

R. S. ZAHARNA

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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 & FELLOWSHIPS

- 2019 Fellow, North America Cultural Diplomacy Initiative
- 2019 Advisor, World Council on Intercultural Communication Competence
- 2018 2nd Place Faculty Paper, Public Diplomacy Interest Group, International
Communication Association
- 2018 Distinguished Scholar in International Communication, International Studies
Association
- 2018 Outstanding Mentorship in Doctoral Studies, American University
- 2017 Top Blog Post Year 2017, USC Center on Public Diplomacy
- 2017 Faculty Fellow, Center on Public Diplomacy, University of Southern
California
- 2014 Top Faculty Paper, Public Relations, National Communication Association
- 2013 Top Blog Post Year 2013, USC Center on Public Diplomacy
- 2011 Best Paper, International Communication, International Studies Association
- 2011 Research Fellow, Center on Public Diplomacy, University of Southern
California
- 2001 Recognition Award, World Association of Former United Nations
Interns & Fellows
- 1996 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)

PUBLICATIONS

Books & Monographs

R.S. Zaharna, *Boundary Spanners of Humanity: Three Logics of Communication and Public Diplomacy for Global Collaboration*. (New York: Oxford University Press, 2022).

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

Refereed journal articles

R.S. Zaharna, "A Humanity-centered Vision of Soft Power for Public Diplomacy's Global Mandate," *Journal of Public Diplomacy*, 1(2) (2021), 27-48.

R.S. Zaharna, "The Pandemic's Wake-up Call for Humanity-centered Public Diplomacy," *Place Branding and Public Diplomacy* (Special Issue), October 2021, 1-4. <https://doi.org/10.1057/s41254-021-00244-0>

R.S. Zaharna, "Western Assumptions in Non-Western Public Diplomacies: Individualism and Estrangement," *Hague Journal of Diplomacy* (Special Issue), 14(3), (2019), 216-223.

R.S. Zaharna, "Culture, Cultural Diversity and Humanity-centred Diplomacies," *Hague Journal of Diplomacy* (Special Issue), 14(1/2) (2019), 117-133.

R.S. Zaharna, "Reassessing "Whose story wins:" Identity Resilience and Narrative Paradoxes in Public Diplomacy," *International Journal of Communication*, 10 (2016), pp. 4407-4438.

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*, 42 (2016), pp. 109-119. <http://dx.doi.org/10.1016/j.pubrev.2015.07.006>

R.S. Zaharna. Beyond the Individualism-Collectivism Divide to Relationalism: Explicating Cultural Assumptions in the Concept of 'Relationships.' *Communication Theory*, 26 (2016), pp. 190-211. doi:10.1111/comt.12058)

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

R.S. Zaharna & 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), pp. 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.

Book Chapters

R.S. Zaharna & Arsenault, A., Relational and Collaborative Approaches in Public Diplomacy, in E. Gilboa, *Public Diplomacy Research*, (Forthcoming 2023).

R. S. Zaharna, "Communication Logics of Global Public Diplomacy." In N. Snow and N. Cull (Ed.), *Routledge Handbook of Public Diplomacy* (pp. 96-111). New York: Routledge, (2020). *Leading handbook on public diplomacy

R.S. Zaharna, Global Engagement: Culture and Communication Insights from Public Diplomacy, in M. Taylor and K. Johnston, *Handbook of Engagement*. (New York: Wiley, 2018), pp. 313-330.

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* (Leiden-Boston: Martinus Nijhoff, 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.), *Transformational 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 Mediterraneo, 2003), pp. 239-256. *In Spanish*.

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.

Policy Papers, Feature/Invited Articles, Reviews & Commentaries

R.S. Zaharna "Diversity in Publics and Diplomacy," Project Diplomacy in the 21st Century, Working Paper No15, Stiftung Wissenschaft und Politik, German Institute for International and Security Affairs, (September 2017), pp. 1-6. https://www.swp-berlin.org/fileadmin/contents/products/arbeitspapiere/WP_Diplomacy21_No15_Rhonda_Zaharna.pdf

R.S. Zaharna, "Emotion, Identity & Social Media: Developing a New Awareness, Lens & Vocabulary for Diplomacy," Project Diplomacy in the 21st Century, Working Paper No.2, Stiftung Wissenschaft und Politik, German Institute for International and Security Affairs, (January 2017), pp. 1-8. https://www.swp-berlin.org/fileadmin/contents/products/arbeitspapiere/WP_Diplomacy21_No2_RS_Zaharna.pdf

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 Scientists*, 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.

