

UNIVERSITY OF OKLAHOMA
GRADUATE COLLEGE

FROM “BOTTOMLESS BASKET” TO “BEAUTIFUL BANGLADESH”:
TOURISM ADVERTISING AS PUBLIC DIPLOMACY TOOL

A THESIS
SUBMITTED TO THE GRADUATE FACULTY
in partial fulfillment of the requirements for the
Degree of
MASTER OF ARTS

By
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Norman, Oklahoma
2017

FROM "BOTTOMLESS BASKET" TO "BEAUTIFUL BANGLADESH":
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A THESIS APPROVED FOR THE
GAYLORD COLLEGE OF JOURNALISM AND MASS COMMUNICATION

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Dedication

I dedicate this thesis work to my loving parents, Ms. Feroza Khatun and
Md. Ramjan Ali Sarker.

Acknowledgements

There is no other way to start but express my gratitude to my thesis committee members who were more than generous with their expertise and time. Special thanks go to my advisor and chair, Dr. Elanie Steyn. Without her immense support and encouragement, I would not be able to finish this thesis work. Her door was always open (even when there was a “Do not disturb!” sign) whenever I needed suggestions or help with writing, and she never got tired of all my questions. She also helped as the second reader of this thesis, and I am grateful for her invaluable comments on this study.

I also want to thank the other members of my thesis committee, Dr. David Craig, and Ms. Debbie Yount. Their expertise in the field and valuable feedback helped me a lot. Dr. Craig’s help with research method questions and the survey design has been invaluable. Thank you, Dr. Steyn, Dr. Craig and Ms. Yount for agreeing to be on my committee.

Moreover, I am thankful to the Gaylord College of Journalism and Mass Communication and the University of Oklahoma for giving me access to their program, providing me with numerous opportunities to further my research and service portfolio and for having state-of-the-art technology and support throughout my years of study.

Thank you also to Dr. Jami Fullerton from Oklahoma State University and Dr. Alice Kendrick from Southern Methodist University for their assistance during this study.

Thank you to all the survey participants who spent time to complete the survey. Without their enthusiastic participation, this study would not be possible.

I cannot forget to mention Dr. Mohammad Yousuf's contribution and his help with data analysis at a point when I ran out of solutions. Thank you also to Ms. Rahnuma Ahmed for her feedback on the draft survey and encouragement throughout my time at Gaylord.

I also acknowledge the support from the Gaylord College Graduate Advisor Mr. Larry Laneer who helped me navigate through the paperwork that goes with graduate studies and especially the thesis completion process.

And thank you to Ms. Sohana Nasrin for her support and encouragement.

Finally, I must express my sincere gratitude to my parents, family, and friends for providing me continuous support and encouragement throughout my study. This achievement would not at all be possible without you. Thank you for believing in me.

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Abstract

This study measures the attitude toward Bangladesh, its people and its government among a group of international respondents from 40 different countries before and after watching a television commercial. This commercial, titled “School of Life” and part of the “Beautiful Bangladesh” campaign, was produced for the Bangladesh Tourism Board to attract international tourists to Bangladesh. It was the first of its kind in Bangladesh and launched during a major sporting event hosted in the country in 2011. This pre-post quasi-experimental survey results show that respondents had a significantly more positive perception about the country, its government and its people after watching the commercial though it did not have a significant effect on their intention to travel to Bangladesh. The results of the study concur with similar previous studies related to the bleed-over effect of tourism advertising and contribute to the growing literature of public diplomacy and nation branding.

Chapter 1

Introduction

A variety of factors play a role in how people see the world around them. Some of these factors are more informal and less structured in nature and include aspects like culture, interests or exposure to the world. Others, however, are the result of deliberate efforts by actors who work to shape people's views of others, products and lately even places. Public diplomacy and nation branding are two such deliberate efforts, mainly carried out by government agencies using various tools at their disposal. Tourism advertising is one of the tools government agencies often use to draw international tourists to their country. In this process, the host country not only earns foreign revenue but also gets exposure in the international arena.

Public diplomacy is a commonly used term, yet one not many understand. It is generally used to describe official public communication efforts from governments aimed at audiences abroad (Fullerton & Kendrick, 2006). According to Nye (2004), public diplomacy is a source of "soft power," which is the key to "winning hearts and minds" of other countries and their people over the long term.

In their 2006 book *Advertising's War on Terrorism: The story of the US State Department's Shared Values Initiative*, Fullerton and Kendrick analyze the U.S. Department of State's \$6 million advertising campaign. Launched in 2002 and known as the Shared Values Initiative (SVI), this campaign was especially targeted to Muslim audiences in the Middle East and Asia. The authors present

primary research indicating that the television commercials used in the campaign may have been effective in improving respondents' attitudes toward America. They suggest that, based on their findings, advertising should be considered a tool for public diplomacy.

This premise forms the basic point of departure for this study and the researcher applies this to the case of Bangladesh.

The Case of Bangladesh

Bangladesh is located in a delta of the Bay of Bengal. It is surrounded by India on three sides and Myanmar on the southeast. It is, for the most part, known to the world as a developing country heavily dependent on foreign donations and characterized by political instability, hunger, uncontrolled population growth, corruption, natural disasters, illiteracy, and human rights violations (European Commission, 2015; Wassener, 2012; Islam, 2009).

Bangladesh's international image was largely established after its independence from Pakistan in 1971 because of its struggle with internal conflict, natural disasters, hunger, and human rights issues. Given the realities the newly independent country faced, then U.S. Secretary of State, Henry Kissinger, called it the "bottomless basket" of the world. In an economic sense "he wanted to mean that the country would remain an economic cripple in the years to come" as it was struggling and the impact of foreign aid was minimal (Bayes, 2013. p. na).

International media coverage reinforced this image from the 1980s onward and it is still prevalent to a large extent today (Islam, 2009).

However, there are some indications that this image might be changing. For instance, author of *Bangladesh (Bradt Travel Guide)*, Mikey Leung, focuses on a “push and pull” reality in Bangladesh in his 2012 TEDxDhaka Talk (seen by more than 3 million people). In his “Seeing Bangladesh in a positive light” talk, he discusses the Bangladeshi reality as it navigates the international images of poverty and negative portrayal with the need to “drive investment, tourism and a fascination with Bangladesh ..., create jobs and empower the lowest among us on the economic ladder through sustainable tourism” (Leung, 2012).

Efforts like this seem instrumental in establishing a more positive image of Bangladesh. Moreover, the fact that the country is developing into a major role player in the world economy and that other positive indicators are becoming more prevalent seems to facilitate this process. For instance, recent World Bank indicators show a transition toward better governance, a vibrant civil society, empowered women and improved opportunities for children, a growing entrepreneurial and small business ecosystem and expanding social development programs (Scholte, 2014; Tinne, 2013). Similarly, the Good Country Index (2016) ranked Bangladesh at 117 out of 163 countries. Also, Bloom Consulting’s Digital Country Index (2017) ranks Bangladesh at 79 out of 243 countries and 23 out of 49 Asian countries, 19 out of 49 for exports and investment, and 32 out of 49 for tourism.

The Bangladeshi government has also recently started with efforts to contribute toward improving the country's image in the international arena. This study examines one such effort by the Bangladeshi government to counter the negative images of past decades through tourism advertising.

This effort can be related to what Fullerton, Kendrick, and Kerr (2009) coined the *bleed-over effect* of tourism advertising. They established this term in their study of "Visit the Set," the first international tourism advertising campaign of the U.S. Commerce Department. Research on the *bleed-over* effect shows that such tourism promotion efforts have the potential to improve foreigners' perceptions of a country beyond that of a tourism destination, regardless of the audience's intention to visit the country of which they see the advertising campaign (Fullerton & Kendrick, 2013).

Beautiful Bangladesh Campaign

The Bangladesh Tourism Board launched the country's first nation branding campaign in 2011 – a campaign that promoted the natural beauty, friendly people, and attractiveness of the nation as a tourist destination. This campaign, with the slogan "Beautiful Bangladesh: School of Life" ran concurrently with Bangladesh co-hosting the Cricket World Cup with India and Sri Lanka. The campaign continued in 2014, when the Tourism Board commissioned "Beautiful Bangladesh: Land of Stories."

Both the “School of Life” and the “Land of Stories” television commercials (TVCs) had two versions: one was three minutes and thirteen seconds and the other an extended version of fifteen minutes and seven seconds in length. The shorter version was widely broadcast during the 2011 International Cricket Council (ICC) Championship, with the original telecast being during the opening ceremony of the Cricket World Cup on February 17. An international audience in more than 180 countries saw this telecast. “School of Life” continued to air on different local and international television channels throughout the cricket tournament, was featured at several tourism film festivals and won the award for the third best television commercial at the Zagreb Film Festival (Bangladesh Tourism Board, n.d.). The TVC featured a variety of the country’s natural, cultural, archeological and historic attractions and traditions, which makes it a suitable message to test as part of a study on the effect of tourism advertising on audiences’ perception of a country.

The commercial was created by the advertising agency Grey Bangladesh, produced by RED dot Multimedia Ltd. and directed by award-winning filmmaker Gazi Ahmed Shubhro (Basher, 2015; BangladeshTalks, 2011).

This research explores how the first of these nation branding campaigns, “Beautiful Bangladesh: School of Life,” may have contributed to a more positive country image of Bangladesh internationally. The analysis was done through Fullerton and Kendrick’s (2015) “Model of Country Concept,” which attempts to “illustrate the many integrants or influences that bear on global citizens’ formulation and re-formulation of notions and concepts about other countries, in

essence how a country's reputation might be shaped" (p. 2) According to this model, nation branding agents utilize elements of public diplomacy, people, tourism, brand, investment and cultural exports to achieve this.

Bleed-over Effect of Tourism Advertising

In 2006, U.S. Travel Association Chief Operations Officer (COO) Geoff Freeman stated that after tourists have visited the United States, they have a more positive view of the country than before visiting. Moreover, Freeman hypothesized that when tourists are exposed to tourism advertising messages about the U.S., they are more positive toward the country, even without visiting it (Fullerton & Kendrick, 2013, p. 2). This argument suggests that tourism advertising may "bleed over" to other nation branding objectives by positively affecting visitors' general attitudes toward a country, whether or not they intend to visit the country or whether they like the branding material itself. Therefore, tourism advertising, when and if funded by the government becomes an instrument for public diplomacy as Tuch (1990) argues, "a government's process of communicating with foreign publics in an attempt to bring about understanding for its nation's ideas and ideals, its institutions and culture, as well as its national goals and policies" (p. 3).

