

Strategic Communications and Public Diplomacy “Seen on the Web” (#53)

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This newsletter provides a compilation of news, articles, essays, and reports of interest to practitioners and scholars of strategic communications, Public Diplomacy, public affairs, U.S. government international broadcasting, and information operations. "Quotables" are gists of articles and reports available on the website of the Public Diplomacy Council. “Seen on the Web” entries provide key quotes and links. They:

- bring to busy overseas practitioners some of the academic and policy ferment in Public Diplomacy and related fields.
- from long speeches, testimonies, and articles, flag the portions that bear on Public Diplomacy.
- provide a window on armed forces thinking on the fields that neighbor Public Diplomacy - military public affairs, strategic communication, information operations, inform-influence-engage, and cultural learning, for instance.
- introduce the long history of Public Diplomacy by citing some of the older books, articles, reports, and documents that are not available on the internet. These are labeled "Classic Quotables."

Edited by

Donald M. Bishop, Bren Chair of Strategic Communications, Marine Corps University

Jeffery W. Taylor, University of Mary Washington, Assistant

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1. THE ADMINISTRATION

Choosing a Deputy National Security Advisor for Strategic Communications is a matter of national importance, especially for the entire national security team. The person selected should not be a news anchor, a speechwriter, nor a person of singular focus. The person needs a strong background in strategic communications, public diplomacy, information operations, international broadcasting, and counter-state disinformation and propaganda.

[Spotlight: Deputy National Security Advisor for Strategic Communications](#)

To Inform is to Influence, February 16, 2017

[Secretary of Defense] Mattis's domestic audience is no less important than his interactions with foreign leaders. Much of the American public could use a refresher course on the value of alliances. . . . Russia has Belarus. China has North Korea and Pakistan. The United States has alliance partners that span the globe. These partners benefit from U.S. defense ties, while Washington benefits from their geography, bases, expeditionary forces and military capabilities.

[How To Strengthen Alliances On President Trump's Watch](#)

Michael Krepon, breakingdefense.com, February 07, 2017

Professional Topics

2. PUBLIC DIPLOMACY

There is much talk today . . . about the need to counter the poisonous effect of disinformation and propaganda . . . Among the 64 real-world projects developed at TechCamps and implemented with seed money from the Department of State are • a social media project in Norway working to increase trust between mainstream media and minority communities, • a one-stop data verification tool for Ukrainian journalists to fact-check online media content, and • multiple projects to counter violent extremism messaging and radicalism

[Remarks at TechForum Closing Session](#)

Bruce Wharton, Acting Under Secretary for Public Diplomacy and Public Affairs, February 16, 2017

3. BROADCASTING

. . . the US government has spent 75 years working to spread the benefits of a free press to the rest of the world. Starting in 1942 with the Voice of America's first broadcast into Nazi Germany, government-funded news organizations such as Radio Free Europe-Radio Liberty, Radio Free Asia, and others have trained foreign nationals to practice Western-style journalism in their own languages and countries. In doing so, these organizations have expanded into every media platform and built a sturdy firewall to protect their news operations from political meddling.

[Will the media be crushed?](#)

Martha Bayles, Boston Globe, February 17, 2017

Walter Issacson, chairman of the Board of Governors from 2010-12, once said something all too typical: "We just want to get good news, reliable news, and credible information out." Reliable news was always a part of American broadcasting, but the mission is more. When the Dalai Lama called Voice of America's Tibetan service "the bread of the Tibetan people," and when Aung San Suu Kyi called the Burmese service "the hope of the Burmese people," they were not merely talking about "news."

[How to Make the Voice of America Come Through Loud and Clear](#)

Robert Reilly, WSJ.com, February 17, 2017

Two U.S. government-funded news organizations, known for their counter-propaganda efforts during Soviet times, are turning to social media to reach Russian audiences.

[Push against Russia's 'disinformation' goes online](#)

Larisa Epatko, PBS, February 13, 2017

. . . a new network for Russian speakers has entered the market . . . Current Time, backed by U.S.-funded Radio Free Europe/Free Liberty and partnered with Voice of America, launched its 24/7 Russian language television channel on Tuesday. It had already started a website last year. With about 100 staff members in Prague and correspondents stationed throughout the region, the network will broadcast in 11 countries across the former Soviet Union, including Russia, Ukraine, Central Asia, and the Baltic countries.

