



**BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI,  
DUBAI CAMPUS**

**DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES  
DISTINGUISHED LECTURE SERIES**



**PROFESSOR YASUSHI WATANABE**

Professor of Public Diplomacy  
Graduate School of Media and Governance  
Keio University

**JAPANESE SOFT POWER  
AND PUBLIC DIPLOMACY**

14 November 2021

830 am to 9.30 am GST/10 am to 11 am IST / 1330hrs to 1415 HRS JST

**Zoom Meeting ID:** 924 3397 6533      **Passcode:** 048452

**Zoom Link:** <https://zoom.us/j/92433976533?pwd=OUh4NEtCZXEyWHltc1RSVIN1MHJIZz09>

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## **Abstract**

Amidst the flux of the liberal international order, Japan's public diplomacy, which relies solely on its cultural uniqueness, is inadequate. Professor Yasushi Watanabe of Keio University proposes new principles for an age where the diplomatic sphere is expanding from negotiation tactics to agenda setting and norm setting. In this presentation, Professor Watanabe reviewed the trajectory of Japan's public diplomacy, its challenges and possibilities.

## **Brief Introduction of the Speaker**

Professor Watanabe Yasushi is Professor of Public Diplomacy at the Graduate School of Media and Governance, Keio University. Before joining Keio University, he was awarded a PhD in Social Anthropology from Harvard University and undertook post-doctoral research at the Universities of Cambridge and Oxford. He was previously a Fellow at Downing College, University of Cambridge in 2007, a Visiting Professor at Sciences Po in 2013, a Japan Scholar at the Wilson Center, and a Visiting Scholar at Peking University and the College of Europe in 2018. Yasushi serves on the Advisory Panel at the Japan Foundation, as a program director of the International House of Japan, and a co-chair of the Japan Advisory Council of the Salzburg Global Seminar. His books include the co-edited volume *Soft Power Superpowers: Cultural and National Assets of Japan and the United States* (2008) and the edited volume *Handbook of Cultural Security* (2018). In 2005, he was awarded the prestigious Japan Academy Medal, which is the highest national prize award.