Fullerton, Kendrick and others have tested the bleed-over effect in several empirical studies and in a variety of contexts. These included attitudes toward the U.S. among Australian college students after viewing a U.S. Commerce Department tourism commercial called "Visit the Set" (Fullerton, Kendrick & Kerr,

2009). It also measured attitudes among U.S. adults who viewed the Tourism Australia commercial “There’s nothing like Australia” (Fullerton & Kendrick, 2011). In both studies, the researchers found that respondents’ attitudes toward the advertised country’s people and government improved after watching the television commercials. In the case of “Visit the Set,” however, the commercials did not necessarily create interest in traveling to the country.

Mediated Public Diplomacy and Tourism Advertising

In 2008, Entman used the term “mediated public diplomacy” to illustrate how governments try to positively frame their national policies in the international arena. Entman explained mediated public diplomacy as “the success and failure of efforts by the U.S. government to promote favorable framing of its policies in foreign news media” (2008, p. 87). However, Fullerton and Kendrick (2013) suggest that mediated public diplomacy goes beyond placing positive news stories in the foreign press, an approach that could be categorized as *earned* media. They highlight that mediated public diplomacy may also be implemented in the form of *paid* or *owned* media. From the perspective of using the “Beautiful Bangladesh” campaign as a case study, this study mainly focuses on owned and paid media as ways through which the Bangladeshi government communicated their message.

Owned mediated public diplomacy refers to a government using its own media outlets to promote its policies and strategies (see Hasnat & Steyn, 2017, pp. 154). In this case, the Bangladesh Tourism Board (a government agency under the

Ministry of Civil Aviation and Tourism) utilized government infrastructure and resources to promote a particular country image of Bangladesh. They did this through government-owned television channels as well as via paid international mass media (see below). The Bangladesh Tourism Board also incorporated various government webpages (e.g. <http://visitbangladesh.gov.bd/video-channel/>) to promote its message. Since the government owns these media outlets, they control the placement, timing and frequency of the messages, and they have no additional distribution cost. The Tourism Board also maintains social media platforms to promote tourism activities (e.g. a Facebook page) (<https://www.facebook.com/BangladeshTourismBoard.gov/>). This is another example of owned mediated public diplomacy.

Paid media primarily takes on the form of paid advertising and has the advantage that the messages are designed to reach an (often large) target audience via the designated channels, time and frequency purchased (see Hasnat & Steyn, 2017, p. 154). For the purposes of the “Beautiful Bangladesh” campaign, the Tourism Board chose national and international broadcasts of a major sporting event (the 2011 ICC World Cup) to launch and continue the broadcast of the “School of Life” commercial (see above). Similarly, the “Land of Stories” commercial was aired in 2014 during the ICC T20 World Cup hosted in Bangladesh.

Research Questions

This study partially replicates the earlier bleed-over effect studies done by Fullerton and Kendrick. The researcher uses the “Beautiful Bangladesh: School of Life” commercial as a case study. The justification for using this particular commercial is that it is significant both in terms of being the first of its kind in the history of tourism advertising in Bangladesh and in terms of the size of the international media audience it reached. The researcher chose the standard-length version of the commercial as stimulus because it is highly likely that respondents will pay less attention to the longer version. Using the longer version would probably result in less feedback from respondents and therefore less reliable results.

The purpose of this research is to study the role of tourism advertising in public diplomacy. To achieve this, the study posed the following research questions:

1. What is respondents’ perception of Bangladesh, its government and its people before watching the “School of Life” commercial?;
2. What is respondents’ perception of Bangladesh, its government and its people after watching the “School of Life” commercial?;
3. What is the relationship between respondents’ perception of Bangladesh, its government and its people before and after watching the “School of Life” commercial?

Methodology

For this study, the researcher conducted a traditional pre-post quasi-experiment among an international group of adults who participated in the 2015 and 2016 Spring and Fall U.S. Department of State Professional Fellows Congresses. Participants have visited the U.S. in May-June and October-November 2015 and 2016 and ended their stay with a three-day congress in Washington, D.C. Because the primary goal of the Bangladesh campaign was to attract international tourists to the country and build a positive image of the country among an international audience, this population was ideal to test the extent to which this happened. The researcher sent an email invitation to these individuals (N=993) to participate in the study. Those who agreed to participate, completed an online survey (see below).

The survey was built and completed via the Qualtrics Online Survey platform. The first part of the survey collected respondents' basic demographic information and attitudes toward Bangladesh as a tourist destination. It also collected data about Bangladesh's country image in general, measured on a seven-point Likert scale. The researcher adopted the scale from the 2016 Pew Research Center for the People and the Press study, as well as from the Fullerton and Kendrick (2013) study, where 7 = "very favorable" and 1 = "very unfavorable." The scale also has a "neutral/I don't know" option.

Following the first part of the questionnaire, respondents watched the "School of Life" commercial. The survey then asked them two questions related to the commercial, of which they had to answer at least one correctly to be able

to advance to the rest of the survey. The second part of the survey included the same questions related to attitude and perception as were asked in the first part of the survey. These questions were used to collect post-exposure data.

After four weeks of data collection, the survey was closed and the researcher analyzed the data using Statistical Package for the Social Sciences (SPSS). Apart from basic descriptive statistics, the study used paired t-tests for primary data analysis. Moreover, some variables were combined to create constructs to grasp better understanding of concepts such as travel interest, attitude toward the country, etc. Similar paired t-tests method was used for the analysis. In terms of open ended questions such as “what are the first three words come to you mind thinking about Bangladesh”, word cloud was used to illustrate the frequency and weight of mentions of different words.

Conclusion

This chapter outlines the research idea and its context, explains why it is a relevant study and provides support from existing literature. Moreover, it presents the research questions and draws the research methodology with brief description of the data analysis process.

Chapter two will focus on the concept of diplomacy with special emphasis on public diplomacy, as that is the main pivot of this study. The chapter will also provide a brief historical context of diplomatic practices, different approaches to diplomacy, different tracks of diplomacy and how all these come into play when

a country works on developing its national image and promotes its public diplomacy efforts.

Chapter 2

Diplomacy: Old, New and Beyond...

Chapter 1 outlined the framework for this study by explaining the context and rationale for the research. It also introduced the research methodology and the theoretical concepts for the study. Following this, chapter 2 presents the concept of diplomacy and its connection to nation state and power, the different approaches to and types of diplomacy. Moreover, it elaborates on the topic of public diplomacy, its dimensions and changing trends in diplomatic practice. Finally, this chapter paves the way to a better understanding of the connection between public diplomacy and nation branding, and how that shapes the image of a country in the international environment.

Defining Diplomacy

The practice of diplomacy is an ancient tradition that probably goes further back than recorded history (Szykman, 1995). The concept of diplomacy is one of those concepts that would come naturally once any civilization reaches a certain level of sophistication. As Szykman (1995) wrote, “this hypothesis is supported by the fact that ideas relating to diplomacy have arisen in many primitive societies, seemingly without external intervention” (p. 9). For example, the idea of diplomatic immunity was known and practiced among the Australian aborigines (Szondi, 2008). De Magalhaes’ (1988) study of the diplomacy of primitive

societies in Africa, Asia, Australia, and the Americas disclosed “familiarity with ideas such as messengers and envoys to maintain intertribal relations” (p.32).

Due to a lack of documented and preserved records, very little is known about diplomacy in ancient history. Szykman (1995) indicated that there are some references to diplomatic notions in earlier civilizations like the Assyrians, the Egyptians, the Babylonians, the Hebrews, the Chinese and the Hindus.

According to Encyclopedia Britannica online (2017, p. n/a) diplomacy is “The established method of influencing the decisions and behaviour of foreign governments and peoples through dialogue, negotiation, and other measures short of war or violence.”

And Merriam-Webster dictionary online (2017, p. n/a) defines diplomacy as:

1. the art and practice of conducting negotiations between nations
2. skill in handling affairs without arousing hostility

In simpler words, diplomacy is a tool through which nations negotiate. Some scholars also apply the term to the nations’ negotiation strategies and tactics. In this sense, diplomacy is a way in which nations formulate policies that would influence other nations decisions or policies. In times of crises, war often occurs, when diplomacy fails. Traditionally, however, diplomacy referred to the formal practices most nations follow when they send representatives to live in other countries. These diplomats help carry on day-to-day relationships between their country and the country in which they serve. They work with the host country government to promote international cooperation and gain political or economic advantages for their country.

Approaches to Diplomacy

There are three common approaches to diplomacy that states can choose to pursue:

- “Unilaterally,” where states act alone, without the assistance or consent of any other state;
- “Bilaterally,” where the states work in accord with another state; and
- “Multilaterally” where the state works in agreement with several other states.

Very naturally there are advantages and disadvantages to each of the approaches mentioned above (Szondi, 2008). When a state chooses to act by itself, it has the freedom to do whatever the state interest requires it to do and take the measures necessary to make. However, this approach also puts the state at risk of facing the consequences by itself when acting unilaterally. On the other hand, working with allies provide a state the opportunity to maintain good relation, and shared any burden. However, working with partners, single or multiple, often comes with a compromise in the national interest.

Diplomacy and Power

Diplomacy is inevitably linked to power. The work of Joseph Nye is well-known in this respect, particularly as it relates to soft power. As Snow and Taylor (2008) defines, “soft power is based on intangible or indirect influences such as culture, values, and ideology” (p. 3). Nye (1990) first termed the term “soft power”, as he wrote that the U. S. must devote in actions that lead to better ties that bind:

. . . the richest country in the world could afford both better education at home and the international influence that comes from an effective aid and information program abroad. What is needed is increased investment in 'soft power,' the complex machinery of interdependence, rather than in 'hard power'—that is, expensive new weapons systems.”
(p. 162)

Currently, in international relations, the traditional methods of coercion using force (economic, military or other), known as “hard power” are losing ground to the indirect approach of persuasion and effective influence known as “soft power.” This is the result of a combination of factors such as the complex and interdependent way of living, the empowerment of public opinion, the mass communication revolution, the lightning flow of ideas and information, and prominently the phenomenon known as “cultural globalization” (Snow & Taylor, 2008).

Types of Diplomacy

Originally, two types of diplomacy existed, commonly known as “Track 1” and “Track 2” diplomacy. The former is conducted directly by the state, being the main actor in this form of diplomacy. “Track 1” is also commonly referred to as official diplomacy (see Morrison, 2004). “Track 2” diplomacy is more unofficial in nature. It involves non-governmental actors having to support the state achieve its foreign policy goals (see Morrison, 2004). This is the realm of professional

nongovernmental actors trying to analyze, prevent, resolve, and manage international conflict situations.