[New Russian-Language Channel Seeks to Counter Kremlin Spin](#)

Kavitha Surana and Reid Standish, Foreign Policy, February 9, 2017

4. SOCIAL MEDIA ▪ INTERNET

It could be argued that in this age of instant communication, when everyone is free to "like" something or not, most politicians have missed a trick. Their reluctance to venture very far into the Twittersphere, other than for routine diary items, may have saved them and their countries needless trouble. But has it left them perhaps more detached from the real world than is wise? Diplomacy itself might benefit from more straight talking.

[In defence of Donald Trump's Twitter Diplomacy](#)

Mary Dejevsky, The Guardian, February 5, 2017

When information travels via social networks, regular editorial filters have no chance to separate the quality tweet from the chaff. Developing tools to help stop the spread of lies and false rumors will require the collaboration of computer scientists, linguists, psychologists and sociologists. A new study, to be presented this month at a conference of the Association for Computing Machinery, analyzed millions of tweets and revealed which words and phrases are considered most credible.

[Trick of Tweet: Data Tool Pinpoints Words Seen as Credible](#)

Matthew Huston, Scientific American, February 3, 2017

One of the tricks our mind plays is to highlight evidence which confirms what we already believe. If we hear gossip about a rival we tend to think "I knew he was a nasty piece of work"; if we hear the same about our best friend we're more likely to say "that's just a rumour". If you don't trust the government then a change of policy is evidence of their weakness; if you do trust them the same change of policy can be evidence of their inherent reasonableness.

[How to get people to overcome their bias](#)

Tom Stafford, January 31, 2017

My experience is not unusual. Anyone who attracts the attention of the alt-right is in for a rough ride. . . . Even lifelong conservatives can find themselves on the wrong side of the baying mob. Consider the experience of National Review's David French. He made the mistake of "calling out notorious Trump ally Ann Coulter for aping the white-nationalist language and rhetoric of the so-called alt-right." Within days, French, his wife, and his children were all subjected to vicious, racist, and obscene attacks.

[And Then the Breitbart Lynch Mob Came for Me](#)

Rosa Brooks, Foreign Policy, February 7, 2017

Let's start by getting our definitions straight: An Internet troll is someone who comes into a discussion and posts comments designed to upset or disrupt the conversation. Often, in fact, it seems like there is no real purpose behind their comments except to upset everyone else involved. Trolls will lie, exaggerate, and offend to get a response. What kind of person would do this? Some Canadian researchers decided to find out.

[Internet Trolls Are Narcissists, Psychopaths, and Sadists](#)

Jennifer Golbeck, Psychology Today, September 18, 2014

5. "FAKE NEWS"

Emails accusing German soldiers stationed in Lithuania of rape were sent to local news outlets and the parliamentary president. NATO officials allege that Russia is targeting the military alliance.

[NATO: Russia targeted German army with fake news campaign](#)

Deutsche Welle, February 16, 2017

Fake news is in the News these days, so what is it? The term is most often used to describe completely fabricated stories, but can also be applied to a broader continuum of news. Many

news outlets will exhibit some form of explicit or implicit bias while not falling into the fake news category.... Fake News ... Satire ... Bias... Rumor Mill ... State News ... Junk Science ... Clickbait . . .

[What is Fake News?](#)

Penn State University Libraries, last updated February 10, 2017

Fake news is the new real news. Apparently, it's a thing. We know this. And it's quite apparent on social media. Social media is both a blessing and a curse. If we aren't careful, we can position ourselves as breaking news correspondents without evaluating the veracity of certain stories. As long as we're first, right? That's the post-truth approach. Don't join the fray. God calls Christians to a higher standard.

[Evangelism in a Post-Truth World](#)

John C. Richards, Jr., Christianity Today, February 3, 2017

The same internet that enabled false stories to run unchecked through news feeds during the election year dispatched new white blood cells that attacked Ms. Conway's "alternate facts" with "true facts" Their most effective attack was traditional reporting, in many cases from news organizations that have doubled down on fact-checking, joined by newfangled memes that accentuate the truth.

[The Massacre That Wasn't, and a Turning Point for 'Fake News'](#)

Jim Rutenberg, The New York Times, February 5, 2017

. . . several studies show that conservatives tend to be more sensitive to the possibility of danger than liberals are. That helps explain why conservatives endorse policies that minimize the introduction of new, potentially harmful influences to society, like immigration, gay marriage, or comprehensive sex education. "Conservatives approach the situation from the start with . . . a greater prior belief to the level of danger in the world, so it is logical for the conservative to take more seriously information about hazards than the liberal does," Fessler told me.