R.S. Zaharna, "The Network Paradigm of Strategic Public Diplomacy," Policy Brief, *Foreign Policy in Focus*, Vol. 10, No. 1, April 2005.

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.

R.S. Zaharna, "Unintended Consequences of Crisis Public Diplomacy: America Public Diplomacy in the Arab World," Policy Brief, *Foreign Policy in Focus*, June 2003.

R.S. Zaharna, "Winning Round Two of American Public Diplomacy in the Arab World," Global Affairs Commentary, *Foreign Policy in Focus*, June 13, 2003.

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.

R.S. Zaharna, "The New Bin Laden Tape," Op-ed, *Counter Punch*, February 12, 2003.

R.S. Zaharna, "Finding America's Voice in the Middle East," Global Affairs Commentary, *Foreign Policy in Focus*, April 17, 2002.

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

R.S. Zaharna, "American Public Diplomacy in the Arab and Muslim World: A Strategic Communication Analysis," Policy Report, *Foreign Policy in Focus*, November 2001.

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, "Public Diplomacy and Wicked Problems," *USC Center on Public Diplomacy*, February 3, 2023.

- R.S. Zaharna**, “Envisioning Public Diplomacy’s Global Mandate,” *USC Center on Public Diplomacy*, January 26, 2022.
- R.S. Zaharna**, “Remembering a Public Diplomacy Champion: Senator Richard Lugar,” *USC Center on Public Diplomacy Blog*, May 28, 2019.
- R.S. Zaharna**, “Trumping Traditional Public Diplomacy,” *USC Center on Public Diplomacy*, January 17, 2017. [#1 blog for Year 2017]
- R.S. Zaharna**, “Culture Post: Between Identity and Image,” *USC Center on Public Diplomacy, Blog Series*, January 28, 2016.
- R.S. Zaharna**, “Culture Post: The Parallels & Paradoxes of anti-Terrorism Communication.” *USC Center on Public Diplomacy, Blog Series*, March 1, 2016.
- R.S. Zaharna**, “A Tale of Two Speeches: American Identity & Diplomacy,” *USC Center on Public Diplomacy, Blog Series*, August 6, 2015
- R.S. Zaharna**, “Culture Post: U.S. & Cuban Lessons in Isolation and Engagement,” *USC Center on Public Diplomacy, Blog Series*, July 20, 2015
- R.S. Zaharna**, “Culture Post: What about the Public Diplomacy Context?” *USC Center on Public Diplomacy, Blog Series*, June 1, 2015.
- R.S. Zaharna**, “Culture Post: Gaza in the First Person,” *USC Center on Public Diplomacy, Blog Series*, July 14, 2014.
- R.S. Zaharna**, “Culture Post: Propaganda by Default in Ukraine,” *USC Center on Public Diplomacy, Blog Series*, April 9, 2014.
- R.S. Zaharna**, “Culture Post: Basketball Diplomacy in CNN’s Court,” *USC Center on Public Diplomacy, Blog Series*, January 13, 2014.
- R.S. Zaharna**, “Culture Posts: Public Diplomacy in the Ancient World,” *USC Center on Public Diplomacy, Blog Series*, November 26, 2013.
- 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.
- R.S. Zaharna**, “Culture Posts: Domestic Stakeholders in Public Diplomacy, Lessons from Brazil,” *USC Center on Public Diplomacy, Blog Series*, July 1, 2013.
- 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

R.S. Zaharna, "Culture Posts: Who Is the Public In Public Diplomacy?" *USC Center on Public Diplomacy, Blog Series*, May 22, 2013.

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

R.S. Zaharna, "Culture Posts: Relationalism – Implications for Public Diplomacy," *USC Center on Public Diplomacy, Blog Series*, February 12, 2013.

R.S. Zaharna, "Culture Posts: Emergence of Relationalism," *USC Center on Public Diplomacy, Blog Series*, February 4, 2013

R.S. Zaharna, "Culture Posts: Individualism, Collectivism – and Relationalism," *USC Center on Public Diplomacy, Blog Series*, January 28, 2013. [#1 blog for Year 2013

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.

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.

