

# The Popularity of Nations

## How and Why Governments Seek Public Approval Abroad

Conducted in Japanese and English (simultaneous interpreting provided)

■ **Date and time:** November 5, 2013 (Tue.), 11:00–18:10

■ **Venue:** Nippon Press Center Bldg. 10F Conference Room (2-2-1 Uchisaiwai-chō, Chiyoda-ku, Tokyo)

### Program

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11:00–11:10 Opening remarks by Harano Jōji, Representative Director, Nippon Communications Foundation

11:10–11:40 **Keynote speech**  
by Kent Calder, Director, Edwin O. Reischauer Center for East Asian Studies (SAIS), Johns Hopkins University

11:45–13:00 **Session 1 “The Importance of Public Diplomacy”**

Moderator Andrew Horvat, Visiting Professor, Jōsai International University

Panelists Kent Calder, Director, Edwin O. Reischauer Center for East Asian Studies (SAIS), Johns Hopkins University  
Lily Gardner Feldman, Senior Fellow, American Institute for Contemporary German Studies at Johns Hopkins University  
Watanabe Yasushi, Professor, Keiō University

13:00–14:00 Break

14:00–15:45 **Session 2 “The Instruments of Public Diplomacy”**

Moderator Watanabe Yasushi, Professor, Keiō University

Panelists Najib El-Khash, Journalist  
Holger Finken, Resident Director, Deutscher Akademischer Austauschdienst in Tokyo  
Lily Gardner Feldman, Senior Fellow, American Institute for Contemporary German Studies at Johns Hopkins University  
Ogoura Kazuo, Former President of the Japan Foundation

15:45–16:15 Coffee Break

16:15–18:00 **Session 3 “Public Diplomacy in East Asia”**

Moderator Kondō Motohiro, Former Editor, Chūō Kōron

Panelists Kent Calder, Director, Edwin O. Reischauer Center for East Asian Studies (SAIS), Johns Hopkins University  
Kwon Yongseok, Associate Professor, Hitotsubashi University  
Mao Danqing, Professor, Kobe International University  
Ogoura Kazuo, Former President of the Japan Foundation  
Watanabe Yasushi, Professor, Keiō University

18:00–18:10 Closing remarks by Sven Saaler, Japan Representative of the Friedrich-Ebert-Stiftung

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