[Why Fake News Targeted Trump Supporters: Multiple studies suggest social conservatives are more attuned to threats—even when they are not real](#)

Olga Khazan, The Atlantic, 2 February, 2017

6. HYBRID WARFARE

From China's perspective . . . "Effective military operations rely upon the ability to defend one's source of information while exploiting and assaulting an opponent's information structure," including its command, control, and communications systems."

[China Looks to Wage "Hybrid" Electronic War](#)

Michael Fabey, Scout.com, February 15, 2017

7. INFORMATION WARFARE

With elections slated for France, Germany and possibly Italy this year, officials across Europe are warning that the Russians are actively interfering, echoing the Central Intelligence Agency's assertions that Moscow meddled in the United States presidential election.

[Fake News, Fake Ukrainians: How a Group of Russians Tilted a Dutch Vote](#)

Andrew Higgins, The New York Times, February 16, 2017

RUSSIA has set its sights on European elections and has already stepped up activity in France to boost the chances of far-right candidate Marine Le Pen becoming president. . . . “It’s the kind of black art propaganda which consists of websites planting nasty stories about [independent candidate Emmanuel] Macron in the hope of getting these stories traction so they end up in the public discourse

[Emmanuel Macron claims to be latest target as Russia steps up efforts ahead of French elections](#)

Victoria Crow, news.com.au, February 17, 2017

War is about whose idea wins, but instead of focusing our intellectual energy on dividing our enemies, we have focused it on dividing ourselves. For years, we’ve ignored the ideological fight against our adversaries, refusing to leverage our enormous advantages in managing political information to discredit our enemies’ beliefs. As a result, terrorist ideology is spreading and bad actors are rearranging the international order.

[Time for an ‘information Manhattan Project’](#)

Major General Bruce Lawlor, The Washington Times, February 14, 2017

8. CYBER

Since 2007, Estonia has emerged as one of the leading players in detecting and combating Russian meddling, both online, where it arrives in the form of coordinated cyber attacks and propaganda campaigns, as well as through more conventional forms of espionage. The severity of the 2007 attacks forced the government to enhance cooperation both domestically and with its NATO partners “to raise awareness of [the] Kremlin’s means and methods,”

[How to Survive a Russian Hack](#)

Linda Kintsler, The Atlantic, 2 February, 2017

The Army is ahead of schedule building cyber teams — but its equally essential electronic warfare branch is lagging badly. Like a fiddler crab, one arm is much more developed than the other. While effective in the current fight against Daesh (aka ISIL), this unbalanced force would be at a severe disadvantage in future Multi-Domain Battles

[Army Cyber Accelerates; Electronic Warfare Lags](#)

Sydney J. Freedberg Jr., breakingdefense.com, February 10, 2017

9. INFORMATION OPERATIONS

The Vietnam War-era airplane sitting on the flightline at the 386th Air Expeditionary Wing’s home base here may not look like much, but it is packed to the gills with electronics dedicated to sowing chaos in the ranks of the Islamic State terror group.

[‘If you can’t talk, you can’t fight’: Compass Call planes confuse ISIS.](#)

Stephen Losey, Air Force Times, February 6, 2017

10. COUNTER-TERRORISM

. . . Obama came to consider the ouster of Qaddafi his greatest foreign policy mistake. And even as he authorized the surge into Afghanistan, the President did so with the recognition that an open-ended campaign was unsustainable In his second term, Obama restricted American force in these theaters to pummeling ISIL in northern Syria, and al-Qaeda and the Taliban in Afghanistan and Pakistan's border regions. Quietly, he also sent additional American military personnel back to Iraq to help with the fight against ISIL. The goal of Obamawar is, simply and unambitiously, counterterrorism.

[**The Double-Edged Legacy Of Obamawar**](#)

Rachel Tecott, War on the Rocks, February 9, 2017

11. PROPAGANDA

Postcard artists and publishers were quick to choose "Kaiser Bill" as their target for satire and caricature and numerous cards lampooning him and his son "Little Willie", were on sale in the postcard racks within days of the commencement of hostilities.