R.S. Zaharna, "Culture Posts: Paradox of Promoting Values," in *USC Center on Public Diplomacy, Blog Series*, September 10, 2012.

R.S. Zaharna, "Culture Posts: Olympic Pageantry of Symbolism," *USC Center on Public Diplomacy, Blog Series*, July 16, 2012.

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.

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.

R.S. Zaharna, "Social Media antithesis of Traditional Diplomacy?" *battles2bridges*, May 21, 2012.

R.S. Zaharna, "The Ironies of Social Media in Public Diplomacy," *USC Center on Public Diplomacy, Blog Series*, May 20, 2012.

R.S. Zaharna, "Connecting Dots -- Tara, Policies and People," *battles2bridges*, April 26, 2012.

- R.S. Zaharna**, "Teaching Public Diplomacy 2.0," *battles2bridges*, April 12, 2012).
- 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.
- R.S. Zaharna**, "Culture Posts: Capturing the Ahh and Aha! Experience in Cultural Diplomacy," *USC Center on Public Diplomacy, Blog Series*, January 9, 2012.
- R.S. Zaharna**, "Culture Posts: Developing Cultural In-Awareness in Public Diplomacy," in *USC Center on Public Diplomacy, Blog Series*, December 28, 2011.
- R.S. Zaharna**, "Public Diplomacy Full Circle: From Tahrir Square to Zuccotti Park," *battles2bridges*, November 20, 2011.
- R.S. Zaharna**, "Culture Posts: Exploring the Cultural Underbelly of Public Diplomacy," *USC Center on Public Diplomacy, Blog Series*, November 14, 2011.
- R. S. Zaharna**, "Arab League, Keeping Up with Online Public Diplomacy," *batles2bridges*, November 12, 2011.
- R. S. Zaharna**, "Dialogue, Mutual Understanding and Mutuality," *battles2bridges*, October 13, 2011.
- R. S. Zaharna**, "Conspicuous by Their Absence," *battles2bridges*, September 25, 2011.
- R. S. Zaharna**, "Historical Influences on US Public Diplomacy," *battles2bridges*, September 21, 2011.
- R. S. Zaharna**, "Relational Approaches in Public Diplomacy -- A Return to the Past?" *battles2bridges*, September 4, 2011.
- R. S. Zaharna**, "Collaboration: The Strategic Core of Public Diplomacy," *battles2bridges*, August 12, 2011.
- R. S. Zaharna**, "Lessons of 'Inter-connectedness'," *battles2bridges*, August 5, 2011.
- R. S. Zaharna**, "Visual Propaganda?" *battles2bridges*, July 21, 2011.
- R. S. Zaharna**, "Ethics & Credibility in Public Diplomacy," *battles2bridges*, June 4, 2011.
- R.S. Zaharna**, "When snow hit, one American U class moved to Facebook" *Washington Post blog*, (February 2, 2011).

Conferences, Workshops & Symposia

R.S. Zaharna, “Emerging Scholars in Public Diplomacy,” International Studies Association convention, Montreal, March 15-19, 2023.

R. S. Zaharna, “Corporate Public Diplomacy,” International Studies Association convention, Montreal, March 15-19, 2023.

R.S. Zaharna, “Honoring Nicholas Cull, Distinguish Scholar in Diplomatic Studies,” International Studies Association convention, Montreal, March 15-19, 2023.

R.S. Zaharna, “Honoring Eytan Gilboa, Distinguished Scholar in International Communication,” International Studies Association convention, Montreal, March 15-19, 2023.

R. S. Zaharna, “Humanity-centered Approaches to Public Diplomacy,” Public Diplomacy in the Arab Gulf (Katara Public Diplomacy and Qatar University), Plenary Speaker, Doha, February 19, 2023.

R.S. Zaharna, “Emerging Scholars in Public Diplomacy,” International Communication Association, Post-conference, Paris, May 31, 2022.

R.S. Zaharna, “Humanity-centered vision of Soft Power for Public Diplomacy’s Global Mandate,” International Communication Association, Paris, May 28, 2022.

R.S. Zaharna, A Humanity-centred Approach to Cultural Diplomacy , North America Cultural Diplomacy Initiative, Universidad Iberoamericana, Keynote address, May 25, 2022 (virtual)

R.S. Zaharna, “Sydney Lecture Series,” New South Wales University, April 29, 2022 (virtual).

