

# Japan's Super Nation Brand: An American Perspective

-国家ブランディングとポスト3.11の日本-



## Public Lecture at Nagoya University

By Professor Nancy Snow,  
California State University, Fullerton/Abe Fellow  
and Visiting Professor at Keio University

Moderator/Discussant: Professor Toshiya NAKAMURA

Dr. Nancy Snow is Professor of Communications at California State University, Fullerton. From 2013-15, Snow will serve as an Abe Fellow at the Institute of Media and Communications of Keio University. Her recent books include *Truth is the Best Propaganda*, and *Propaganda, Inc.: Selling America's Culture to the World*.

# November 29th, Friday

## 3-4:30pm

Language: Entirely English  
(No translation into Japanese)

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入場無料

*Japan is the world's third largest economy and a super nation brand. It is known best for its cuisine, hospitality, safety, popular and traditional culture and its resilience after 3/11. Public diplomacy, otherwise known as nation branding, has never been more important in post-3/11 Japan. The winning bid for the 2020 Summer Olympics should put everyone on notice that nation branding is a concern for every Japanese citizen. So how does Japan manage its national image going forward? Snow will lead an interactive discussion on Japan's nation brand in the aftermath of 3/11.*



Lecture room 405,  
4th floor of the Liberal Arts  
& Sciences Main Building  
(North)