Dr. Juyan Zhang

Nation Branding in a Microcosm: Analysis of East Asian Nations’ Public Diplomacy on a U.S. College Campus

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The East Asian nations have had complex and even tumultuous relations with the United States. At the turn of the 21st century, as the U.S. announced its “pivot” policy toward East Asia, relations across the Pacific Ocean become more than ever intertwined. The East Asian nations, on their part, have actively cultivated relations. Youths, primarily college students, are a key target public of their public diplomacy activities in the United States. This presentation attempts to map and compare major East Asian nations’ PD activities on a U.S. college campus.

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Dr. Zhang has published many scholarly articles on public diplomacy and international communication in peer-reviewed journals such as Public Relations Review, Place Branding and Public Diplomacy, and International Journal of Communication. He presented at the conferences of International Communication Association, National Communication Association and The Association for Education in Journalism and Mass Communication (AEJMC).