

Established in 1953 as the nation's public relations agency, the United States Information Agency was sanctioned for nation branding, creating and modulating America's reputation, and spreading the good news about America to overseas audiences. Always operating under an expanding mosaic of terminologies and in the center of semantic debates, USIA benefitted from public diplomacy's tremendous growth during President Reagan's historic mission of fighting communism. While many agencies experienced budgetary cuts, the USIA budget increased more than 80 percent, and some of those funds were used to finance Worldnet. Created by USIA Director Charles Z. Wick and staff, Worldnet was the Agency's attempt to use satellite television as an instrument of public diplomacy. Filled with compelling stories from insiders, this book lifts the veil on and provides a historically grounded introduction to Worldnet, the "jewel of the crown" of the Reagan administration's enchantment with aggressive political propaganda techniques.

Lateral Approach to Taking Charge, Des Deutschen Spiessers Wunderhorn: Gesammelte Novellen ..... (German Edition), What Weve Lost: How the Bush Administration Has Curtailed Our Freedoms, Mortgaged Our Economy, Ravaged Our Environment, and Damaged Our Standing in the World, The Essential Pinter: Selections from the Work of Harold Pinter, Spencerville, Management of Root-Knot Nematode in Tomato through Essential Oils: Management of Root Knot Nematode, Meloidogyne Incognita through Essential Oils from Aromatic Plants, Keeper of the Keys, American Finance for the 21st Century, The Official History of the Joint Intelligence Committee: Volume I: From the Approach of the Second World War to the Suez Crisis (Whitehall Histories: Government Official History),

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