R. S. ZAHARNA
Professor, School of Communication
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EDUCATION
1987   Ed.D., Communication, Columbia University
1982   M.Ed., Communication, Columbia University
1978   B.S., Foreign Service, Georgetown University

Studies
1979   Graduate School of Corporate & Political Communication,
        Fairfield University
1978   Certificate of Arab Studies, Center for Contemporary Arab Studies,
        Georgetown University
1976   Study Abroad, The American University in Cairo, Egypt

HONORS & AWARDS

2014   Top Faculty Paper, Public Relations, National Communication Association
2011   Best Paper, International Communication, International Studies Association
2011/13 Research Fellow, Center for Public Diplomacy, University of Southern
         California
2001   Recognition Award, World Association of Former United Nations
         Interns & Fellows
1996/97 Fulbright Senior Scholar (West Bank, Palestinian Territories)
1993   American University Senate Research Competition Award
1989   Top Paper, International & Intercultural Communication,
         International Communication Association
1987   Dissertation Award, Society for Intercultural Training, Education & Research

UNIVERSITY-LEVEL TEACHING

1990-Present   Full Professor (2015)
                Associate Professor (2004)
                Assistant Professor (tenured 1996)
                Public Communication Division
                School of Communication, American University

1987-1990   Assistant Professor
                      School of Communication, Howard University

1985-1987   Adjunct Associate Professor
                      Communication Studies, University of the District of Columbia

1983-1984   Lecturer, International Relations
                      An-Najah National University, Nablus (West Bank)

COMMUNICATION PROJECTS (selected)

2011 eCulture Connect
Reviewed training materials and scenarios for cultural skills development for U.S. military working in multi-cultural environments. Reviewed training techniques for U.S. military trainers working with their foreign counter parts.

2009 IAI, Inc.
Reviewed and advised on training materials for developing cultural dimensions of "adaptive thinking" and multicultural perspective-taking for U.S. military personnel. Reviewed research and assessment tools.

2009 Chaira
Developed training scripts for multicultural leadership assessment and development (Multi-LeAD) project to help U.S. military leaders recognize the skills and challenges in leading multicultural and multinational teams and help leaders develop and grow the kinds of skills needed to be effective in leading these teams.

2008 eCross Culture
Review and advised on training materials and cross-cultural pedagogical techniques for U.S. military trainers in multi-cultural environments.

2009 IAI, Inc.
Reviewed and advised on cross-cultural scenarios between U.S. military personnel and civilian population. Developed training assessment tools and approaches.

2007 Centra
Reviewed and advised on U.S. values promotion strategies in multi-cultural environments.

2004   Supreme Council for Family Affairs
          Doha, Qatar
Reviewed campaign communication and media projects for highest ranking government agency devoted to family issues.

1996- Public Relations
1997   An-Najah National University, Nablus
Assisted university with public relations training and on-site assistance in hosting its first international conference. Assisted in layout, design, and editing of official brochures profiling the university and student yearbook.

1996   Communication Skills Training
**   Palestinian Ministry of Education, Gaza Strip**
Designed and conducted 3-day workshop on communication for approximately 25 public school headmasters from throughout the Gaza Strip. Prepared skills workbook adopted by the ministry for use in training school headmasters, teachers and students in public school system.

1993   Public Relations Training / AMIDEAST, Gaza
Invited by AMIDEAST, one of largest American sponsors of training and education projects in the Arab world, to conduct the first public communication training program for institutions in the Gaza Strip.

1991 - Media Analyst
1993   Palestinian Team to the Middle East Peace Talks, Washington
Prepared daily media analysis. Assisted in media training, media inquiries, interview arrangements, and press conference set-up.

1985- Communication Consultant
1987   World Bank, Washington
Edited and supervised production of economic reports, statistical studies, and book-length manuscripts.

1983- Assistant to the President
1984   An-Najah National University, Nablus
Developed international programs department for the university, included English language training, volunteer program, university twinning agreements, international scholarships award. Assisted in the Public Relations Office. Developed information and promotional materials for university.

1979- Information Officer
1983   Palestinian Mission to the United Nations, New York
Monitored press. Arranged broadcast, print, and satellite interviews with international media. Assisted visiting officials with media training and U.N. addresses. Handled inquiries from the media and general public, including information briefings to delegations from American schools. Assisted in drafting U.N. speeches and resolutions submitted by the Mission. Delivered two speeches to the U.N. Special Political Committee on behalf of the Mission.

1982   Intern
      Under Secretary General's Office
      Department of Public Information, The United Nations, New York
Worked with the assistant to the Under Secretary General monitoring U.N. public information activities, reviewed department of radio, television, press, and special projects. Drafted assessment report on U.N. operations.

1977   Information Officer
      Arab Information Office, Washington
Monitored American media, prepared media summaries. Handled public information requests.

1976   Intern/Aide
      Egyptian Ministry of Information, Cairo
Interned in the Minister's office, reviewing information activities. Visited various media outlets, including the Egyptian national television and *Egyptian Gazette*.

PUBLICATIONS

Books & Monographs

R.S. Zaharna, A. Arsenault and A. Fisher (Eds.), *The Connective Mindshift: Relational, Network and Collaborative Approaches to Public Diplomacy*. (New York: Routledge, 2013). *** Paperback** edition, September 2014

R.S. Zaharna, *The Cultural Awakening in Public Diplomacy,* CPD Perspectives on Public Diplomacy (Los Angeles: Figueroa Press, 2012).