R.S. Zaharna, “Relations as Communication,” World Council on Intercultural and Global Communication, PhD Working Group, April 26 (virtual).

R.S. Zaharna, Emerging Scholars in Public Diplomacy,” International Studies Association (ISA), Annual Convention, Nashville, TN, April 2, 2022.

R.S. Zaharna “Critical Issues in Public Diplomacy,” International Studies Association Annual Convention, March 29, 2022 (virtual).

R.S. Zaharna, “Covid 19 Legacy on Public Diplomacy,” Tel Aviv University, February 25, 2022 (Invited panel, virtual)

R.S. Zaharna, International Symposium Communication in the Millennium, Atatürk University, Turkey, Keynote Speaker, October 27, 2021. (virtual)

R.S. Zaharna, Public Diplomacy in the Age of Great Transformation, Korean Association of Public Diplomacy, Keynote Speaker, November 27, 2020. (virtual)

R.S. Zaharna, Cultural Diplomacy as Critical Practice, North America Cultural Diplomacy Initiative, Invited Participant, September 25-26, 2020.

R.S. Zaharna, "The Implications of State-centric Cultural Diplomacy in the 21st Century," The Cultural Relations Approach to Diplomacy: Practice, Players, Policy, North American Cultural Diplomacy Initiative, virtual. September 24, 2020.

R.S. Zaharna, "Soft Power and Public Diplomacy," Pew Research Center and USC Center on Public Diplomacy, Washington, DC. June 6, 2019.

R.S. Zaharna, "Emerging Scholars in Public Diplomacy," Public Diplomacy pre-conference, International Communication Association, Washington, DC, May 29, 2019.

R.S. Zaharna, "Emerging Scholars in Public Diplomacy," International Studies Association, International Studies Association, Toronto, March 30, 2019.

R.S. Zaharna, "Humanity-centred Public Diplomacies," International Studies Association, International Studies Association, Toronto, March 30, 2019.

R.S. Zaharna, "Non-Western Perspectives of Public Diplomacy," International Studies Association, International Studies Association, Toronto, March 30, 2019.

R.S. Zaharna, "When Voice is Not Enough: Communication in Public Diplomacy," Paper presentation, International Communication Association, Prague, May 25, 2018.
*2nd Place, Top Faculty papers.

R.S. Zaharna, Public-Centric Public Diplomacy, Distinguished Scholar Presentation, International Studies Association, San Francisco, April 5-7, 2018.

R.S. Zaharna, "Diversity in Publics and Diplomacy," Diplomacy in the 21st Century, Stiftung Wissenschaft und Politik, Berlin, Germany, September 25, 2017.

R.S. Zaharna, "Three Communication Logics of Global Public Diplomacy," International Association for Media and Communication Research (IAMCR), IAMCR, Cartegna, Colombia, July 16, 2017.

R.S. Zaharna, "Emotion, Social Media, and Diplomacy," Diplomacy in the 21st Century, Stiftung Wissenschaft und Politik, Berlin, March 27, 2017.

Uysal, N., & **Zaharna, R. S.**, "Extending the Relational Public Diplomacy Model: The Role of Foreign Policy in Communicating about the Syrian Refugee Crisis," International Public Relations Research Conference, Public Relations Institute, Orlando, FL, March 8, 2017.

R.S. Zaharna, "Confirming and Disconfirming the Identity Needs of Publics in Public Diplomacy," International Studies Association, International Studies Association, Baltimore, February 24, 2017.

R.S. Zaharna, "Reaffirming American Values: Combating Anti-Muslim Speech and Behavior," National Institute for Civil Discourse, Workshop, 11-13 July 2016.

R.S. Zaharna, "Matching Global Communication Reach with Global Communication Mindset," Otago Foreign Policy School, Otago University, New Zealand, 1-3 July 2016.
*Invited Plenary Speaker

R.S. Zaharna, "The Communitive Power of Narrative Battles versus Identity Resilience in Public Diplomacy," Paper presentation, International Communication Association, Fukuoko, Japan, 9-13 June, 2016.

R.S. Zaharna, "The Power of Trust in Public Relations," (Discussant), International Communication Association, Fukuoko, Japan, June 9-13 2016.