[**Kaiser Bill Postcards: The Lamponing of 'Kaiser Bill'**](#)

Tony Allen, worldwar1postcards.com

12. NARRATIVE

While working on my book, I've come to believe more than ever that man is a story-telling animal and that stories are what give us meaning, direction, and passion. Hume's point about reason being a slave to passion should be more properly understood as "reason is a slave to narrative."

[**The President Isn't the Hero of the American Story**](#)

Jonah Goldberg, National Review, February 18, 2017

13. HISTORY NARRATIVES

On social networks and talk radio, in classrooms and at kitchen tables, the country's past is suddenly inescapable. Many, many people — as President Trump would put it — are sharing stories about key moments and figures in American history to support or oppose one controversial White House executive order after another.

[**In divided America, history is weaponized to praise or condemn Trump**](#)

Michael S. Rosenwald, The Washington Post, February 6, 2017

If "Never Again" is to have any meaning, . . . it has to mean something more than "no more ovens" and "no more inhumane refugee policies." The true "lesson" might be something as depressing as acknowledging that the American envoy was right: States do not naturally or easily accept refugees merely because of the desperation of their plight. Or the lesson might be that we cannot contrast our present condition to some imagined enlightened past when America gleefully took in the tired and poor huddled masses. Instead, we need to recognize that immigration has been a consistently contentious issue in politics everywhere

[**"Never Again" And The "Lessons" Of History**](#)

Michael Neiberg, War on the Rocks, February 5, 2017

14. CONSPIRACY THEORIES

This time, Mr. Trump didn't apologize for America. He indicted it. He did so in language unprecedented for any sitting or former president. He did it in a manner guaranteed, and perhaps calculated, to vindicate every hard-left slander of "Amerika." If you are the sort who believes the CIA assassinated JFK, masterminded the crack-cocaine epidemic, and deliberately lied us into the war in Iraq—conspiracy theories on a moral par with the way the Putin regime behaves in actual fact—then this president is for you.

[The Thomas Hobbes Presidency](#)

Bret Stephens, The Wall Street Journal, February 7, 2017

15. MEDIA SAVVY ▪ EDUCATION ▪ JUDGMENT

The convenience of the Internet is a tremendous boon, but mostly for people already trained in research and who have some idea what they're looking for. It does little good, unfortunately, for a student or an untrained layperson who has never been taught how to judge the provenance of information or the reputability of a writer.

[How America Lost Faith in Expertise](#)

Tom Nichols, Foreign Affairs, March/April 2017

Americans should maintain a heightened vigilance and think more carefully about the veracity of the information they consume. They need to be aware that some of the information pumping through social media is indeed fake and sometimes malicious. Social-media platforms should find ways to guard against hyping discernible lies at the expense of credible sources. But Americans must also be wary of any effort, particularly from the White House, to disorient or discredit reliable information.

[John Podesta: Trump's dangerous strategy to undermine reality](#)

John Podesta, The Washington Post, February 16, 2017

16. IDEAS, CONCEPTS, DOCTRINE

It's all talk, just talk, just words. A speech in Cairo will heal the rift with Iran and herald democratic reform across the Islamic world. The Fourteen Points will end the Great War, the League of Nations will prevent the next war, and the Kellogg-Briand Pact will forever outlaw war. Talk for this crowd is always preferable to leverage and pressure. If they must have pressure, sanctions are always preferable to military force. And if they absolutely must have force, air power is always better than the First Marines or the 101st Airborne.

[Renewing American strength abroad: A conversation with Senator Tom Cotton](#)

Senator Tom Cotton, American Enterprise Institute, February 6, 2017

. . . unbeknownst to many Americans, most day-to-day foreign policy consists of building relationships and institutions around the world . . . in ways that benefit U.S. security and economic interests for decades. Few recognize, for instance, that the United States helps train and strengthen law enforcement; militaries, navies, and coast guards; and government agencies around the world to help them stop illegal flows of weapons, narcotics, money, and terrorists before they undermine allies and hit U.S. shores. * * * The United States also strengthens the

health and agricultural systems of poorer countries to help them stop the spread of infectious diseases like Ebola that threaten American lives * * * The United States works with partners overseas to strengthen the rule of law, which gives American companies a level playing field upon which their superior products and productivity can outperform the competition * * * The United States helps stabilize and grow foreign countries, like Colombia, which then become major export markets for U.S. goods and more effective partners in the fight against terrorists and criminals.