However, the types of diplomacy have in modern times evolved to a new level with the emergence of so-called “multi-track diplomacy.” This concept views the process of international peacemaking as an organic system of interconnected activities, individuals, institutions, and communities with a common goal: a world at peace.

Multi-track diplomacy originated because of pure government mediation proving to be inept (Institute for Multi-Track Diplomacy, 2017). Moreover, increased intrastate conflict in the 1990s confirmed that Track 1 Diplomacy was not an effective method for securing international cooperation or resolving conflicts (Institute for Multi-Track Diplomacy, 2017). Rather, it became apparent that a more interpersonal approach, in addition to government mediation, would be more effective in resolving conflict. For that reason, former diplomat Joseph Montville conceptualized the idea of including citizens with diversity and skills into the mediation process, and that is how Track 2 Diplomacy came to existence. (Institute for Multi-Track Diplomacy, 2017).

Former U.S. ambassador John McDonald expanded Track 2 Diplomacy further into four separate tracks, namely: conflict resolution professionals, business, private citizens, and the media (Institute for Multi-Track Diplomacy, 2017). In 1991, multi-track diplomacy got another boost from Dr. Louise Diamond and ambassador McDonald when they “expanded the number of tracks to nine

by adding religion, activism, research, training and education, and philanthropy to help create an environment that will facilitate positive change in track 1 type initiatives” (Institute for Multi-Track Diplomacy, 2017).

The combination of different tracks of diplomacy that brings together different actors from different levels of society defines modern public diplomacy. As mentioned above, the purpose of these initiatives is to make the world a peaceful place for all its inhabitants while promoting increased cooperation and mutual trust.

Public Diplomacy Elaborated

Public diplomacy dates back to about half a century, although the term “public diplomacy” has a prehistory that dates back to the middle of the 19th century (Szondi, 2008). In the mid-1960s when Edmund Gullion first used the term public diplomacy it attained “a new meaning to describe the influence of public attitudes on the formation and execution of foreign policies” (Szondi, 2008, p. 2). In his 2008 publication Cull cited an earlier Murrow Center brochure with no date of publication, that he claims to best summarize Gullion's concept. According to which public diplomacy:

encompasses dimensions of international relations beyond traditional diplomacy; the cultivation by governments of public opinion in other countries; the interaction of private groups and interests in one country with another; the reporting of foreign affairs

and its impact on policy; communication between those whose job is communication, as diplomats and foreign correspondents; and the process of intercultural communications. (p. 17)

The formation of the term can be traced back to the peak of the Cold War. This was the period when the evolution and practice of public diplomacy was formed by vivid influence of the Cold War (Szondi, 2008). Evolution of public diplomacy in the U.S. mainly occurred in three stages. All three are marked by unprecedented events.

Szondi (2008) in his book *Public diplomacy and nation branding: Conceptual similarities and differences* explains the development on the three stages well. According to him, the first stage is marked by the cold war era when the U.S. and allied powers used different methods of both black and white propaganda to spread Western values and norms among the people living behind the Iron Curtain of Soviet Union throughout Eastern Europe. The fall of the Berlin Wall was the beginning of the second phase of public diplomacy evolution. However, during this time noticeably minimal effort and resources were deployed to public diplomacy which in term resulted into the decline of U.S. public diplomacy worldwide. The 9/11 terror attack on the World Trade Center on, signals the beginning of the third phase of public diplomacy in the U.S. when George W. Bush asked, “why do they hate us”? (Dietrich, 2005, p. 52)

In each of these stages, public diplomacy attained new connotations and interpretations, which resulted in the redefinition and reinvigoration of the

concept. In 1990 Hans Tuch, stated that public diplomacy will fail to be an effective tool unless there is a general agreement on its meaning and functions (Szondi, 2008). Although, public diplomacy still lacks a universally accepted definition, the concept has become global.

There are multiple dimensions of public diplomacy and Szondi (2008) suggested the dimensions can be contextualized as follows (p. 6):

- domestic and foreign;
- the degree of tension between states;
- direction of communication: one-way (information) versus two-way communication (dialogue);
- and in a country-specific context as different countries (governments) can define public diplomacy in different ways.

Public diplomacy traditionally implies that the government communicates with foreign audiences to achieve changes in the “hearts or minds” of those audiences. Public diplomacy, however, can also refer to and be applicable to domestic public(s) in two ways: either in the engaging approach where input from citizens for foreign policy formulation is considered or the explaining approach where government explain foreign policy goals and its means to domestic publics. Melissen (2005) refers to the domestic aspects of diplomacy as public affairs, similarly to the U.S. approach where public affairs involve the function of government officials explaining and defending American foreign policy to the public via the media. Public affairs' function in this case is to justify or “sell” foreign

policy decisions domestically, after the government has formulated and accept these policies. In case of Bangladesh the domestic socialization of foreign policy is almost absent. Government rarely takes input from public in foreign policy issues and the policy itself is not coherent as it changes with the party in power (Fahad, 2010).

Earlier definitions of public diplomacy evolved around strategies of promotion and persuasion and were closely related to self-interest and impression management (Szondi, 2009). In earlier iterations, public diplomacy was defined as “direct communication with foreign peoples, with the aim of affecting their thinking and ultimately, that of their governments” (Malone, 1985, p. 199). As for the content of public diplomacy, “it describes activities, directed abroad in the fields of information, education, and culture, whose objective is to influence a foreign government, by influencing its citizens” (Malone, 1985, p. 201). This definition also demonstrates that for many, cultural diplomacy forms part of public diplomacy.

However, this seems to be changing over time. If one compares the past current definitions and practice of public diplomacy, the following becomes clear. Earlier definitions of public diplomacy stated the objectives to be two-fold: to influence the target nation’s “general” public and, by doing so get them to influence their own government to change foreign or domestic policy. However, recent definitions approaches to public diplomacy takes more of a population centric approach rather than a government centric one where they try to influence

public opinion to create a approachable environment for foreign policy goals (Szondi, 2008).

Traditionally, public diplomacy was closely linked to conflicts and tensions between countries. As a result, it had traditionally been a means to resolve low intensity conflict (Frederick, 1993). Frederick also developed a spectrum of communication to visualize the role of communication in global affairs. According to this approach, public diplomacy is not practiced in times of peaceful relations but mostly at times when there is a certain degree of conflict. The purpose of public diplomacy in these situations is to “convey positive American values to foreigners, to create a climate of opinion in which American policies can be successfully formulated, executed and accepted” (Frederick, 1993, p. 229).

Szondi, (2009) proposed the following model, which can help conceptualize public diplomacy.

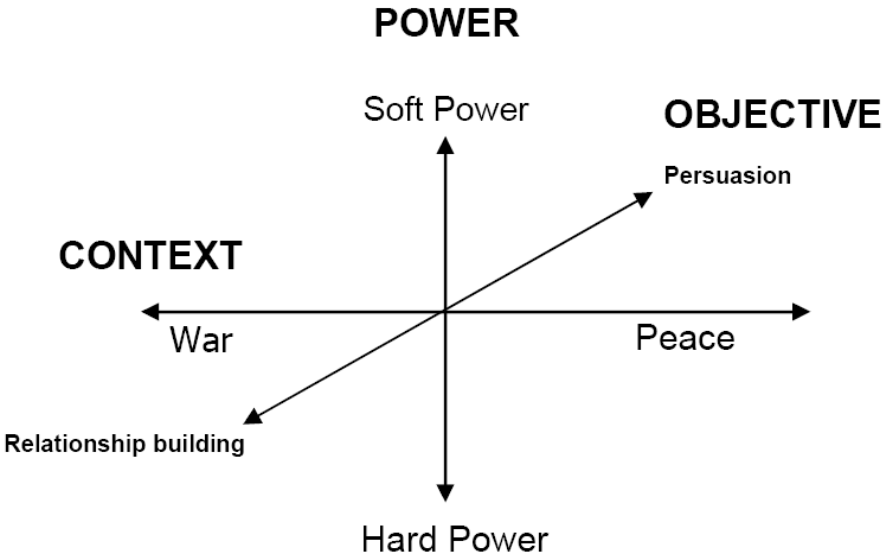


Figure 1: The Dimensions of Public Diplomacy

As figure 1 demonstrates, the condition in which communication or interaction between the communicating and the target country takes place is important. This condition can either be one of peace or turbulence/war. Secondly, the objectives of communication/interaction between the communicating and target country can range from persuasion to relationship building. The European Union's public diplomacy efforts, for instance, can be characterized as symmetrical public diplomacy, efforts that aim at creating mutual understanding and which are based on dialogue. In this case, each party has an equal opportunity to influence mutually beneficial policy outcomes. Moreover, each party is willing to alter its policies, positions or behavior accordingly. Thirdly, the dimension of power relates to "the ability to affect the outcomes one wants" (Nye, 2004, p. 4). Nye's concept of soft versus hard power refers to the different types of resources and capabilities at a nation's disposal to achieve its purposes by affecting the behavior of others. Nye conceptualized soft power as a power of attraction, which "rests on the ability to shape the preferences of others" (Nye, 2004, pp. 5-6). Hard power, on the other hand, refers to "the strategies focus on military intervention, coercive diplomacy, and economic sanctions to enforce national interests" (Wilson, 2008, p. 114)

The concept of soft power has become central to many conceptualizations of public diplomacy although the relationship between soft power and public diplomacy is vague and sometimes controversial. Batora (2005) for example defined public diplomacy as the promotion of soft power, while for Melissen (2005) public diplomacy is only one of the key instruments of soft power. In Nye's

original conceptualization, however, nation branding would be a more appropriate term to cover the meaning of soft power as they both are about attraction. However, contextualization of public diplomacy can be influenced by the history and culture of the country while nation branding is a more uniform concept (Szondi, 2010).

Another common approach is when public diplomacy boils down to creating, projecting, or promoting “a positive image” of the country abroad which is also a common goal of many nations' branding efforts.

In summary, analyzing definitions of public diplomacy in a historical context, “a clear shift can be detected from achieving behavioral goals to attitudinal/cognitive goals; ranging from information provision to communication; persuasion to relationship building; and managing publics to engaging with publics” (Szondi, 2009, pp. 16-17). It is “the individual” who is at the core of public diplomacy. Instead of a traditional top-down approach, public diplomacy is a bottom-up approach to solve international conflicts and create harmony.

This chapter provided an overview of what diplomacy is and how it is implemented in different circumstances by different states. It also outlined the different approaches to diplomatic practices and various types of diplomacy. Additionally, this chapter gave an idea of the field and scope of public diplomacy, including its dimensions and the ever-changing nature of the field.