R.S. Zaharna, *Battles to Bridges: U.S. Strategic Communication and Public Diplomacy after 9/11* (Basingstoke: Palgrave-Macmillan, 2010).
 * Paperback edition with Foreword by Nicholas Cull, August 2014

Published Reviews

Reviews of *Battles to Bridges* (Palgrave-Macmillan, 2010)
Mark Finney, "Battles to Bridges," in *Media, War & Conflict* (May 2012)
Douglas Boyd, "Battles to Bridges," in *Global Media Journal* (October 2012)
Ellen Huijgh, "Battles to Bridges," in *Hague Journal of Diplomacy* (May 2011)
Ali Fisher, "Battles to Bridges," in *Journal of American Studies* (2011)
Philip Seib, "Battles to Bridges" in USC Center on Public Diplomacy (2010)
Samir Araabi, "Battles to Bridges," in *Foreign Policy in Focus* (2010)

Reviews of Relational, Network and Collaborative Public Diplomacy (Routledge, 2013)
Ellen Huigh, "Relational," in *Australian Journal of International Affairs* (April 2014).
Brooke Bagan, "Relational, in *The Hague Journal of Diplomacy* (August 2014)

Review of The Cultural Awakening in Public Diplomacy
Nicholas Cull, in *USC Center on Public Diplomacy* (April 20, 2012)

Book Chapters

R.S. Zaharna, "China's Confucius Institutes: Understanding the Relational Structure & Relational Dynamics of Network Collaboration," Jain Wang (Ed.), *Confucius Institutes and the Globalization of China's Soft Power.* CPD Perspective on Public Diplomacy. (Los Angeles: Figueroa Press, 2014)

R.S. Zaharna, "Network Purpose, Network Design," in R.S. Zaharna, A. Arsenault & A. Fisher (Eds.), *The Connective Mindshift: Relational, Network and Collaborative Approaches to Public Diplomacy*, (New York: Routledge, 2013), pp. 173-191.

R.S. Zaharna, A. Fisher and A. Arsenault, "Introduction: The Connective Mindshift," in R.S. Zaharna, A. Arsenault & A. Fisher (Eds.), *The Connective Mindshift: Relational, Network and Collaborative Approaches to Public Diplomacy*, (New York: Routledge, 2013), pp. 1-14.

R.S. Zaharna, "The Public Diplomacy Challenges of Strategic Stakeholder Engagement," in Ali Fisher and Scott Lucas (Eds.), *Trials of Engagement* (Brill, 2011), pp. 201-230.

R.S. Zaharna, "The Associative Perspective of Communication & Relational Communication in the Arab World," Proceedings of Intercultural Competence Conference (August 2010), Vol. 1, pp. 398-342.

R.S. Zaharna, "An Associative Approach to Intercultural Communication Competence in the Arab World," in Darla Deardorff (Ed.) *Sage Handbook on Intercultural Communication Competence* (Thousand Oaks, CA: Sage, 2009), pp. 179-195.

R.S. Zaharna, Ahmed Ibrahim Hammad, and Jane Masri, "Palestinian Public Relations – Inside and Out," in Sriramesh and D. Vercic (Eds.), *The Handbook of Global Public Relations: Theory, Research, and Practice, Vol. 2* (London: Routledge, 2009), pp. 220-242.

R.S. Zaharna, "Technology in Assertive & Associative Paradigms of Strategic Public Diplomacy", in Nabil Ayad and Daryl Copeland (Eds.), T*ransformational Public Diplomacy: Shaping the Future of International Relations* (London: Diplomatic Academy of London, Westminster University, 2009), pp. 112-124.

R.S. Zaharna, "Information and Relational Communication Frameworks of Strategic Public Diplomacy." In N. Snow & P. M. Taylor (Eds.) *The Routledge Handbook of Public Diplomacy.* London: Routledge, 2008, pp. 86-100.

R.S. Zaharna,"Al-Jazeera & American Public Diplomacy: A Dance of Intercultural Miscommunication," in Mohamed Zayani (Ed.), *Critical Perspectives on Al Jazeera*, (London: Pluto Press, 2005), pp. 183-202.

R.S. Zaharna, "From Propaganda to Public Diplomacy in an Information Age," in Y. Kamalipour and Nancy Snow (Eds.), War*, Media and Propaganda: A Global Perspective*, (New York: Rowman and Littlefield, 2004), pp. 219-225.

R.S. Zaharna,"Asymmetry of Cultural Styles & The Unintended Consequences of Crisis Public Diplomacy," in *Intercultural Communication and Diplomacy* (Malta: Mediterranean Academy of Diplomacy, 2004), pp. 133-142.

R.S. Zaharna,"Historia de dos Intifadas: un analisis mediatico del ascenso y la caida de la imagen palestina," [A Tale of Two Intifadas: A Communication Analysis of the Rise

and Fall of the Palestinian Image] in Ignacio Alvarez-Ossorio (ed.), *Informe Sobre El Conflicto de Palestina.* (Madrid: Ediciones del Oriente y del Meditarraneo, 2003), pp. 239-256. *In Spanish.*

R.S. Zaharna, "La diplomazia pubblica americna nel mondo arabo e musula: Un'analisi della comunicazione stratgia [American Public Diplomacy in the Arab and Muslim World: A Strategic Communication Analysis] in Salvo Vaccaro (ed.), *La Censura Infinita, Informazione in Guerra, Guerra All'Informazione..* (Milano: Mimesis Eterotopia, 2002), pp. 200-206. *In Italian.*

R.S. Zaharna,"The Palestinian Leadership & the American Media: Changing Images, Conflicting Results," in Y. Kamalipour (Ed.) *The Middle East and the American Media* (Chicago: Greenwood Press, 1995), pp. 37-49.