[Why Trump's Short-Term Focus Could Put America Last](#)

Kristin Lord, Foreign Policy, February 7, 2017

Chekhov, the Russian playwright, once noted that if you introduce a gun in the first act, then surely the gun will be used in the third act. Otherwise, if the gun is not to be fired, it should not be placed on stage. The Trump administration has wasted no time in producing a new gun in the South China Sea dispute – the threat of specific military action.

[Chekov's Gun and the Tangled U.S.-Philippines-China Triangle](#)

Roncevert Ganan Almond, The Diplomat, February 9, 2017

Bannon's readings tend to have one thing in common: the view that technocrats have put Western civilization on a downward trajectory and that only a shock to the system can reverse its decline. And they tend to have a dark, apocalyptic tone that at times echoes Bannon's own public remarks over the years—a sense that humanity is at a hinge point in history. His ascendant presence in the West Wing is giving once-obscure intellectuals unexpected influence over the highest echelons of government.

[What Steve Bannon Wants You to Read](#)

Eliana Johnson and Eli Sokols, Politico, February 7, 2017

Heavily armed and expertly kitted with body armor and ballistic helmets, the men can be seen defending bunkers, storming buildings, and even posing by whiteboards giving tactical lessons. Though the titles of these YouTube videos are written in Russian Cyrillic, their background music is an a cappella Islamic chant known as a nasheed, which is often used by extremist groups in propaganda films. But the men are no ordinary jihadis. They are members of Malhama Tactical, the world's first jihadi private military contractor (PMC) and consulting firm.

[The Blackwater of Jihad](#)

Rao Komar, Christian Borys, Eric Woods, Foreign Policy, February 10, 2017

The story of Charter 77 is the story of people who tried to protest their country's rulers not because they thought it would change anything, but because they knew it was right thing to do. It's the story of people who along the way made history, and whose contributions are today both partly forgotten and yet alive and well.

[In Charter 77, Czech Dissidents Charted New Territory](#)

Emily Tamkin, Foreign Policy, February 3, 2017

Like war, the profession of arms reflects a duality. It is a profession that is constantly evolving as society and technology changes, but it is also a profession that has enduring features. This article, in reviewing the modern development of the profession, has proposed four enduring features of

the profession of arms. But, understanding these only provides us with a partial understanding of how we might prepare our people for contemporary and future conflicts.

[Mastering the Profession of Arms, Part I: The Enduring Nature](#)

Mick Ryan, War on the Rocks, February 8, 2017

Countries, Regions, Case Studies

17. RUSSIA

Three years ago, at the beginning of the occupation of Crimea, 86% of Russians were not the only ones affected by the Kremlin's propaganda. Due to its free broadcasting in the countries of the so-called post-Soviet space, the "allies" of the Russian Federation, in the first place, the people of Belarus and Kazakhstan, also came under the influence of Moscow's lies.

[Belarus or Kazakhstan - who's next?](#)

Roman Tsymbaliuk, Unian, February 19, 2017

A new Atlantic Council report—Breaking Aleppo—uses satellite images, TV footage, social media, and security camera videos to debunk Russia's claims that no civilians were killed in its airstrikes on the city of Aleppo in support of Syrian President Bashar al-Assad's regime. "In an era where we're facing a mixture of falsehoods and truths, the report is incontrovertible evidence," said Fred Kempe, Atlantic Council president and chief executive officer, adding, "it exposes the deliberate and systematic destruction of Aleppo."

[Atlantic Council Report Exposes Russia's Lies in Aleppo](#)

Rachel Ansley, Atlantic Council, February 14, 2017

For Clausewitz, war was simply another way to achieve relatively concrete strategic objectives, such as security, which could not be otherwise realized through politics. Russia's recent wars in Georgia, Syria, and Ukraine, however, have been military expressions of its government's desire to lend truth to its pretensions to superpower status. In all three conflicts, Russia's . . . purpose was first and foremost to demonstrate, for both domestic and international audiences, that Russia is a great power with global reach and aspirations. For the Kremlin, war is state branding by other means.

[Russia's Art of War: State Branding by Other Means](#)

Michael Cecire, Foreign Affairs, February 7, 2017

President Trump's expression of "respect" for Vladimir Putin in an interview that aired over the weekend, and his comparison of extrajudicial killings by the Putin regime to American actions, has ushered in a new era in U.S.-Russian relations. Never before has an American president implied that political murder is acceptable or that the U.S. is guilty of similar crimes.

