

# Practices of Public Diplomacy 1500-2000

18-20 October 2023  
KNAW Humanities Cluster, Amsterdam

## Programme

All sessions take place in the Trippenhuis, Kloveniersburgwal 29, Amsterdam

### Wednesday 18 October

- 15:00-15:30 Registration  
15:30-16:00 Opening Remarks by Helmer Helmers  
16:00-17:30 Keynote by **Tracey Sowerby** (The Europaeum / University of Oxford)  
*Gifts, Rumours, and Public Diplomacy in Early Modern Europe*  
Moderator: David de Boer (Radboud University Nijmegen).  
17:30-18:45 Reception

### Thursday 19 October

9:30-11:00 **Session 1: Spectacles.** Moderator: Tracey Sowerby

Bram van Leuven (University of Leiden) - *Balls, Banquets, and Fireworks as Tools for Public Diplomacy: Anglo-French Tours of the Low Countries, 1577-1642*

Fatma Serra Inan (Ludwig Maximilian University of Munich) - *Ceremonial Entry as a Form of Public Diplomacy. Ottoman Ambassadors in 17th-century Vienna*

Miray Ates (Tobb university) and Baris Gulmez (Izmir Katip Celebi University) - *Transformation of British public diplomacy through global sports events: A longitudinal analysis of the Olympics in 1908, 1948 and 2012, and the World Cup in 1966*

11:00-11:30 Tea/Coffee Break

11:30-12:30 **Session 2: New media, new practices?** Moderator: Kerrewin van Blanken

Vincent Kuitenbrouwer (University of Amsterdam) - *'Keep in touch with the Dutch!' Radio Entertainment as a form of Public Diplomacy in the Early Decades of International Broadcasting (1928-1969)*

Paul Hulsenboom (Radboud University, Nijmegen) - *Polish Poetry in Service of Dutch Diplomacy. The case of the 'Dutch-Polish Satyr'*

12:30-14:00 Lunch

14:00-15:30 **Session 3: Institutions and Networks.** Moderator: Nina Lamal

Basil Bowdler (University of St Andrews) - *Exporting Opposition: The Public Conflict Between British Diplomats and Exiles in the Dutch Republic, 1685-1688*

Tsz Ho Wong (University of Edinburgh) - *Liang Yen, the American Global Propaganda Campaigns and the Transnational Chinese Intellectual Networks in the Early Cold War*

Joey Crozier (Aberystwyth University) - *James Johnstone, Intelligence Gathering, and Orangist Public Diplomacy 1687-88*

15:30-16:00 Tea/Coffee Break

16:00-17:30 Keynote by **Jessica Gienow-Hecht** (John F. Kennedy Institute, Free University Berlin) - *Branding the Liberal State.*  
Moderator: Hanco Jürgens (Duitsland Instituut, University of Amsterdam).

## Friday 20 October

9:30-11:00 **Session 4: Different Media** Moderator: Paul Hulsenboom

Anna Kalinowska (Institute of History, Polish Academy of Sciences) - *Friends or Frenemies? English Newsbooks and Diplomats, 1641-1660*

Andrea Bergaz Álvarez (Complutense University of Madrid) - *Persuading through performance. Los Balbases's cultural initiatives as public diplomacy (1670-1679)*

Jacob Baxter (University of St Andrews) - *Public Diplomacy in Retirement: Sir William Temple and His Memoirs*

11:00-11:30 Tea/Coffee Break

11:30-13:00 **Session 5: Information networks.** Moderator: Helmer Helmers

Nina Lamal and Kerrewin van Blanken (HUC, KNAW) – Burning, buying and brokering: early modern diplomats and the book market.

Daniel Plesch (SOAS University of London) - *The United Nations Information Organisation*

Luis Mauricio Bulnes Jiménez (University of Piura) - *Public diplomacy in times of crisis: the hostage-taking of the Japanese Embassy*

13:00-14:00 Lunch

14:00-15:30 **Session 6: Nation Branding.** Moderator: Serra Inan

Habib Saçmali (Istanbul Medeniyet University) - *Propaganda against the Co-Religionist: Ottoman-Afghan Diplomatic and Military Encounters in the 1720s*

Nela Erdeljac (Karlovac University of Applied Sciences) - *Introducing the Yugoslavias: A Comparative Analysis of their Public Diplomatic Efforts in the United States*

Mathias Häussler (University of Regensburg) - *Selling the Kaiserreich. Tourism Advertising and Nation Branding in Imperial Germany around 1900*

15:30-16:00 Tea/Coffee Break

16:00-17:30 Keynote by **Nicholas J. Cull** (USC Annenberg) - *The Roots of Reputational Security*  
Moderator: Beatrice de Graaf (Utrecht University)