday, November 9, 2007

4:00pm - 5:00pm

SIS 205

Craig Hayden is currently a Visiting Lecturer in Media Studies at the University of Virginia, and previously a Post-Doctoral Fellow at the University of Southern California's Center on Public Diplomacy, where he also received his PhD. His primary research interests include international & global media, public diplomacy, and the relationship between media framing and public argument.

His current research focuses on the study of Arab media frames, to examine how media venues structure forms of public discourse and media representation of the United States. This research is part of a growing interest in how international media can be studied as a communication infrastructure that constrains and enables global public discourse, especially in online fora such as blogs and web-based newspapers. Prof. Hayden's research also focuses on the relationship between media and U.S. foreign policy-making, such as the promotion of public diplomacy campaigns and "nation-branding" activities. This research draws upon both argument and media studies, and incorporates insights from cultural and language-centric analysis of foreign policy.

For more information, please contact IC Program Office at 202-885-1621 or icis@american.edu