The next chapter connects public diplomacy, country image, and nation branding and illustrates how they are similar yet different.

Chapter 3

Public Diplomacy and Nation Branding

The previous chapter outlined public diplomacy as a concept by defining it and showing how, over time, the definition of public diplomacy has evolved to its current stand. It also showed the different elements that interact in various public diplomacy settings.

Chapter 3 of the study focuses on the interrelationship between public diplomacy, nation branding, and country image. Though public diplomacy and nation branding are increasingly used interchangeably in both the academic literature the practical application thereof, the relationship between these two concepts remains anecdotal and ambiguous. As stated in chapter 2, public diplomacy has traditionally and primarily been defined as government communication targeted at an international audience to change their “hearts or minds” in favor of the practicing country. Another recent and very similar concept that aims to achieve similar goals but from a marketing perspective is “nation branding,” often interchangeably used with “country branding.”

As indicated in the previous chapter about public diplomacy, nation branding has also been defined in a variety of ways. This implies that both concepts are open to a wide range of interpretations, depending on which best suits the interest of the main role players or the situation for which these concepts get defined.

Public Diplomacy and Nation Branding: Conceptualization and Comparison

Whereas American scholars and practitioners primarily paved the way for the theory and practice of public diplomacy the term nation branding comes from predominantly European researchers. More specifically, two British scholars, Simon Anholt and Wally Olins, are considered the “fathers” of nation branding, leading the way in both the evolution and implementation of the concept. As Szondi (2008) points out, British marketing and branding agencies are prime providers of nation branding services to countries and their governments. However, both publications related to and the implementation of nation branding as a concept are quickly gaining momentum and expanding among scholars from other parts of the world.

Much of the uncertainty that surrounds the relationship between public diplomacy and nation branding rises from inadequate conceptualization as well as from mutual misunderstanding between scholars and practitioners of international relations as well as the marketing communication. Moreover, both nation branding and public diplomacy are emerging fields of studies with evolving bodies of knowledge. As a result, the boundaries of both disciplines are in a fluid state as they try to find their theoretical and practical positions. Szondi (2008) argues that "Nation branding is clearly situated in the marketing discipline, while public diplomacy largely remains in the realm and at the intersection of international relations and international communication as host disciplines" (p. 4).

Earlier accounts of nation branding were more tactical rather than strategically planned, holistic or consistent because the field is in the initial

phases of evolution (Szondi, 2009). The term 'nation branding' was allegedly coined by Simon Anholt in 1996, although the emergence of place branding and place marketing as a specialization of marketing and branding dates to the early 1990s. Nation branding as a concept emerged from the combinations of the country-of-origin studies. It has its roots in the interdisciplinary scholarly work "on national identity, which incorporates political, cultural, sociological and historical approaches to identity" (Szondi, 2008, p. 4).

Dinnie (2008) argues, these two areas interact in the context of economic globalization, which results in the harmonization of markets on the one hand and in the increasing sense of national identity on the other. Destination branding can also be considered a forerunner of nation branding. Destination branding remains the most perfected specialization of place branding with its primary focus on tourism (Dinnie, 2008) theoretically. It is, however, of eminent importance to distinguish between destination branding and nation branding, the latter being a much broader concept (Szondi, 2007).

Nation Branding vs. Country Branding

Although definitions of public diplomacy abound (see Chapter 2), only a few scholars and practitioners have defined nation branding. Nation branding is often defined as the application of branding strategies and tools for the purposes of promoting the unique characteristics, culture, exclusive selling points and attractions of nation states. As Fan (2006) describes "Nation branding concerns

applying branding and marketing communications techniques to promote a nation's image" (p. 6). Gudjonsson (2005), defines nation branding in a similar way but he identifies the government as a key actor here, who initiate, influence and become involved in the branding:

Nation branding occurs when a government or a private company uses its power to persuade whoever has the ability to change a nation's image. Nation branding uses the tools of branding to alter or change the behavior, attitudes, identity or image of a nation in a positive way. (p. 285)

Gudjonsson (2005) also disagrees with the idea that nation branding is a process to brand a nation. He argues that nations and/or their governments as such cannot be branded. However, governments and other public institutions can use the techniques of branding to promote their policies or the attributes of their countries. For O'Shaughnessy and O'Shaughnessy (2000) the notion of nations being brands is "commonly accepted." Nevertheless, other scholars remain unconvinced about the usability of branding ideas and strategies to nations. As Dinnie (2008) clears this by differentiating between a national brand and a nation-brand. He defines nation-brand as "the unique, multidimensional blend of elements that provide the nation with culturally grounded differentiation and relevance for all of its target audiences" (p. 15). This definition concerns a nation's culture as well as the target audiences who holds the brand in their minds.

Szondi (2008) argues, nation branding can be conceptualized autonomously from branding itself. For him, nation branding is “the strategic self-presentation of a country with the aim of creating reputational capital through economic, political and social interest promotion at home and abroad” (p. 5). Nation branding become successful when the people of the country live the brand. According to Anholt (2003), in terms of nation branding, the citizens are both the spokesperson and addressee of the message:

Country branding occurs when public speaks to public; when a substantial proportion of the population of the country — not just civil servants and paid figureheads — gets behind the strategy and lives it out in their everyday dealings with the outside world. (p. 123)

As Widler (2007) recognizes, the difference between nation-as-state and nation-as-people is ambiguous. A nation, when considered as a group of people with a common identity, history and destiny which seeks statehood. A nation state, however, is “the set of institutions, dispositions and territory which makes it possible for governments to exist — and to change” (Hill, 2003, p. 32). This implies that not everyone is clear on exactly what is being branded as part of the “nation branding” initiative. What might assist with this distinction is the fact that the concept “nation” refers to people with identities and culture. Therefore, nation branding is a better-suited term to describe the process of branding people.

Recognition by the international system and community is crucial to statehood. Country usually refers to a geographic territory and to locations or

places where a specific culture is produced and in this sense “country branding” is essentially place branding (Szondi, 2008). Europe as well as federal states like U.S. and India provide numerous examples where the political borders do not follow the ethnic and linguistic borders.

The Role of the Government and Citizens in Nation Branding

A government’s involvement connects the concept of public diplomacy with that of nation branding. Definitions of nation branding do not refer directly to governments but it often identifies the government is often identified as the initiator and coordinator of a nation branding. An interesting trend is that in public diplomacy the visibility and role of government is decreasing and giving way to more credible actors, such as NGOs and other non-state actors. On the other hand, nation branding practitioners call for more government involvement to achieve co-ordination and a holistic approach (Szondi, 2008). Global surveys, such as the 2008 Edelman Trustbarometer - an annual study of opinion leaders in 18 countries from four continents - confirm that messages from non-government organizations (NGOs) and businesses are more trusted than messages from media and governments. This has an important bearing on the credibility of those who originate the message. Nation branding is “often outsourced to branding or marketing agencies and consultants who advise governments about country branding, develop the core ideas and elements of the nation’s brand, design visuals, as well as produce a national ‘brand book’” (Szondi, 2008, p. 12).

One of the features of nation branding is that it considers both domestic and foreign citizens as equally important targets. A parallel is often drawn between a company's employees and domestic citizens whose primary role is to "live the brand" and serve as "brand ambassadors." As Anholt (2002) noted in the Forward of the Journal of Brand Management's special issue on country branding, a "properly" executed national branding campaign "can unite a nation in a common sense of purpose and national pride" (p. 234). If Anholt's (2003) views about nation brands' ability to create and distribute wealth are correct, it is more appropriate to view citizens as shareholders or stakeholders, and not employees because the country does not have a specific form of control over its "brand ambassadors" as a company has over its employees (see Szondi, 2010).

Nation branding targets mass audiences in the target nation (Anholt, 2003). These audiences are largely passive. Public diplomacy, on the other hand, targets well-defined publics such as cultural or political elites, opinion formers and leaders, or those interested in foreign news or policy. As Sproule (1988) points out, nation branding targets the public of a country and therefore is more "public" than public diplomacy, which is more elite-orientated. Public diplomats need to also communicate with groups of people who might even oppose their government's policies or activities. These groups or publics define themselves rather than the government playing a role in this process.

Convergence of Public Diplomacy and Nation Branding

Several factors allowed branding and marketing approaches to penetrate the sphere of international relations and public diplomacy. These approaches have been applied in the public sector of many countries, such as the U.K. or Canada, where the principles of branding are used as instruments to better communicate and engage with citizens (Szondi, 2008). When public diplomacy is considered government communication across national borders, it implies that governments apply these principles to communicate with foreign publics. Szondi (2008) provided an excellent example of this approach with the case of “the U.S. when Charlotte Beers, an advertising “guru” was appointed Under Secretary for Public Diplomacy and Public Affairs in October 2001” (p. 13)

In addition, branding moved into the sphere of international relations and diplomacy through the terminology it adopted. For instance: audiences are “targeted,” trade wars or “war of ideas” are commonly used metaphors and company employees are often identified as brand “ambassadors.” The opposite is also true. Terminology from marketing and branding is penetrating the language of international relations, including phrases such as “niche” diplomacy. Peter van Ham (2001) underscores the importance of this approach in his seminal work on the rise of the “brand state,” indicating the importance of adopting branding approaches in foreign policy and public diplomacy. Van Ham states that the modern world of geopolitics and power is being replaced by the postmodern world of images and influences. He, therefore, argues that traditional diplomacy is disappearing and identity politics is becoming the main activity of

politicians and states, necessitating the incorporation of branding principles and concepts in diplomacy and international relations.