R. S. Zaharna, "Intercultural Public Relations: A Cross-Cultural Case Study," in A. Alkhafaji (Ed.) *Business Research Yearbook, Vol. II,* (Lanham, MD: University Press of America, 1995), pp. 809-813.

Refereed journal articles

R.S. Zaharna & Nur Uysal. Going for the Jugular in Public Diplomacy: How adversarial publics are using social media are challenging state legitimacy. *Public Relations Review.* (forthcoming, available online: http://dx.doi.org/10.1016/j.pubrev.2015.07.006

R.S. Zaharna (2015). Beyond the Individualism-Collectivism Divide to Relationalism: Explicating Cultural Assumptions in the Concept of 'Relationships.' *Communication Theory*. (forthcoming, available online: doi:10.1111/comt.12058)

Bhattiprolu Murti & **R.S. Zaharna**. (2014). India's Digital Diaspora Diplomacy: Operationalizing Collaborative Public Diplomacy Strategies for Social Media, *The Exchange Journal of Public Diplomacy*, 5, 3-29.

R.S Zaharna and William A. Rugh, W. A). "Introduction, Use of Social Media in U.S. Public Diplomacy," *Global Media Journal*, 12 (2012), 1-5. (Guest Editor, Introduction).

R.S. Zaharna, "The Soft Power Differential: Network Communication and Mass Communication in Public Diplomacy," *The Hague Journal of Diplomacy*, 2 (2007), 213-228.

R.S. Zaharna, "Toward an In-Awareness Approach to International Public Relations," *Public Relations Review* 27 (2001), pp. 135-148.

R.S. Zaharna, "Intercultural Communication and International Public Relations: Exploring Parallels," *Communication Quarterly* 48 (2000), pp.85-100

R.S. Zaharna and Juan Cristobal Villalobos, "A Public Relations Tour of Embassy Row: The Latin Diplomatic Experience," *Public Relations Quarterly* 45 (2000), pp.33-37

R.S. Zaharna, "Managing Cross-Cultural Challenges: A Pre-K Lesson for Training in the Gaza Strip," *Journal of Management Development,* 15 (1996), pp. 80-92

R.S. Zaharna, "A Perspective on Communication in Palestinian Society," *Palestine-Israel Journal of Politics, Economics and Culture* 3 (1996), pp.123-128

R.S. Zaharna, "Understanding Cultural Preferences of Arab Communication Patterns," *Public Relations Review*, 21 (1995), pp.241-255

B. Diggs-Brown & **R.S. Zaharna**, "Ethnic Diversity in the Public Relations Industry," *Howard Journal of Communications*, 6 (1995), pp. 114-123.

R.S. Zaharna, B. Diggs-Brown & J. Yamauchi, "Diversity within the Industry: External Opportunities, Internal Challenges," *International Public Relations Review*, 17 (1994), pp.13-18

R.S. Zaharna, "The ontological function of interpersonal communication: A cross-cultural analysis of Americans and Palestinians," *Howard Journal of Communication,* 3 (1991), pp. 87-98

R.S. Zaharna, "Self-Shock: The Double-binding Challenge of Identity," *International Journal of Intercultural Relations*, 13 (1989), pp. 501-526.

Feature Articles, Reviews & Commentaries

R.S. Zaharna, "From Pinstripes to Tweets: How Today's Digital Diplomats are Winning (and Losing Hearts and Minds. *Cairo Review*, 16, (January 2015), pp. 100-111.

R.S. Zaharna, "Palestinian Public Diplomacy," *This Week in Palestine*, Issue No. 194, pp. 21-26. June 2014 *Invited

R.S. Zaharna, "Obama, U.S. Public Diplomacy and the Islamic World," *World Politics Review*, March 16, 2009, pp. 18-23. *Invited

R.S. Zaharna, "Tools of Engagement," *Bulletin of the Atomic Scientist*s, vol. 62, no. 5 (September/ October 2006), pp. 66-68. [Review of the U.S. Government Accountability Office, "U.S. Public Diplomacy," May 2006] *Invited

R.S. Zaharna, "The U.S. Credibility Deficit," *Foreign Policy in Focus*, December 13, 2006. http://fpif.org/the_us_credibility_deficit/

R.S. Zaharna, "The Network Paradigm of Strategic Public Diplomacy," Policy Brief, *Foreign Policy in Focus*, Vol. 10, No. 1, April 2005. http://www.fpif.org/briefs/vol10/v10n01pubdip.html

R.S. Zaharna, "Switching the Strategic Focus of American Public Diplomacy: Forget Battles, Think Bridges," Foreign Affairs Commentary, *Foreign Policy in Focus.* October 23, 2004. http://www.fpif.org/commentary/2004/0410bridges_body.html

R.S. Zaharna, (Review) William Rugh (2004). *Arab Mass Media: Newspapers, Radio, and Television in Arab Politics.* Westport, CT: Praeger. Book Review, *Journalism and Mass Communication Quarterly*, (Fall 2004): 81, 3. *Requested

R.S. Zaharna, "Repeat: Iraq is not a Modern Day Germany," Op-ed, *The Christian Science Monitor*, August 21, 2003. http://www.csmonitor.com/2003/0821/p09s02-coop.html