R.S. Zaharna, "Role of Women in promoting Interfaith Dialogue and Countering Violent Extremism," Institute for Interfaith Dialogue and Ministry of Foreign Affairs (Kosovo), Prishtina, Kosovo, 31 May-June 2, 2016. *Invited

R.S. Zaharna, Symposium 2015: Building a More Secure World, Public Diplomacy for 21st Century Actors (panel moderator), Association of Public Diplomacy Scholars (Syracuse University), Washington, DC, November 5, 2015.

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. *Invited

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.

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.

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 Services Institute for Defense and Security Studies (RUSI) and DERSAT, Bahrain, June 12-13, 2012.

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.

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

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

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

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 Division

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.

R.S. Zaharna, “Islam and the Media,” Carnegie Foundation, Islamic Initiative, Washington, D.C., April 22, 2008.

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.

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.

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

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.

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

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

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.]

R.S. Zaharna, “Palestinian-Israeli Images,” Institute of Policy Studies, Washington, DC, April 23, 2002.

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

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.

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

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

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

R.S. Zaharna, "American and Arab Communication," *Hearst Lecture Series*, Western Kentucky University, Bowling Green, November 1995.

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

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 Ethnocentrism," 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**).

PhD Dissertation Supervision

Co-Chair, PhD Dissertation Committee, Marwa Moaz, "Black Muslim Women Influencers on Instagram," Proposal defense: August 2022.

Chair, PhD Dissertation Committee, Atika Alkhalouf, "Arab Refugees and Immigrants in Germany's Hybrid Media Discourse: Hybridity and Cosmopolitanism," Project Defended, (January 2020 – August 22, 2022)

Member, PhD Dissertation Committee, Faith Jedgege, "Identity, Reputation, Privacy Online Entrepreneurs," Project Defended (May 2015 – August 12, 2022)

Chair, PhD Dissertation Committee, Brian Hughes, "Violent Lone Actor in the Hypertext: Digital Communication Technology and Its Influence on the Ideological Commitments and Identity Claims of Violent Lone Actors," Project Defended, (January 2019 – February 24, 2021)

Member, PhD Dissertation Committee, Erica Basu (Doctoral), "India's Privacy Chowkidars: The Role of Civil Society Organizations in Shaping Digital Privacy Discourse and Data Protection Policies in India," Project Defended. (January 2018 - December 27, 2019)

Member, PhD Dissertation Committee, Willow Williamson (SIS), "Gendering US Public Diplomacy: The Role of Women, ICTs, and Entrepreneurship in Building Mutual Understanding between the US and the Middle East," Project Defended. (April 2015 - November 18, 2019)

Member, PhD Dissertation Committee, Olga Khrustaleva, "Nation states in Internet governance: A case study of Internet development in Cuba in the context of the normalization of relations with the United States," Project Terminated without Completion. (April 2016 - September 7, 2019)

Chair, PhD Dissertation Committee, Samantha Dols, "Agency, Emotion, and

Imagination: Theorizing Connection in Public Diplomacy," Project Defended/Deposited. (March 2018 - July 23, 2019)

Chair, PhD Dissertation Committee, Lucy Odigie, "Digital Margins: Digital Technology Use, Social Change, and the Empowering Strategies of Domestic Workers of Color In Brooklyn, NY," Defended/Deposited. (September 2012 - April 18, 2019)

Chair, PhD Dissertation Committee, Sindhu Manjesh, "Times of news in India: The role of CNN-IBN's Citizen Journalist show in India's evolving media ecosystem," Project Defended/Deposited. (September 2014 - December 14, 2017)

Chair, PhD Dissertation Committee, Isabelle Zaugg, "Ethiopic: Coding for Linguistic Survival in the Face of Digital Extinction," Project Defended/Deposited. (September 2014 - June 14, 2017)

Co-Chair, PhD Dissertation Committee, Yelena Osipova (SIS), "Russian Public Diplomacy," Project Defended/Deposited. (March 2013 - July 8, 2016)

Co-Chair, PhD Dissertation Committee, Hasan Efe Sevin (SIS), "Making New Friends? Relational Public Diplomacy as a Foreign Policy Instrument," Project Defended, (April 2011 - July 11, 2014).

Chair, PhD Dissertation Committee, Jan Faizallah, "Representing the Self and The Other: Discourse of Pakistani-Based Militant Organizations," Project Defended, October 2012-May 7, 2014.