In comparing the relationship between nation branding and public diplomacy, different views are becoming more distinct (Szondi, 2007):

- Firstly, the two concepts are unrelated and do not share any common ground. Nation branding and public diplomacy have different goals, strategies tools and actors. This was especially widespread following the end of the Cold War. The emerging democracies of Central and Eastern Europe in attempt to get rid of their Communist pasts, many countries in the region engaged in both public diplomacy and nation branding but with little or no interplay or interaction between the initiatives;
- Secondly, scholars and commentators believe public diplomacy is only a integrated part of a much broader concept that is nation branding. Lewis (2003, p. 27), described public diplomacy as “the branding techniques of politicians.” Foreign policy advisors and government officials as well as international relations scholars joined this trend by adopting the view that foreign policy can also be the subject of branding. Branding practitioners, on the other hand, have become foreign policy “specialists” and advisors to government agencies that is charged with foreign policy. Nation branding has also revitalized country promotion and put a new emphasis on public diplomacy as a concept;
- Thirdly, there is the reality that in practice and to some extent, each country conducts some form of public diplomacy. Nation branding initiatives are,

however, less common. This implies that nation branding is a part of public diplomacy or an instrument of public diplomacy through which a government can reach foreign nations and people. Peter Van Ham explored the potential intersection between branding and international relations in a wider context and examined how branding can be used in both international relations and public diplomacy (Van Ham, 2001, 2002, 2003, 2008);

- Fourthly, nation branding could also be conceptualized as the economic dimension of public diplomacy, or the public dimension of economic diplomacy. Economic diplomacy aims “to promote national prosperity and to conduct a foreign economic policy to that end . . . which consists in giving a boost to the export efforts of the country’s enterprises and attracting the inward investment...” (Hill, 2003, p. 142). Economic diplomacy’s contribution to public diplomacy has been often ignored, but public diplomacy can be considered the public communication dimension of economic diplomacy. The case of Bangladesh is a relevant example: since its independence in 1971, the country was heavily dependent on foreign aid. Therefore, the top aid donor countries became the allies and other relationship efforts failed.; and
- Finally, some believe public diplomacy and nation branding share some common ground. However, neither incorporates the other and each has its own special characteristics. This approach is advocated by Melissen, editor of *The New Public Diplomacy – Soft Power in International*

Relations. Melissen identified both conceptual differences and similarities between branding and public diplomacy. He concluded that they are distinct approaches but “they both come down to clearly similar activities and they best work in tandem” (Melissen, 2005, p. 9). In his opinion nation branding is way more ambitious with a holistic approach that involves greater efforts than public diplomacy, which aims for modest achievements.

Another area in which public diplomacy and nation branding overlap is in image creation. However, to simply say that the goal of either nation branding or public diplomacy is to “create a positive image” reduces the essence of both concepts even though positive images are vital by-products of both activities. Moreover, identity is another concept that overlaps between the two approaches. Dinnie (2008), for instance, discusses the role of national identity and its different manifestations in nation branding. Similarly, building a national identity and promoting this identity are common public diplomacy goals. In addition, culture comes into play as a common segment of both nation branding and public diplomacy, especially where public diplomacy incorporates cultural diplomacy.

In summary, it becomes clear that despite their unique characteristics and differences, national branding and public diplomacy are concerned with the same activity: promoting specific aspects of a country with the goal of creating positive images about that country in the eyes of whoever the target audience is. However, the fact that both disciplines have slightly different approaches to

achieve this goal reinforces that it is a better approach to not equate public diplomacy and nation branding as that would limit the full potential of each.

Conclusion

This chapter explored the relationship and possible links between public diplomacy and nation branding, two dynamic fields with a growing number of practitioners and evolving bodies of knowledge. It identified five conceptual models of public diplomacy and nation branding that countries and their governments can apply to promote their image in the eyes of international audiences. The chapter outlined how the best way to utilize both public diplomacy and nation branding to their full potential is to approach it from an interdisciplinary approach rather than elevating one above the other. Moreover, both practitioners and scholars should consider the evolving, dynamic and transformational nature of both fields, given the changing political, cultural and social environments they are implemented in order to reap the full benefits of each.

The next chapter focuses on the role of media and tourism as two instruments in nation branding and public diplomacy.

Chapter 4

Media and Tourism in Nation Branding and Public Diplomacy

The previous chapter outlined the interrelationship between public diplomacy and nation branding by identifying and discussing the similarities and differences between the two concepts and by highlighting how practitioners and scholars can gain the most from these concepts if they reinforce each other rather than substituting one for the other.

This chapter discusses media and tourism as instruments in nation branding and public diplomacy. It also elaborates on the distinct role traditional and new media can play in these processes. It highlights how tourism can promote public diplomacy efforts and work as one of the strongest nation building tools. Finally, the chapter focuses on tourism advertising as an effective tool for public diplomacy and nation branding.

A Changing Media World

Little evidence is needed to support the statement that we are living in a global world. Revolutionary changes in communication technologies like the Internet, mobile phones, and social media are the drivers of social change in people's lives. Almost anyone nowadays has easy access to information, can share and store it almost effortlessly and can communicate instantaneously at no to very low cost with a broad range of audiences. This communication transcends

the previous limitations of space and time as it related to social communication and interaction (Archetti, 2012).

If one considers the impact modern communication technologies have on every aspect of human interaction, it becomes apparent that there must be some sort of effect on diplomacy too (Archetti, 2012). As such, scholars have acknowledged the rise of new diplomacy trends such as “virtual diplomacy” (Brown & Studemeister, 2001), “cyberdiplomacy” (Potter, 2002) and “media diplomacy” (Gilboa, 2002) that clearly are a radical shift from the traditional ways of conducting diplomacy.

In the same way that new media offer opportunities for individuals to transcend space and time, it enables governments to connect with worldwide audiences. This ability increasingly obscures the distinction between conventional and new methods of diplomacy (see Melissen, 2011).

The benefits of media in public diplomacy are clear, and many governments utilize these advantages to promote their country image. However, for media to be an effective public diplomacy tool, it needs to impact the intended audience effectively. Moreover, media messages need to be credible in the eyes of the public, something which can only be achieved if media platforms are free from political, economic or editorial biases. Also, mediated messages can only achieve proper public diplomacy objectives if combined with other activities like cultural and people-to-people exchanges. Carelessness and negligence in using

media as a public diplomacy tool can severely damage any country's public diplomacy efforts.

The Role of Media in Public Diplomacy

The evolution in communication technology allows media to reach every corner of the world faster and with more detail than ever before. Therefore, global media play a crucial role in international relations, and many policymakers depend on live news coverage by major traditional and (recently) non-traditional media outlets.

Given this reality and the growing influence of global media, it has become a standard tool for governments to utilize the power of mediated messages and apply it to public diplomacy. As such, media networks such as the British Broadcasting Corporation (BBC) and Voice of America have already proven their powerful influence in the foreign policy making process. John Simpson (2010) in his book *Unreliable Sources: How the 20th Century was Reported*, Simpson well-illustrated accounts of reports and analysis of historical events, especially of times when Britain was at war with other countries. He showed evidence proving that the British media, was well capable of forming and changing public opinion in favor of the government's foreign policy. Similarly, Seib (2008) bring forth another interesting case. He pointed out that the U.S. State Department officials started engaging with the channel after 2005, in spite of avoiding Al-Jazeera network for many years before that. Seib believes that is because they realized

that "appearing on television in any part of the world presents more benefits than not appearing at all" (Seib, 2008). By explaining American policies on television, the U.S. government hoped to improve its overall image. Similarly, former President Barack Obama, in his first week of his presidential term, agreed to be interviewed by Al-Arabiya Television, one of the most influential Arabic broadcasters. Politicians and government leaders, therefore these days do not limit themselves concerning media exposure rather they often go beyond the usual practice of public diplomacy to provide comprehensive information through sophisticated techniques seeing the value of global mediated communication. This trend necessitates that major economic and political powers such as the U.S., China, Russia, and the EU allocate increasingly larger budgets to win the hearts and minds of people around the world through global mediated public diplomacy.

In spite of these realities, however, global media is not always the simple answer for effective public diplomacy. Media need to be seen as credible and reputable by audiences before messages can be effective. This only happens over time and with a specific strategy. One way in which governments and media organizations can enhance the reliability of media is through audience feedback via Social Networking Services (SNS). Another strategy might be to combine cultural exchange programs and people-to-people visiting programs as well as scholarship exchange programs with mediated public diplomacy (Sam Ma, 2014).

In addition, public diplomacy implementers should not over-value the reach and effect of global media since not all parts of the world welcome and

provide access to global media similarly. As a result, diplomats in those countries need to realize the value of and actively engage local media (Sam Ma, 2014). They need to be comfortable with the local language and have an in-depth knowledge of local politics.

Recently, political experts recognize the importance of new media, especially social networking sites. The last two U.S. presidential elections have shown the power new media and social networks hold (Allcott & Gentzkow, 2017). Yet it also demonstrated the importance of traditional media (e.g. television radio, newspaper) to increase the impact of the mediated message (Smith, Dunne, & Hadfield, 2016). However, since social media is based on two-way communication, it has more attributes that make it possible for communicators to “listen to” and “engage with” their audiences. As a result, social media plays a significant role in addressing and shaping public opinion. This is particularly the case regarding the younger generation as they tend to be primary consumers of these media platforms (Han, Song, Lee, Kim & Chung, 2016). Also, as mentioned earlier, social media can transcend physical and psychological borders and therefore reach a wider audience. This is especially relevant in public diplomacy efforts, as social media could also reach audiences in areas where countries do not have formal diplomatic relations or where traditional media reach is restricted. Furthermore, the abilities of social media platforms also create new communication and engagement opportunities for local embassies to interact with a variety of local and international audiences. As such, embassies can actively engage in public diplomacy and nation branding efforts with these

audiences, and at the same time, they can engage with their audiences in a more deliberate way (Han et al., 2016).

The versatility of social media is such that it is not only a media platform by itself but also a distribution network for any media content or message. Therefore, even the messages sent from via traditional media can engage audiences and receive responses via social media, allowing the messages to be disseminated widely and in a short period of time. Most global media outlets now maintain their own social media profiles to create a wider presence, interact with audiences and take advantage of the benefits social media platforms offer.

Media, Political Awareness and Public Diplomacy

Research has highlighted the constructive role of global media in public diplomacy (Gao, Ingram, & Kee, 2016; Cheng, Golan & Kioussis, 2016; Genga, 2016). Moreover, media organizations and governments have collaborated to utilize the benefits of media messages in their public diplomacy efforts. In the first decade of the 21st century, for instance, China Central Television (CCTV) produced and broadcast a 12-part television documentary series called “Rising of Great Powers.” These episodes showed how nine international superpowers have achieved historical landmarks. The series recognized the basic values of democracy such as freedom, justice, fairness, and humanitarianism in the development of these superpowers. This could be an example of how China, a communist state, communicated to an international audience that it is becoming

more open-minded about other nations and that it is recognizing the same values the West has long been pursuing (Sam Ma, 2014). From a public diplomacy perspective, these mediated messages could send the impression to local and international audiences that they should look at China from a different perspective (Sam Ma, 2014).

