Contents

Acknowledgments vii
Preface 1

One. Communication and Diplomacy: An Historic Relationship
1. The Communication-Diplomacy Link 5
2. Paradigms, Communication, and Diplomacy 12
3. Diplomacy and Communication: The Results of Linkage 48

Two. Communications and Diplomacy: Present Realities
4. The Persian Gulf War and Telediplomacy: The Next Diplomatic Paradigm 65
5. Global Television’s Ability to Drive Policy 88
6. Global Television and Diplomatic Outcomes 96
7. Global Television’s Mechanisms for Driving Policy 130

Three. Communications and Diplomacy: Future Potential
8. Today’s Communications, Tomorrow’s Diplomacy 151

Notes 155
Bibliography 156
Index 189