R.S. Zaharna, "Unintended Consequences of Crisis Public Diplomacy: America Public Diplomacy in the Arab World," Policy Brief*, Foreign Policy in Focus*, June 2003. http://www.fpif.org/briefs/vol8/v8n02diplomacy.html

R.S. Zaharna, "Winning Round Two of American Public Diplomacy in the Arab World," Global Affairs Commentary, *Foreign Policy in Focus*, June 13, 2003. http://www.fpif.org/commentary/2003/0306comm.html

R.S. Zaharna, "Osama Bin Laden's Message to the Muslim World: 'I am not the enemy. America is,'" Global Affairs Commentary, *Foreign Policy in Focus*, February 2003. http://www.fpif.org/commentary/2003/0302binladen.html

R.S. Zaharna, "The New Bin Laden Tape," Op-ed, *Counter Punch*, February12, 2003. http://www.counterpunch.org/zaharna02122003.html

R.S. Zaharna, (Review) Lisa Wedeen. (1999). *Ambiguities of Domination: Politics, Rhetoric and Symbols in Contemporary Syria*. Chicago: University of Chicago Press. Book Review, *The Review of Communication* 3.1 (January 2003). Request

R.S. Zaharna, (Review) Ofra Bengio. (1998). Saddam's *Word: Political Discourse in Iraq*. New York: Oxford University Press. Book Review, *The Review of Communication* 3.1 (January 2003). Request

R.S. Zaharna, "Finding America's Voice in the Middle East," Global Affairs Commentary, *Foreign Policy in Focus*, April 17, 2002. http://www.fpif.org/commentary/2002/0204usmideast_body.html

R.S. Zaharna, "Incredible and Unbelievable," Op-ed, *Baltimore Sun*, April 14, 2002.

R.S. Zaharna, "Israel's True Intentions in Removing Arafat," Global Affairs Commentary, *Foreign Policy in Focus*, December 2001.
 http://www.fpif.org/commentary/0112arafat_body.html

R.S. Zaharna, "American Public Diplomacy in the Arab and Muslim World: A Strategic Communication Analysis," Policy Report, *Foreign Policy in Focus*, November 2001. http://www.fpif.org/papers/communication_body.html

R.S. Zaharna, "Israel's Policy of Targeting Terrorists: Implications for the U.S.," Policy Analysis, *Foreign Policy In Focus*, Vol. 6, No. 32, September 2001 http://www.fpif.org/briefs/vol6/v6n32exjud_body.html

R.S. Zaharna, "The Plan to Remove Arafat," Global Affairs Commentary, *Foreign Policy In Focus*, July 2001. http://www.fpif.org/commentary/0107arafat_body.html

Congressional Testimony

R.S. Zaharna, "9/11 Commission Recommendations on Public Diplomacy"
U.S. House Subcommittee on National Security, Emerging Threats and International Relations, August 23, 2004

R.S. Zaharna, "Public Diplomacy and Islam," U.S. Senate Committee on Foreign Relations, February 27, 2003.

R.S. Zaharna, "Are We Listening to the Arab Street," U.S. House Subcommittee on National Security, Emerging Threats and International Relations, October 8, 2002.

Professional Blogs

R.S. Zaharna, "A Tale of Two Speeches: American Identity & Diplomacy," *USC Center on Public Diplomacy, Blog Series,* August 6, 2015
http://uscpublicdiplomacy.org/blog/tale-two-speeches-american-identity-and-diplomacy

R.S. Zaharna, "Culture Post: U.S. & Cuban Lessons in Isolation and Engagement, *USC Center on Public Diplomacy, Blog Series,* July 20, 2015
http://uscpublicdiplomacy.org/blog/culture-posts-us-cuban-lessons-isolation-and-engagement

R.S. Zaharna, "Culture Post: What about the Public Diplomacy Context?" *USC Center on Public Diplomacy, Blog Series,* June 1, 2015.
http://uscpublicdiplomacy.org/blog/culture-posts-what-about-public-diplomacy-context

R.S. Zaharna, "Culture Post: Gaza in the First Person," *USC Center on Public Diplomacy, Blog Series,* July 14, 2014.
http://uscpublicdiplomacy.org/blog/gaza-first-person

R.S. Zaharna, "Culture Post: Propaganda by Default in Ukraine," *USC Center on Public Diplomacy, Blog Series,* April 9, 2014.
http://uscpublicdiplomacy.org/blog/culture-posts-propaganda-default-ukraine

R.S. Zaharna, "Culture Post: Basketball Diplomacy in CNN's Court," *USC Center on Public Diplomacy, Blog Series,* January 13, 2014.
http://uscpublicdiplomacy.org/blog/culture-posts-basketball-diplomacy-cnns-court

R.S. Zaharna, "Culture Posts: Public Diplomacy in the Ancient World," *USC Center on Public Diplomacy, Blog Series,* November 26, 2013.
http://uscpublicdiplomacy.org/blog/culture-posts-public-diplomacy-ancient-world

R.S. Zaharna, "Culture Posts: Sharpening the Relational Lens in PD, Lessons from Egypt 2013," *USC Center on Public Diplomacy, Blog Series,* August 19, 2013.
http://uscpublicdiplomacy.org/blog/sharpening-relational-lens-pd-lessons-egypt-2013