On the other side, mediated messages could also have a positive negative effect on a country's image or on a government's public diplomacy efforts. Over the last decade or two, several messages gained international attention when cartoon depictions were said to humiliate a certain religion, for instance when a caricature of the Prophet Muhammad was published in September 2006 in a Danish newspaper, there were a strong outcry in the Muslim world. Another recent example was well-known French satirical magazine Charlie Hebdo's publication of Prophet Mohammad's cartoon and subsequent terror attack on the magazine office. Moreover, some video clips and photographs graphically depicted and communicated worldwide how military personnel of certain countries misbehave, for instance the leaked photographs and videos of U.S. troops torturing prisoners of wars and terrorist suspects at the Abu Ghraib prison in Iraq damaged the reputation of U.S. armed forces and the country in general.

. The attributes of global media (and especially social media) highlighted above are ideal to distribute these images and messages to a global audience at an extremely fast pace. Once this happens, these messages have the potential to nullify positive public diplomacy efforts that governments and government actors might have been working on for extended periods of time.

It is in cases like these that the debate between freedom of expression and public diplomacy come into play and it becomes increasingly relevant as social media platforms and user-generated content become more prevalent. A media organization might distribute a message newsworthy to its audience, even though that message might harm public diplomacy efforts.

The Role of Tourism in Public Diplomacy and Nation Branding

Tourism and travel have become one of the largest and most important industries in the world today. In 2016 it contributed almost U.S. \$8 trillion to the global economy, with the direct impact of the industry (accommodation, transportation, entertainment and attractions) contributing more than U.S. \$2 trillion (Statista, 2017). With over a billion tourists travelling around the world annually (Cable, 2014), the role of tourism as a public diplomacy instrument becomes significantly important. In fact, one can argue and research has shown that tourists have the potential to play a bigger role in shaping the image of a country than diplomatic officials do (Ngwira, 2016). This is true in both a positive and negative sense, as tourists' experiences of poor service, unsafe traveling conditions, crime or a lack of infrastructure can harm a country's image as much as positive experiences about these factors can help build a country's image. As such, public diplomacy and nation branding stakeholders cannot underestimate the role of tourism in their efforts and should make full use of this platform to establish, shape and maintain a positive country image among a growing local and international audience (Ngwira & Musinguzi, 2011).

Many countries are acknowledging this reality in their public diplomacy efforts. A case specifically relevant to this study is Bangladesh. As will be discussed in Chapters 6 and 7, Bangladesh has traditionally suffered from a very negative international country image. Early in the 2000s, the Bangladeshi government, via the Bangladesh Tourism Board, embarked on a campaign to change the country's image among an international audience and in the process, encourage tourism to the country. They incorporated the public diplomacy instruments of media and tourism to achieve these goals in an ongoing campaign titled "Beautiful Bangladesh."

Conclusion

This chapter discussed the interrelationship between media, tourism, nation branding and public diplomacy. It highlighted the changing face of media with the increasing presence of social media and the benefits of combining social media and traditional media platforms to communicate a message that transcends the limitations of space and time. It also outlined how governments can utilize the media to facilitate public diplomacy efforts but how actors should also be aware of the potential negative effect media can have on a country's image. The chapter concluded by exploring the growing tourism industry worldwide and how tourists are potentially bigger role-players in public diplomacy and nation branding efforts than official government actors are. It gave examples of countries realizing this and incorporating tourism and media into their nation branding efforts.

The next chapter of this study focuses on the “Model of country concept” (Fullerton & Kendrick, 2015) and the bleed-over effect of tourism advertising to lay the foundation for the application of these concepts to the case of Bangladesh and the Beautiful Bangladesh campaign.

Model of Country Concept and the “Bleed-Over” Effect of Tourism Advertising

The previous chapter highlighted the changing global media environment how new media platforms and ways of communicating can affect nation branding and public diplomacy in both positive and negative ways. It also explored how tourism is increasingly becoming a tool for positive public diplomacy, while also having the potential to establish and disseminate a negative country image about a location travelers visit.

This chapter discusses Fullerton and Kendrick’s (2015) “Model of Country Concept” and the “bleed-over effect” of tourism advertising. This discussion lays the groundwork for the application of these concepts in the case study for this research, namely the country image of Bangladesh and the “Beautiful Bangladesh” tourism advertising campaign.

As highlighted in Chapter 4, both public diplomacy and nation branding are new and transforming disciplines that are evolving toward finding a theoretical and scholarly framework (Fullerton, 2014). One step toward addressing this is Fullerton and Kendrick’s (2015) “Model of Country Concept.”

The Model of Country Concept

First proposed in 2015, the Model of Country Concept is a general illustration of how global citizens (through a variety of variables) form their opinions about other countries. As such, the model combines the components of public diplomacy and nation branding to illustrate how a nation's image gets established, shaped and maintained in the minds of global citizens. According to Fullerton and Kendrick (2017):

The Model of Country Concept offers a new and inclusive lens through which to view the fields of nation branding and public diplomacy by depicting contributions of both areas to international public opinion. Drawing from a number of existing and often competing paradigms and perspectives, the model identifies and clarifies the many integrants that affect how global citizens formulate concepts of other countries. This inclusive depiction provides a cohesive structure from which to consider the related theory, research, strategy, and practice.

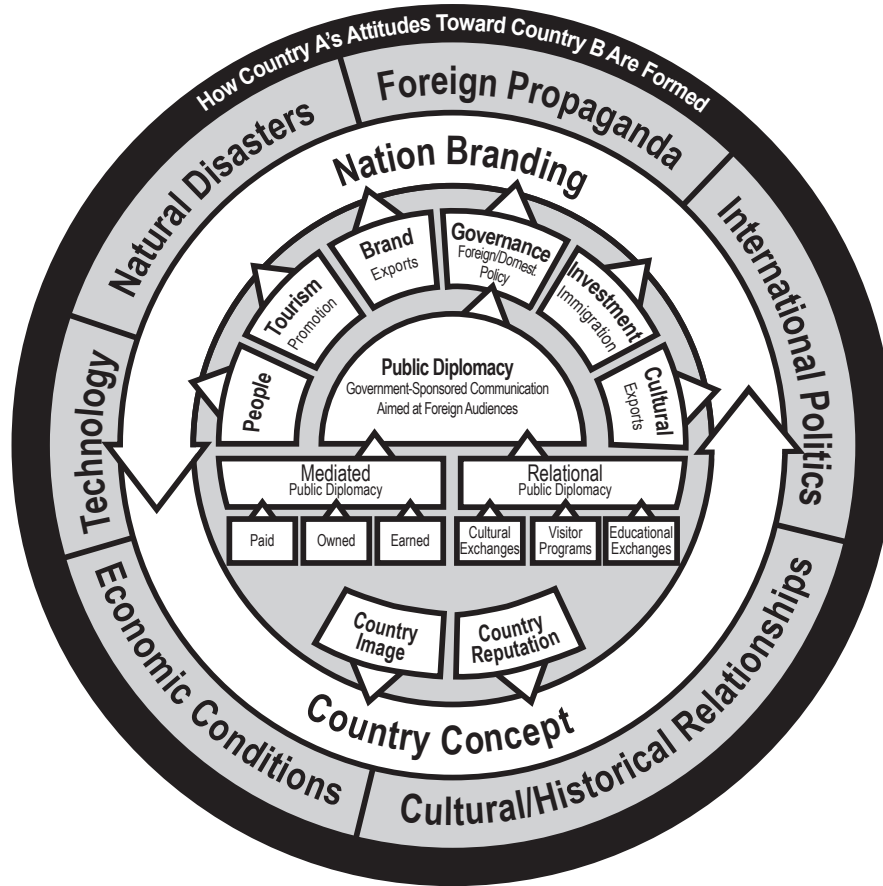


Figure 2: Model of Country Concept (Fullerton & Kendrick, 2017)

This model integrates research and scholarly perspectives from various disciplines including marketing, mass communication, public relations, public policy, political science, and strategic studies. Through their own empirical studies and study of other theoretical models (e.g. Anholt; Golan, 2013; McCarthy, 1960), the creators of the model developed a framework through which to understand the interrelationship between different (and often competing) variables as these form, develop and maintain country image.

Below is a description of the various elements of the model (see Fullerton & Kendrick, 2017, pp. 9-10).

The model consists of three concentric circles and a micro-model of public diplomacy at the center. The external environments are situated on the outside edge of the model, indicating that nation branding and public diplomacy activities are potentially affected and constrained by various external environments. By putting these elements on the outermost circle of the model, the creators indicate that certain external (and often uncontrollable) elements in the global environment affect nation branding and public diplomacy efforts. These variables include national and man-made disasters, economic conditions, and international politics. Moreover, these elements are beyond the control of those involved in deliberate nation-branding activities. As will be discussed in Chapter 5, these factors are especially relevant when thinking about the case study for this research, Bangladesh. For decades, the country image of Bangladesh had suffered because of media attention to these variables: famine, poverty, natural disasters such as hurricanes, man-made disasters such as ferry boat accidents.

The second level of the model consists of two parts. At the top is nation branding (Anholt & Hildreth, 2004) and at the bottom, country concept—the image global citizens form about a country following nation branding efforts. Points of an arrow connect the sections on the model where nation branding and country concept merge. The directions of the arrows imply that nation branding can affect someone's concept of a country (therefore the arrow points downward), while someone's image of a country can inform changes to nation branding activities (therefore the arrow points upward). As these two elements

affect and influence each other, a continuous, circular process develops (see Fullerton & Kendrick, 2017, p. 9).

Fullerton and Kendrick (2017, p. 9) further describe how six elements come into play when thinking about nation branding in the Model. They call these elements “integrants” of nation branding. Borrowing from Anholt and Hildreth (2004), they describe how these are the ways in which nation branding agents communicate with audiences (nationally or internationally). The integrants are people, tourism/tourism promotion, brand exports, governance/foreign and domestic policy, investment and immigration, and cultural exports. While the other five integrants have a direct effect on nation branding, governance/foreign and domestic policy directly plays into the public diplomacy realm, as Tuch (1990) and Wolper (1993) also indicate. This approach ties in with the original definition of public diplomacy being formal efforts by governments or government role-players to communicate and interact with audiences in other countries (see chapter 2).

In the Model, Fullerton and Kendrick (2017, p. 10) go on to show how public diplomacy can either be done through media activity or through relationship-building. In the case of governments deciding on the mediated public diplomacy route, they have the option to employ earned media, owned media, paid media or shared media outlets in their efforts. If they decide to go the relationship-building route, they can potentially fund people-to-people exchange programs through which participants spread the diplomacy messages. The mediated public diplomacy part of this model is particularly relevant to the focus

of this study, as it looks into the Bangladeshi government's use of a television commercial to promote the country image of Bangladesh and create a more favorable image about the country in the minds of (especially) international audiences (see Chapter 6).