[Trump Gives a Boost to Putin's Propaganda](#)

David Satter, The Wall Street Journal, February 7, 2017

Seznam.cz is a good example of Russian influence in action in Czechia. Here, a fairly popular website provides an excellent obscurant for nefarious activity, which is Russian-sponsored, promotes Russia, and benefits Russian activities. Russian propaganda in the Czech Republic is

commonplace, and it appears Seznam.cz is a good example of Russian influence in action in Czechia by prioritizing pro-Russian websites.

[Seznam.CZ Prioritizes Russian Websites](#)

Joel Harding, To Inform is to Influence, February 7, 2017

If Vladimir Putin's keyboard commandos are hoping to hack up French presidential elections the way they did America's, they are, well, a little off their game. And their more-than-willing tool, Julian Assange, the Australian anarchist who brought us WikiLeaks, appears to be getting a little antsy.

[Russia's Not-So-Hot Euro-Election Subversion Strategy Is Failing in France](#)

Christopher Dickey, The Daily Beast, February 7, 2017

18. CHINA

. . . time is not on the side of the U.S. and its allies with respect to China. The military balance in the Western Pacific has been shifting sharply in China's favor It will continue to do so without a major effort by America and its allies in that region to preserve a stable balance of power. A strategy to accomplish this needs to be developed. Given the time such a strategy will take to implement, the effort must start now . . .

[Why Mattis Headed East: Time For China Strategy](#)

Andrew Krepinevich, breakingdefense.com, February 2, 2017

In late 2013, China established a national security committee to focus on "unconventional security threats," including Western culture. A senior colonel working with the committee said that Hollywood movies were dangerously altering the thinking and values of China's youth. This posture appeared to pick up steam in academia by early 2015, when China's then-Minister of Education Yuan Guiren reportedly ordered university officials to disallow teaching materials that "disseminate Western values."

[Why's Beijing So Worried About Western Values Infecting China's Youth?](#)

Eric Fish, ChinaFile, February 4, 2017

At U.S. think tanks, staffs frequently "revolve" out to engage in government service, while former government officials "revolve" in to take their place. Although the term "revolving door" is fairly new to China, the practice is not entirely unfamiliar. China's "revolving door" has largely operated in one direction, with retired senior party officials moving into think tanks but the reverse rarely occurring. However, Chinese president Xi Jinping's recent remarks and actions suggest that a full-fledged "revolving door" will become a mainstay of Chinese think tanks in the near future.

[Chinese Think Tanks: A New "Revolving Door" for Elite Recruitment](#)

Cheng Li, China-U.S. Focus, January 26, 2017

19. PAKISTAN

An article that recounts several recent interactions between members of the press and documentary film production crews, reporting within Pakistan, and how both have undergone harassment by the Pakistani government and its supporters.

[Pakistan's Censorship Takes a Dangerous Turn](#)

Umer Ali, The Diplomat, February 7, 2017

20. ISLAMIC STATE

The Islamic State and its predecessor groups have threatened to attack the United States since 2012. . . . The group's leaders may see such attacks as a means to provoke direct military confrontation with the United States and U.S. partners, which its propaganda suggests that it welcomes and views as a harbinger of apocalyptic battles described in some Islamic religious materials.

[The Islamic State and U.S. Policy](#)

Christopher M. Blanchard and Carla E. Humud, Congressional Research Service, February 2, 2017

After eight years of listening to Barack Obama and the rest of the world tip-toe around the elephant in the room, Trump had uttered the words "radical Islamic terrorism" on live television, in his first speech to the nation and the world as president.

[Trump says the 'I' word -- 'Islamic' terrorism](#)

Tarek Fatah, Toronto Sun, January 24, 2017

Toolkit

21. AREA STUDIES

Russia may be reclaiming a place at the forefront of American political consciousness. What could that mean for Russian studies?

[Russia Scholars Hope for an End to Their Field's Bear Market](#)

Steve Kolowich, Chronicle of Higher Education, February 17, 2017

22. STUDY ABROAD

As college students living and studying in countries around the world, our participants have tremendous power to represent America on a personal, impactful level to people they meet abroad. You represent where you come from to your classmates, your teachers, the people in the businesses you frequent—all of the friends and acquaintances you acquire in your activities as a student abroad are opportunities to improve the way your home is perceived.

[Why Public Diplomacy as a Student Abroad is Imperative](#)

AIFS Study Abroad, February 1, 2017