R.S. Zaharna, "Culture Posts: Domestic Stakeholders in Public Diplomacy, Lessons from Brazil," *USC Center on Public Diplomacy, Blog Series,* July 1, 2013.
http://uscpublicdiplomacy.org/blog/culture_posts_domestic_stakeholders_in_public_diplomacy_lessons_from_brazil/

R.S. Zaharna, "Culture Posts: Five Critical Roles of the Domestic Publics in Public Diplomacy," *USC Center on Public Diplomacy, Blog Series,* June 25, 2013
http://uscpublicdiplomacy.org/blog/culture-posts-five-critical-roles-domestic-publics-pd

R.S. Zaharna, "Culture Posts: Who Is the Public In Public Diplomacy? *USC Center on Public Diplomacy, Blog Series,* May 22, 2013.
http://uscpublicdiplomacy.org/blog/culture-posts-who-public-public-diplomacy

R.S. Zaharna, "Culture Posts: Four Fallacies of Network Public Diplomacy," *USC Center on Public Diplomacy, Blog Series,* March 20, 2013.
http://uscpublicdiplomacy.org/blog/culture_posts_four_fallacies_of_network_public_diplomacy

R.S. Zaharna, "Culture Posts: Relationalism – Implications for Public Diplomacy," *USC Center on Public Diplomacy, Blog Series,* February 12, 2013.
http://uscpublicdiplomacy.org/blog/culture-posts-relationalism-%E2%80%93-implications-public-diplomacy

R.S. Zaharna, "Culture Posts: Emergence of Relationalism," *USC Center on Public Diplomacy, Blog Series,* February 4, 2013
http://uscpublicdiplomacy.org/blog/culture-posts-emergence-relationalism

R.S. Zaharna, "Culture Posts: Individualism, Collectivism – and Relationalism," *USC Center on Public Diplomacy, Blog Series*, January 28, 2013. **** TOP Post for the Center's Website, 2013**
http://uscpublicdiplomacy.org/blog/culture-posts-individualism-collectivism--and-relationalism

R.S. Zaharna, "Culture Posts: The 4th Quadrant of Public Diplomacy," in *e-International Relations;* cross-posted *USC Center on Public Diplomacy, Blog Series,* November 6, 2012. http://uscpublicdiplomacy.org/blog/4th-quadrant-public-diplomacy

R.S. Zaharna, "Paradox of Promoting National Values," in *Charhar Institute Newsletter (in Chinese,* October 8, 2012).

R.S. Zaharna, "Culture Posts: Giving Voice to Publics," in *USC Center on Public Diplomacy, Blog Series*, September 18, 2012. http://uscpublicdiplomacy.org/blog/culture-posts-giving-voice-publics

R.S. Zaharna, "Culture Posts: Paradox of Promoting Values," in *USC Center on Public Diplomacy, Blog Series*, September 10, 2012.
http://uscpublicdiplomacy.org/blog/culture-posts-olympic-pageantry-symbolism

R.S. Zaharna, "Culture Posts: Olympic Pageantry of Symbolism," *USC Center on Public Diplomacy, Blog Series*, July 16, 2012.
http://uscpublicdiplomacy.org/blog/culture-posts-olympic-pageantry-symbolism

R.S. Zaharna, "Culture Posts: A New Frame - The U.S. Public Diplomacy Act of 2014." *USC Center on Public Diplomacy, Blog Series,* June 7, 2012.
http://uscpublicdiplomacy.org/blog/culture-posts-new-frame-us-public-diplomacy-act-2014

R.S. Zaharna, "Culture Posts: Exposing the Battle of U.S. Values in the Smith-Mundt Debate *USC Center on Public Diplomacy, Blog Series,* June 6, 2012.
http://uscpublicdiplomacy.org/blog/culture-posts-exposing-battle-us-values-smith-mundt-debate

R.S. Zaharna, "Social Media antithesis of Traditional Diplomacy?" *battles2bridges,* May 21, 2012. http://battles2bridges.wordpress.com/2012/05/21/new-media-antithesis-of-old-diplomacy/

R.S. Zaharna, "The Ironies of Social Media in Public Diplomacy," *USC Center on Public Diplomacy, Blog Series,* May 20, 2012.
http://uscpublicdiplomacy.org/blog/the_ironies_of_social_media_in_public_diplomacy1

R.S. Zaharna, "Connecting Dots -- Tara, Policies and People," *battles2bridges,* April 26, 2012. http://battles2bridges.wordpress.com/2012/04/26/connecting-dots-tara/

R.S. Zaharna, "Teaching Public Diplomacy 2.0," *battles2bridges,* April 12, 2012).
http://battles2bridges.wordpress.com/2012/04/12/public-diplomacy-teaching-2-0

R.S. Zaharna, "Culture Posts: Oscar Lessons in the Persuasive Power of Stories and Storytelling." *USC Center on Public Diplomacy, Blog Series*, March 8, 2012.
http://uscpublicdiplomacy.org/blog/culture_posts_oscar_lessons_in_the_persuasive_power_of_stories_and_storytel

R.S. Zaharna, "Culture Posts: Capturing the Ahh and Aha! Experience in Cultural Diplomacy," *USC Center on Public Diplomacy, Blog Series*, January 9, 2012.
http://uscpublicdiplomacy.org/blog/culture-posts-capturing-ahh-and-aha-experience-cultural-diplomacy

R.S. Zaharna, "Culture Posts: Developing Cultural In-Awareness in Public Diplomacy," in *USC Center on Public Diplomacy, Blog Series,* December 28, 2011.
http://uscpublicdiplomacy.org/blog/culture-posts-developing-cultural-awareness-public-diplomacy