Another element of the Model that is of particular relevance to the study is the tools governments use to implement public diplomacy. Fullerton and Kendrick (2017) borrow these tools from Anholt's (2004) work and identify them as people, tourism, brand, governance, investment and cultural exports. By implementing any of these tools, governments can share a specific message about a country or its policies with individuals or larger groups of people.

Mediated Public Diplomacy

As mentioned above, and for this study, the researcher specifically focuses on two elements of the model and use those to illustrate the Bangladeshi government's efforts to manage and change Bangladesh's country image despite the uncontrollable elements identified in the outer ring of the model. As such, the researcher focuses on how the Bangladeshi government implemented mediated public diplomacy (with a specific application to the tourism industry) to achieve this goal. Relevant to this tourism advertising campaign and the mediated public diplomacy aspect thereof, the Bangladeshi government utilized only two of the three types of media the model outlines. These are owned media and paid media

(earned media are not applicable in this case because of the nature of the Beautiful Bangladesh nation branding campaign).

As Fullerton and Kendrick (2015) indicate, owned media refer to a government using its own media outlets to promote its policies and strategies. In this case, the Bangladesh Tourism Board (a government agency under the Ministry of Civil Aviation and Tourism) utilizes government infrastructure and resources to promote a particular country image of Bangladesh. In addition to the paid media they used in mainly international media (see later) they also distributed the advertising message through government-owned television channels. Similarly, they utilized various government-related webpages (e.g. <http://visitbangladesh.gov.bd/video-channel/>) to promote these messages. Since the government owns these media outlets, they have control over the placement, duration and frequency of the messages, as well as the content thereof and there is no additional cost for them to distribute the messages via these platforms.

Similarly, Fullerton and Kendrick (2017) highlight that a government can also implement paid media to distribute mediated communication related to a country. This primarily occurs in the form of paid-for advertising. When an agency employs paid media messages, they have the advantage that the message is designed and tailored in a specific way to reach the (often large) target audience, through the designated channels, the predetermined duration and frequency they pay for. Though paid media messages in traditional media have the disadvantage that limited time or space could hamper the effective distribution thereof, online and social media have addressed this to a large extent (see earlier).

For the purposes of the “Beautiful Bangladesh” campaign, the Bangladesh Tourism Board specifically chose a major sporting event (the 2011 ICC World Cup) to launch the “School of Life” commercial. They aired the three-and-a-half minute television commercial during the opening ceremony of this event, combining the advantages of sport, tourism and specifically tailored mediated messages to ultimately promote their message. In a similar fashion, they aired the follow-up to the “School of Life” commercial (“Land of Stories”) during another major sporting event, the ICC T20 World Cup hosted in Bangladesh, in 2014 (see later).

Tourism and Public Diplomacy

The second element of public diplomacy that is of particular relevance for this paper is tourism. According to Anholt (2007), tourism and visitors’ experience of a country or specific location often speaks the loudest when it comes to promoting that country, its people, culture, and products. As highlighted earlier, however, successful promotion of tourism activities largely depends on specific destination branding through tailor-made mediated messages – also known as tourism advertising (Morgan, Pritchard & Pride, 2011).

However, as is the case with mediated messages communicated across geographical and cultural borders, creating a tourism advertising campaign can be a challenging process that communicators have to properly think through. As such, politics, cultural preferences and taboos, the needs and preferences of a

“dynamic and multidimensional marketplace” (Pike, 2008, p. 268) are all factors that pose potential challenges to a successful international tourism campaign. However, in spite of these difficulties, travelers visit tourism destinations because it is about “the experience of places, about meeting people, the interaction between host and visitor, and with fellow tourists” (Ryan, 1991, p. 101). Therefore, tourism advertising should emphasize these elements in addition to the destination itself.

Tourism Advertising and the “Bleed-Over Effect”

One specific aspect of tourism advertising the researcher addresses in this study as it relates to Bangladesh is that of the “bleed-over effect.” This effect implies that tourism advertising has the potential to positively contribute to visitors’ general attitudes toward a country, whether or not viewers of the advertising intend to visit the country being advertised, or whether they like the commercial itself. As a result, tourism advertising, if funded by the government, can potentially become a tool for public diplomacy. In Tuch’s words, this is “a government’s process of communicating with foreign publics in an attempt to bring about understanding for its nation’s ideas and ideals, its institutions and culture, as well as its national goals and policies” (p. 3).

In 2006, U.S. Travel Association COO Geoff Freeman stated that when tourists come to the United States they have a more positive view of the country than before visiting. Moreover, Freeman hypothesized that even when people are

exposed to tourism advertising messages about the United States, they are more positive toward the country, even without having visited it (Fullerton & Kendrick, 2013). This argument suggests that tourism advertising may "bleed over" to other nation-branding efforts by positively affecting visitors' general attitudes toward a country, whether or not they actually visit the country, intend to visit it or whether or not they like the commercial itself. As a result, if a government, therefore, funds a tourism campaign or any similar advertising, this campaign becomes a tool for public diplomacy. Or, as Tuch (1990) puts it, it becomes a tool for governments "communicating with foreign publics in an attempt to bring about understanding for its nation's ideas and ideals, its institutions and culture, as well as its national goals and current policies" (p. 3).

The bleed-over effect of tourism advertising was first introduced by Fullerton, Kendrick, and Kerr in a 2009 study of the U.S. Commerce Department's International tourism campaign "Visit the Set". This study was conducted among students at an Australian university and found the only positive change after respondents had watched the commercial was regarding their attitudes toward the United States government. In fact, respondents were slightly less interested in visiting the U.S. after seeing the commercial than before seeing it (Fullerton, Kendrick & Kerr, 2009).

Fullerton and Kendrick tested this effect again in 2011 when they sampled 261 U.S. adults and showed them an Australian tourism commercial, "There is nothing like Australia." In this study, they performed a pre-post quasi-experiment. Respondents displayed a positive attitude change toward all three elements

measured, namely Australia as a tourism destination, Australian citizens, and the Australian government. This study supported the bleed-over effect in that it demonstrated how a tourism commercial was successful in improving attitudes toward the Australian government and Australian people as well as increased interest in traveling to Australia.

Following these two studies Fullerton and colleagues have continued to test the bleed-over effect of tourism advertising in several studies and contexts (e.g. see Kendrick, Fullerton & Broyles, 2015 with regards to Cuba; Fullerton & Kendrick, 2013 with reference to Canada; Fullerton, Kendrick, & Wallis, 2008 with regards to Kazakhstan and Cavanaugh, 2015 with regard to South Korea). To a greater or lesser extent these studies provide support for the bleed-over effect of tourism advertising, therefore suggesting several implications for the Model of Country Concept and, more broadly, the practice and theory of public diplomacy.

Conclusion

This chapter outlined Fullerton and Kendrick's (2017) Model of Country Concept and the bleed-over effect of tourism advertising. It set out by explaining the different elements of the model and highlighting how these factors play into nation branding and public diplomacy. It also identified and discussed the specific elements of the model that are relevant to this study with its focus on the Beautiful Bangladesh tourism advertising campaign launched by the Bangladeshi government in the first decade of this century.

Following different studies by Fullerton and colleagues supporting the premise of a bleed-over effect of tourism advertising to promote a more positive attitude among respondents toward a particular country, its people and its government, the latter part of the chapter focused on how this premise could potentially be applied to the above-mentioned tourism advertising campaign.

The next chapter focuses on Bangladesh as a country and its international country image, to set the scene for the research relevant to this particular study.

The Case of Bangladesh – Transforming from The “Bottomless Basket” of the World to a Better Place

Chapter 5 of this study outlined the Model of Country Concept and showed how different elements in this model are implemented in public diplomacy efforts a country’s government can employ. It also showed the correlation between tourism advertising and tourists’ attitudes toward a country, its people and its government, without them necessarily visiting the country or intending to visit it.

This chapter focuses of the traditional, yet transitioning country image of Bangladesh and the nation branding effort that inspired this research, the Beautiful Bangladesh campaign.

A small country in South Asia, Bangladesh has for a long time been considered “low profile” (Islam, 2009). It is estimated to host a population close to 166 million within a small geographical area (“Bangladesh,” 2014).

Bangladesh was formerly known as East Pakistan. It gained independence from Pakistan in 1971 following a war that left millions dead and the country’s infrastructure destroyed (Scholte, 2014). Famine killed an estimated 1.5 million people in 1974, leaving the country struggling (Kagy, 2012). However, foreign aid, civil society groups, government agencies, and, most importantly, non-governmental organizations (NGOs) such as the Grameen Foundation and BRAC (originally known as the Bangladesh Rehabilitation Assistance Committee and then the Bangladesh Rural Advancement Committee but currently not

representing an acronym), helped address the challenges of independence and natural disasters (Scholte, 2014).

These and other events gave the country a reputation of “desperate misery.” Along with Henry Kissinger’s label of Bangladesh as a “basket case,” the international media either paid the country little attention or portrayed it as “one of the poorest and most populous countries [in the world, characterized by] floods, cyclones, allegedly deplorable labor conditions in the textiles industry and poor governance” (Scholte, 2014, para. 1).

This image continued into the first decade of the 20th century. Until recently (based on reports between 2010 and 2015), many international media messages (e.g., “Worst cities to live in,” 2010; Bennett, 2012; Debnath, 2013; “World’s 10 worst cities,” 2015) still considered Dhaka, the capital city, either the worst or second-worst city in the world to live in. Such portrayals have the potential to negatively affect people’s travel behavior as well as their decision-making about traveling to Bangladesh. For example, in a 2009 survey of students from ASEAN countries, the Middle East, and Africa (Chik & Hai, 2011), almost half respondents described Bangladesh as a “poor nation,” one-fifth saw it as a “flood affected country,” and 10% perceived it as a country characterized by “political chaos.” Almost three-quarters of respondents expressed negative attitudes toward the country, along with the belief that there is “not much tourism, no information of great things, not much things [sic] to do...[and it is] not a beautiful country” (Chik & Hai, 2011, p. 12).

Applying this reality (and the effect it has on nation-branding efforts) to the

Model of Country Concept, one sees that the uncontrollable external environment of “global media” and “disasters” can push and pull against positive nation-branding integrants such as tourism promotion and public diplomacy. In some cases, the realities of the external environment will counteract nation-branding efforts (as has been the case for some time in Bangladesh). In other instances, as countries go through periods of relative environmental stability (economically or politically), strong nation-branding efforts might override negatives in the external environment and result in a more positive country concept.

