

## ORGANIZERS

The seminar is jointly organized by the Center for United States Studies, Martin Luther University Halle-Wittenberg, the Embassy of the United States of America, and Department of English and American Studies, Humboldt University Berlin.

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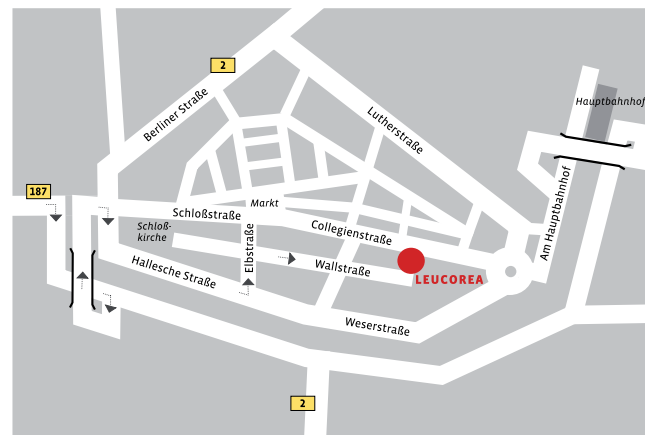
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## AMERICAN STUDIES BLOCK SEMINAR



# THE FUTURE OF PUBLIC DIPLOMACY

JULY 10-12, 2009  
LUTHERSTADT WITTENBERG  
LEUCOREA FOUNDATION



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**FRIDAY, JULY 10**

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- 15:00 Arrival and Registration
- 16:00 **Welcome and Introduction**  
Prof. Dr. Hans-Jürgen Grabbe, Martin Luther University Halle-Wittenberg  
Dr. Martina Kohl, U.S. Embassy Berlin
- 16:15 **“Soft Power—Smart Power: The Future of Public Diplomacy”**  
Dr. Helena Kane Finn, Minister Counselor for Public Affairs, U.S. Embassy Berlin
- 17:15 Coffee Break
- 17:45 **“The History of German-American Relations: From Enemies to Partners”**  
Prof. Dr. Hans-Jürgen Grabbe
- 18:15 Dinner
- 19:30 **Tour of the Library**  
Anton Hieke, M.A., Librarian
- 20:00 **“The Image of the U.S. and American Writing”**  
Dr. Helena Kane Finn in conversation with Geraldine Brooks, novelist and journalist, and Tony Horwitz, writer and journalist
- 21:00 Social Gathering in the ZUSAS Library

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**SATURDAY, JULY 11**

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- 08:00 Breakfast
- 09:00 **“Public Diplomacy from the Perspective of the German Foreign Office”**  
Petra Stöckl, Desk Officer for Media and Cultural Relations, Auswärtiges Amt
- 10:00 Coffee Break
- 11:00 **“Cold War Public Diplomacy and the Question of Race”**  
Prof. Dr. Vaughn Rasberry, University of Chicago  
Humboldt University Berlin
- 12:00 **Public Diplomacy: Student Projects—A Discussion**  
Prof. Dr. Hans-Jürgen Grabbe/Dr. Martina Kohl
- 12:30 Lunch
- 13:30 Guided Tour of Wittenberg
- 15:00 **Student Group Work and Research**
- 16:30 Coffee Break
- 17:00 **Research Time**
- 18:30 Barbecue in the Leucoreahof
- 21:00 **Film Showing**

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**SUNDAY, JULY 12**

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- 08:00 Breakfast
- 09:00 **Meeting in the Auditorium: Final Questions**
- 09:30 **Research and Writing Period**
- 10:00 Coffee Break
- 10:15 **Research and Writing Period**
- 12:00 Lunch
- 13:00 **Student Presentations/Discussion**
- 14:30 Coffee Break
- 14:45 **Student Presentations/Discussion Cont.**
- 16:00 End of Program
- Departure



“Huh. So Iran just friended us on Facebook ... Like, do I accept?”