R.S. Zaharna, "Public Diplomacy Full Circle: From Tahrir Square to Zuccotti Park," *battles2bridges,* November 20, 2011.
http://battles2bridges.wordpress.com/2011/11/20/public-diplomacy-full-circle-from-tahrir-square-to-zuccotti-park/

R.S. Zaharna, "Culture Posts: Exploring the Cultural Underbelly of Public Diplomacy," *USC Center on Public Diplomacy, Blog Series,* November 14, 2011.
http://uscpublicdiplomacy.org/blog/culture-posts-exploring-cultural-underbelly-public-diplomacy

R. S. Zaharna, "Arab League, Keeping Up with Online Public Diplomacy," *batles2bridges,* November 12, 2011.
http://battles2bridges.wordpress.com/2011/11/12/arab-league-keeping-up-with-online-public-diplomacy/

R. S. Zaharna, "Dialogue, Mutual Understanding and Mutuality," *battles2bridges,* October 13, 2011.
http://battles2bridges.wordpress.com/2011/10/13/dialogue-mutual-understanding-mutuality/

R. S. Zaharna, "Conspicuous by Their Absence," *battles2bridges,* September 25, 2011.

http://battles2bridges.wordpress.com/2011/09/25/conspicuous-by-their-absence/

R. S. Zaharna, "Historical Influences on US Public Diplomacy," *battles2bridges,* September 21, 2011. http://battles2bridges.wordpress.com/2011/09/21/historical-influences-on-us-public-diplomacy/

R. S. Zaharna, "Relational Approaches in Public Diplomacy -- A Return to the Past?" *battles2bridges,* September 4, 2011. http://battles2bridges.wordpress.com/2011/09/04/return-to-relations/

R. S. Zaharna, "Collaboration: The Strategic Core of Public Diplomacy," *battles2bridges,* August 12, 2011. http://battles2bridges.wordpress.com/2011/08/12/collaboration-the-strategic-core-of-public-diplomacy/

R. S. Zaharna, "Lessons of 'Inter-connectedness"," *battles2bridges,* August 5, 2011. http://battles2bridges.wordpress.com/2011/08/05/lessons-of-interconnectedness/

R. S. Zaharna, "Visual Propaganda?" *battles2bridges,* July 21, 2011. http://battles2bridges.wordpress.com/2011/07/21/emotionally-charged-visuals/

R. S. Zaharna, "Ethics & Credibility in Public Diplomacy," *battles2bridges,* June 4, 2011. http://battles2bridges.wordpress.com/2011/06/04/ethics-credibility-in-public-diplomacy/

R.S. Zaharna, "When snow hit, one American U class moved to Facebook" *Washington Post blog*, (February 2, 2011). http://voices.washingtonpost.com/campus-overload/2011/02/snow_hits_and_class_moves_to_f.html

Invited Presentations & Conference Presentations

R.S. Zaharna, "Contested Narratives, Contested Identities: Exploring the Relational Dynamics and Identity Function in Public Diplomacy," International Communication Association, San Juan, Puerto Rico, May 20, 2015.

R.S. Zaharna, "South Africa - Nation Branding as Public Diplomacy," International Communication Association, San Juan, Puerto Rico, May 21, 2015.

Di Wu, & **R.S. Zaharna**, "Building Guanxi in Cultural Diplomacy: An Intercultural Communication Analysis of China's Confucius Institute Initiative," International Communication Association, San Juan, Puerto Rico, May 21, 2015.

R.S. Zaharna, "Rapid Response Public Diplomacy," International Studies Association. New Orleans, February 19, 2015.

R.S. Zaharna, "The Identity Function of Public Diplomacy: Exploring Identity Narratives," International Studies Association, New Orleans. February 18, 2015.

R.S. Zaharna, The Confucius Institutes as a New Cultural Diplomacy. Confucius Institute Global Conference, Xiamen, China, December 9, 2014.

R.S. Zaharna & Nur Uysal, "Going for the Jugular: The Challenge from the 4th Quadrant of a Relational Public Diplomacy Model" National Communication Association Conference, November 20-23, 2014 ***Top Faculty Paper,** announced June 30, 2014

R.S. Zaharna, "Workshop participant," Second International Conference on Interfaith Dialogue, Ministry of Foreign Affairs, Prizen, Kosovo, May 23, 2014. *Invited

R.S. Zaharna, "Diaspora in Reactive Public Diplomacy," International Studies Association, Toronto, March 24-27, 2014.

R.S. Zaharna, "The "Relational Turn" to the Hard Questions in Public Diplomacy, International Studies Association, Toronto, March 24-27, 2014.

R.S. Zaharna, "China's Confucius Institute: The Soft Power Differential," 9th Annual Research Conference, New Era in Cultural Diplomacy, USC Center on Public Diplomacy, Los Angeles, February 28, 2014. *Invited

R.S. Zaharna, "Exploring Cultural Assumptions of "Relationships" in Organization-Public Relations (OPR): Relationship-building and Relational-being," National Communication Association, Washington, DC, November 21, 2013.

