

Routledge Handbook of Public Diplomacy (2nd Edition), edited by Nancy Snow and Nicholas J. Cull, Routledge, 2020, 528 pp., \$250 (Hardcover), ISBN 978-1138610873

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It is always a pleasure to read updates of the past work of scholars, particularly from those devoted to a particular domain of international relations (IR) and communications such as public diplomacy. Such revisions demonstrate that the areas of study and the ideas of the researchers evolve constantly, are subject to reviews and advancements, and always incorporate new academic paths, discoveries, and opinions. This inclination is evident with the second edition of the *Routledge Handbook of Public Diplomacy*, edited by Nancy Snow (Kyoto University of Foreign Studies) and Nicholas J. Cull (University of Southern California).

The editors have endeavored to compile 45 chapters (16 more than the first edition, which was published in 2009) on an array of topics in public diplomacy. The volume is divided into six parts that provide updated perspectives on theoretical discussions and methods and encompass innovations and technologies. The handbook includes deliberations on two principal arguments. First, should public diplomacy continue to be treated as a separate domain of diplomatic studies and practice? Second, why is diplomacy so under-represented in IR and communications studies? These questions are answered throughout the volume, which carefully attends to the exercise and development of public diplomacy beyond the United States (U.S.) and the global North.

The first part (Scope of Public Diplomacy) of the handbook is heavily based on Cull's taxonomy of public diplomacy and adds a fresh theoretical debate. This beginning is positive for such a book because it shows that the foundations of the field are subject to profound changes. Moreover, it demonstrates that the fundamental aspects of listening, advocacy, cultural diplomacy, exchange diplomacy, and international broadcasting prevail despite the

transformations the world and international affairs have undergone over the last decade.

Two parts of this volume attract special attention. Part 5 (Global Approaches to Public Diplomacy) includes, in addition to traditional public diplomacy investigations of the United Kingdom, Germany, France, Japan, and China, cases that are seldom studied in the field, such as those of Australia, Africa, Brazil, Latin America, and the Arab World. Furthermore, Part 6 includes non-traditional perspectives on public diplomacies, such as celebrity-driven diplomacy, gastrodiploamacy, and LGBTI equality along with U.S. public diplomacy, demonstrating an attempt to extend the boundaries of diplomatic practice from the traditional domains of politics and formal academic analysis.

Readers of this book should heed the closing chapter by David Ronfeldt and John Arquilla (“The Continuing Promise of the Noosphere and Noopolitik”). Curiously, this founding chapter on the public nature of diplomacy is positioned at the very end of the handbook. In this exposition, the authors update concepts that were coined 20 years ago and included in the first edition of this handbook. They revise the notion of the noosphere and assess how noopolitik is being applied by various states and non-state actors with better tools, an increased access to communication and business networks, and a civilian population that endorses their actions.

With respect to its positive aspects, this handbook has an encyclopedic framework that is expansive in its range, the depth of the contents, and its narrative style, which caters to non-expert audiences. Its curation of relevant material will allow for its use as a textbook as chapters can be assigned to specific lectures in a public diplomacy course. In this regard, this book is a helpful reference text for experts and novices in the field seeking condensed information from where to begin their research.

However, three shortcomings must be noted. First, the volume makes no mention of non-diplomatic yet diplomatic actors. People such as the family members (spouses and children) of diplomats discharge essential roles in representing their countries abroad, particularly among non-state actors, even when such individuals are not tasked with this duty. Second, specific topics within public diplomacy such as religious diplomacy, the diplomacy of minorities, or new trends of feminist foreign policy remain unacknowledged. Third, the handbook does not raise the debates on the internal transformations that the ministries of foreign affairs must institute to better conduct public diplomacy.

In this regard, a third edition would contribute substantially if the editors incorporated these areas and introduced discourses on para-diplomatic representations, active participation, and the inclusion of numerous minority groups in terms of sexuality, ethnicity, religion, people with disabilities, etcetera. It would also be interesting to read an in-depth debate on the positioning of women in diplomacy, both with respect to representation and participation, especially in the instances of states that actively promote feminist foreign policy: have they been successful? It is also essential to delve into the structural changes foreign ministries must implement to evolve public diplomacy for the 21st century. What good are avant-garde politics if diplomats continue to employ outdated methods?

Finally, public diplomacy is a broad area for a single book to address. Considering that this text is a handbook, it would be interesting to know about the editors' intentions in compiling a textbook that could complement this valuable piece.

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