R. S. Zaharna, "Public Diplomacy: The "Sunrise" and Communication Synergy of a New Field," National Communication Association, Washington, DC, November 21, 2013. (Panel Organizer & Chair)

R.S. Zaharna, "The Critical Role of the Domestic Public in Public Diplomacy," Association of Public Diplomacy Scholars Conference "Public Diplomacy on the Frontlines," Center on Public Diplomacy, University of Southern California, Los Angeles, May 3, 2013. *Invited

R.S. Zaharna, "Relational Approaches in Public Diplomacy," International Studies Association, San Francisco, April 5, 2013.

R.S. Zaharna, "The Connective Mindshift in Public Diplomacy," International Studies Association, San Francisco, April 5, 2013.

R.S. Zaharna, "Trends in Political Mobilization: How State and Non-State Actors Are Using the Traditional and Social Media to Engage the Public," Regional Realities of Gulf Security and Transregional Concerns Symposium sponsored by Royal United Serves Institute for Defense and Security Studies (RUSI) and DERSAT, Bahrain, June 12-13, 2012. *Invited

R.S. Zaharna, "Analyzing China's Confucius Institutes as a Network Public Diplomacy Initiative," International Studies Association, San Diego, CA, April 1-4, 2012.

R.S. Zaharna, "Public Diplomacy Analysis of the Organization of Islamic Cooperation," First Global Congress for Muslim Public Relations Practitioners, Kuala Lumpur, December 5-8, 2011. *Invited

R.S. Zaharna, "Public Relations and Public Diplomacy: Sister Fields," International Islamic University of Malaysia, Kuala Lumpur, December 9, 2011. *Invited

R.S. Zaharna, "Nation Branding: Promises & Pitfalls," Kosovo Hope Fellows, Public Diplomacy Council, Washington, DC, May 12, 2011. *Invited

R.S. Zaharna, "An Associative Approach to Intercultural Competence," Intercultural Horizons, International Center for Intercultural Exchange, Sienna, Italy, May 7-8, 2001 (electronic presentation). *Invited

R.S. Zaharna, "Relational Spheres and the Primacy of Domestic and Diaspora Publics in Global Public Diplomacy," International Studies Association, Montreal, Canada, March 16, 2011. **Best Paper Award**, International Communication

R.S. Zaharna, "Strategic Stakeholder Engagement in Public Diplomacy," International Studies Association, Montreal, Canada, March 16, 2011.

R.S. Zaharna, Perspectives of Strategic Communication," Pre-conference, Singapore Management University and International Communication Association, Singapore, June 22, 2010. *Co-organizer with Singapore Management University.

R.S. Zaharna, "A Global Tour of Nation Branding Initiatives," Pre-conference, Singapore Management University and International Communication Association, Singapore, June 22, 2010.

R.S. Zaharna, "Intercultural Communication," NATO Defense College, NATO Regional Cooperation Course (NRCC), Rome, March 10, 2010. *Invited

R.S. Zaharna, "Associative Approach to Intercultural Competence in the Arab World," Association of International Education Administrators, Washington, DC, February 15, 2010.

R.S. Zaharna, "An Associative Approach to Intercultural Competence in the Arab World," Second International Conference on Intercultural Competence, University of Arizona, Tucson, Arizona, January 29-31, 2010. (Plenary Speaker) *Invited

R.S. Zaharna, "Public Diplomacy through the Looking Glass: Obama, US Public Diplomacy, and the Islamic World," Symposium on Religion, Media and International Affairs, Syracuse University, Syracuse, New York, April 4, 2009. *Invited

R.S. Zaharna, "Technology in Assertive & Associative Paradigms of Strategic Public Diplomacy," International Symposium on Transformation Public Diplomacy, Diplomatic Academy of London, Westminster University, London, April 31-May 1, 2008. *Invited

Kevin C. Ruess, Stephen Zaccaro, **R.S. Zaharna**, Preetam Maloor, Jacqueline Haynes "Simulation Based Approach to Cross Cultural Training for Higher Order Cultural Awareness," NATO Symposium on Adaptability in Coalition Teamwork, Copenhagen, Denmark, April 21-23, 2008. [colleague delivered]

R.S. Zaharna, "Islam and the Media," Carnegie Foundation, Islamic Initiative, Washington, D.C., April 22, 2008. *Invited

R.S. Zaharna, "Words as Bridges: Information- versus Relations-based Rhetorical Strategies in the War on Terror," International Studies Association, Chicago, March 1-3, 2007.

R.S. Zaharna, "The Network Communication Paradigm: Creating Soft Power in a Global Communication Era," International Studies Association, Chicago, March 1-3, 2007.

R.S. Zaharna, "Navigating Foreign Cultural Terrains," U.S. Air Force, Strategic Operations School, Middle East Orientation Course, Hurlburt Field, FL, July 27, 2006. *Invited

R.S. Zaharna, "Cultural Texture: Urban Warfare & Global Strategic Communication," Symposium on the 'War of Ideas' & Global War on Terror, Naval Postgraduate School, Monterey, California, December 13-14, 2005. *Invited

R.S. Zaharna, "A Global Tour of Public Diplomacy," Cross-Cultural Communication Conference, Notre Dame University, Beirut, Lebanon, May 26, 2005. *Invited

R.S. Zaharna, "Distortions of Culture: Americans in Iraq," International Conference on Intercultural Communication and Diplomacy, Mediterranean Academy of Diplomacy, Malta, February 14, 2004.

R.S. Zaharna, "Restoring America's Image Abroad," 15-member roundtable discussion chaired by former U.S. Secretary of State Madeleine K. Albright, William Davidson Institute, Washington, DC, December 2, 2003. *Invited

R.S. Zaharna, "The Challenge of American Public Diplomacy," Public Diplomacy Training Program, U.S. Department of State, Washington, DC, November 9, 2003. *Invited

R.S. Zaharna, "New Trends in American Public Diplomacy," George P. Shultz National Foreign Service Training Institute, Arlington, August 5, 2003. *Invited

R.S. Zaharna, "Pros & Cons of Arm's Length Public Diplomacy," *Symposium on Public Diplomacy*, The Heritage Foundation, Washington, DC, July 10, 2003. [available online, *Heritage Lectures*, No. 817, January 13, 2004, pp. 22-25.] *Invited

R.S. Zaharna, "Palestinian-Israeli Images," Institute of Policy Studies, Washington, DC, April 23, 2002. *Invited

R.S. Zaharna, "Perceptions of America," (Moderator), Fulbright Senior Scholars Conference, Washington, D.C., April 9, 2002.

R.S. Zaharna, "Speaking with the American Media and Public," Council on American Islamic Relations, Annual Conference, Fairfax, VA, March 30, 2002 *Invited

R.S. Zaharna, "The Role of NGOs in American Public Diplomacy" U.S. Department of State, Symposium on Non-Governmental Organizations, Washington, DC, October 16, 2001. *Invited

R.S. Zaharna, "International Public Relations in the Middle East," Public Relations Society of America, Washington DC, October 25, 2000. *Invited

R.S. Zaharna, "Stereotyping in the American Media," Center for Contemporary Arab Studies, Georgetown University, Washington, D.C., May 15, 2000. *Invited

R.S. Zaharna, "Changes in Palestinian Society and Palestinian Values," *The Florence Kluckhohn Center Symposium for the Study of Values*, Seattle, Washington, February 1997. *Invited

R.S. Zaharna, "American and Arab Communication," *Hearst Lecture Series*, Western Kentucky University, Bowling Green, November 1995. (Presented eight lectures in 48 hours) *Invited

R.S. Zaharna, "The Middle East and the Media," United Nations Symposium on the Question of Palestine, Montreal, July 1994. *Invited

R.S. Zaharna, "Bridging Cultural Differences: American Public Relations Practices and Arab Communication Patterns," Association for Education in Journalism & Mass Communication, Washington, DC, August 1995.

R.S. Zaharna, "Rhetorical Ethnocentricism," Speech Communication Association, New Orleans, November 1994.

R.S. Zaharna, "The Multicultural Challenge of Identity in the Classroom," Eastern Communication Association, Washington, DC, May 1993.

R.S. Zaharna, "Communication and Identity," Howard University Communication Conference, Washington, DC, October 1989.

R.S. Zaharna, "The Role of Radio in the Palestinian Intifadah," Howard University Communication Conference, Washington, DC, October 1989.

R.S. Zaharna, "Self-Shock," Society for Applied Anthropology, Santa Fe, April 1989.

R.S. Zaharna, "Intercultural Dimensions of Conflict Resolution," Howard University Communication Conference, Washington, DC, October 1988.

R.S. Zaharna, "Sense-Making in the Intercultural Setting," Society for Intercultural Training, Education and Research, Boston, May 1989.

R.S. Zaharna, "Self-Shock: An Intrapersonal Analysis of the Intercultural Experience," International Communication Association, New Orleans, May 1988.
(**Top Faculty Paper,** International and Intercultural Communication Division)

R.S. Zaharna, "Self-Shock" Society for Intercultural Education, Training and Research, Montreal, Canada, May 1987 (**SIETAR Award for Outstanding Dissertation**).

Professional Manuals

R.S. Zaharna, *Proposal Writing Handbook.* Sponsor: An-Najah National University, Nablus, 1997.

R.S. Zaharna, *Toolbox of Communication Skills: A Workbook for School Educators.* Sponsor: Palestinian Ministry of Education, Gaza, 1997. In Arabic.

R.S. Zaharna, *Facts on An-Najah National University: Official Brochure.* Sponsor: An-Najah National University, Nablus, 1996.

R.S. Zaharna, *Media & Public Relations Handbook: Bridging the Arab & American Cultural Divide.* Sponsor: Palestinian Delegation to ME Peace Talks, Washington, DC, 1994.

R.S. Zaharna, *Developing Your Printed Materials for Western Audience.* Sponsor: AMIDEAST, Gaza, 1993.

R.S. Zaharna, *Planning Special Events for Your Institution.* Sponsor: AMIDEAST, Gaza, 1993.

R.S. Zaharna, *Developing Good Media Relations.* Sponsor: AMIDEAST, Gaza, 1993.

R.S. Zaharna, *Preparing "Q & A" Brochures.* Sponsor: Law in the Service of Man, Gaza, 1992.

R.S. Zaharna, *Tips on Public Speaking.* Sponsor: Palestinian delegation to the Middle East Peace Talks, Washington, D.C, 1991.

R.S. Zaharna, *Working with the International Media.* Sponsor: Palestinian delegation to the Middle East Peace Talks, Washington, D.C., 1991.

Editorial Membership

Global Media Journal, Advisory Board, 2009 to present. [Guest Editor, Special Issue Fall 2012, Use of Social Media in U.S. Public Diplomacy]

Howard Journal of Communication, Editorial Board, 1991 to present.

International and Intercultural Communication Annual, Vol. 28 (Sage Publications, 2004), Contributing Editor.

International and Intercultural Communication Annual, Vol. 27 (Sage Publications, 2003), Contributing Editor.