Mikey Leung, the author of *Bangladesh (Bradt Travel Guide)*, focused on this “push and pull” reality in Bangladesh in his 2012 TED Talk “Seeing Bangladesh in a Positive Light” (which was seen by more than 3 million people). He discusses the Bangladeshi reality as it navigates the international images of poverty and negative portrayal with the need to “drive investment, tourism and a fascination with Bangladesh...[and to] create jobs and empower the lowest among us on the economic ladder through sustainable tourism” (Leung, 2012).

This seems to be slowly taking shape in Bangladesh. For instance, recent World Bank indicators show a transition toward better governance, a more vibrant civil society, increasingly empowered women, improved opportunities for children, a growing entrepreneurial and small business ecosystem, and expanding social development programs (Scholte, 2014; Tinne, 2013).

In addition, local and international media coverage of Bangladesh seems to be more constructive as foreign journalists portray the country in a more positive light. For instance, Jacquemart (2015), a business journalist for *NZZ am Sonntag*

in Zurich, Switzerland, recently published “10 Reasons to Visit Dhaka—The Least Liveable City” after interning at *The Daily Star* (an English newspaper in Dhaka) and returning to visit the country. She highlights the rise of female power, the sense of community, the presence of young people, Bangladeshis’ “can-do” mentality, the food, and the “organized chaos.” In addition, freelance and travel journalists (e.g., Baker, 2014; Leung, 2012) have used international media outlets such as *The Guardian* and *The Times* to focus on Bangladesh as a country in transition and a place worth visiting. Commentators, authors, and filmmakers have used documentary series (e.g., Adnan M.S. Fakir’s “Finding Bangladesh” series, 2014), international platforms such as TED Talks (e.g., Nazreen, 2013) and blogs (e.g., Soroka, 2014) to create a more positive image for the country, one that bleeds over into more favorable country evaluations and increased international tourism.

“Bottomless Basket” – Bangladesh’s Preexisting International Image

Bangladesh has for a long time been considered, at best, a “low profile, small country in South Asia” (Islam, 2009). With a small geographical area bordering India and Myanmar and the Bay of Bengal to the South, the country is estimated to host a population of 166 million in a climate of hot and humid summers and mild winters (The World Factbook, 2014).

Until late 1971, Bangladesh was known as East Pakistan. However, 1971 saw the year in which the country gained independence from Pakistan following a war that left millions of people dead, the country’s infrastructure basically

destroyed, a generation of intellectuals and professionals murdered by the Pakistani army and hundreds of thousands of Bangladeshi women raped (Scholte, 2014). Just two years later, a devastating famine killed an estimated 1.5 million people, leaving the country struggling and its future bleak.

However, with the help of foreign aid, the establishment of civil-society groups and government agencies and, most importantly NGOs such as Grameen Bank and BRAC (which are now internationally recognized and active), and the establishment of better infrastructure, the country was set on a more hopeful path. Most importantly, however, it was the Bangladeshi people's resilience and perseverance that helped the country and its people survive (Scholte, 2014).

The events of the 1970s gave the country a very poor reputation in the minds of the world. In fact, Bangladesh's country image resulted in a low ranking by organizations like the World Economic Forum, United Nations Development Program, United Nations Conference on Trade and Development, Transparency International Bangladesh and Goldman & Sachs. In the WEF's Global Competitiveness Report (2016-2017), Bangladesh ranked 106th among 138 countries in terms of 12 indicators. According to the Country Brand Index 2015, Bangladesh stood in 72nd position among 75 countries.

This image, though potentially changing (see below) was alive and well in the minds of international travelers as well as the international media up to the end of the first decade of the 21st century (e.g. see Chik & Hai, 2011 referenced above). In the Chik and Hai (2011) study, almost three quarters of respondents expressed negative attitudes toward the country, and just more than one quarter

described it as a “peaceful nation” or a tourist destination (see figure 3 below). These perceptions indicated that people believed Bangladesh has “not much tourism, no information of great things, not much things to do, there are better places than Bangladesh, ... poor infrastructure, not a beautiful country” (see chart below based on results from Chik & Hai, 2011).

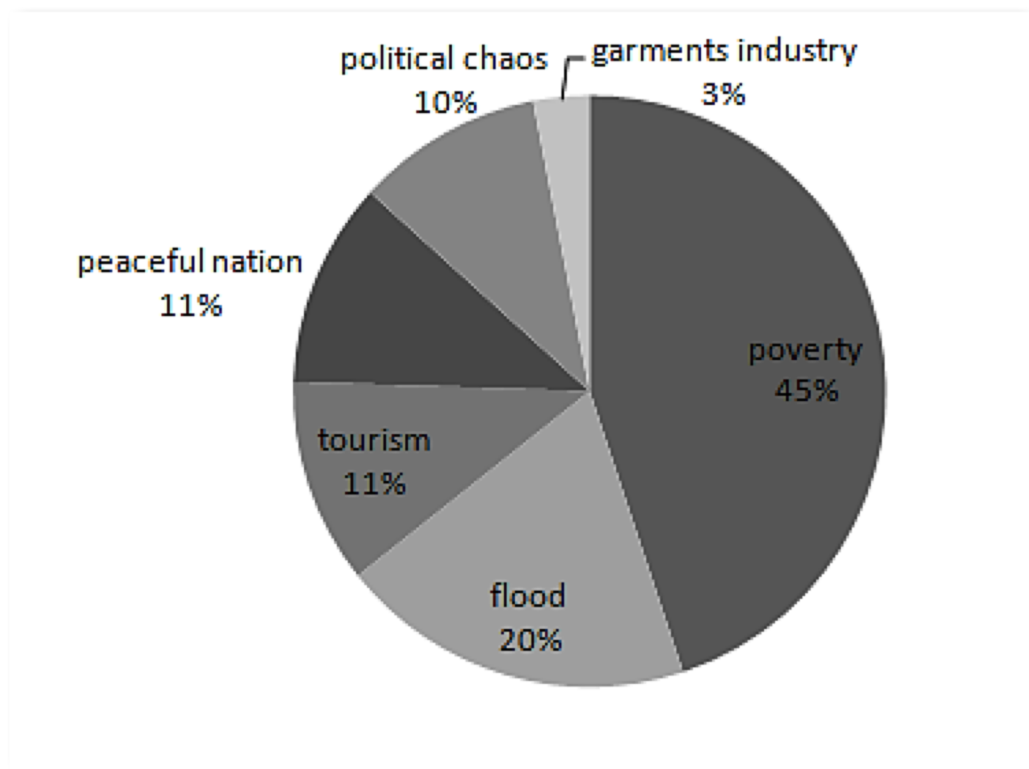


Figure 3: Image of Bangladesh (Chik & Hai, 2011)

This negative image about Bangladesh obviously impacts people’s travel behavior as well as their decision making when selecting a travel destination. However, it seems the country had the potential to overcome this perception as it entered the second decade of the 21st century.

A Country Image in Transition

Despite the continuing negative country image in the eyes of the international media and reflected on some indexes, reality in Bangladesh is not as devastating as it is perceived. In spite of challenges related to geography, climate, history, population and national economy, Scholte (2014) points out that the World Bank, for instance, found:

- despite corruption, politically motivated violence, assassination of top leaders, etc., governance in Bangladesh is “better than its reputation;”
- civil society in the country is vibrant, producing “path-breaking non-governmental organizations,” many of which empower women and improve the opportunities for children;
- entrepreneurs are actively working to establish and build a strong small business culture; and
- social development programs are expanding with the help of the international community and “competent and committed local staff.”

Moreover, Tinne (2013) shows that the country is successful now or has been successful in:

- feeding its population of over 160 million mostly without any food imports;
- pioneering the evolution and marketing of oral rehydration therapy and oral vaccine for treating and combating cholera;
- inventing the microcredit program, pioneered by Nobel laureate, Dr. Muhammad Yunus;

- being the fifth largest exporter of ready-made garments to the United States, with around 3,000 registered RMG factories in the country (though recent incidents in the RMG sector have brought negative media attention that potentially affected people's image of the country. On the upside, though, these incidents have resulted in the international community trying to improve conditions and policies in this sector); and
- being the largest contributor to the U.N.'s peacekeeping operations.

2017 World Bank data indicates that Bangladesh is experiencing a steady growth in many sectors. According to their latest statistics, Bangladesh took significantly lower amount of loan from International Development Bank (IDB) and International Bank for Reconstruction and Development (IBRD) in the recent years than earlier which is a clear indicator of economic growth and sufficiency. Where in 2015 the loan amount was \$1,939 million, in 2017 the amount came down to only \$946 million (World Bank, 2017).

It also seems that international media professionals who have visited Bangladesh in the past or who have lived there are producing reports that are geared toward promoting a positive image of the country despite the multitude of challenges. As such, Jacquemart (2015) recently provided "10 reasons to visit Dhaka – the least livable city." She acknowledges that:

there are more charming spots on earth than Dhaka, considering the chaotic traffic system ... the public infrastructure and health system (and that) ... one could add many more nightmares for people living in this city – as well as hundreds of reasons why European visitors

should stay away from Dhaka.

However, she points out that female power, a sense of community, the presence of young people, Bangladeshis' "can do" mentality, the food and the "organized chaos" are all reasons why visiting this city is better than going to a "burnout clinic."

What Jacquemart (2015) and others (e.g. Soroka, 2014; Baker, 2014; Leung, 2012) are hoping to achieve through their positive media coverage of the country is increased tourism and improved public images of Bangladesh – the voices that speak the loudest when it comes to establishing and promoting a positive country image (Anholt, 2007).

The Tourism Industry in Bangladesh

Before its independence in 1971, East Pakistan (now Bangladesh) had limited tourism governance and tourism initiative, as the entirety of Pakistan had one tourism office located in the west of the country. Post-independence, Bangladesh formed the National Tourism Organization as part of its government (Islam, 2009). This organization was renamed in 1973 and became the Bangladesh Parjatan Corporation (under the Ministry of Civil Aviation and Tourism) (Rahman, 2012). Its mandate was to develop tourism in general, develop a tourism infrastructure, and promote Bangladesh as a tourism destination. However, as the Model of Country Concept indicates, uncontrollable factors such as political and social instability resulted in an underdeveloped

tourism sector in Bangladesh (Shamsuddoha & Nedelea, 2008) despite its rich tourism possibilities (Islam, 2009; Tuhin & Majumder, 2011). These include a unique cultural heritage, the longest “natural unbroken sea beach in the world with five world heritage sites” (Zahra, 2012, p. 19), including the world’s largest mangrove forest and the Sundarbans (home of the Royal Bengal Tiger). In addition, the Bangladeshi people offer hospitality and acceptance that largely goes unmatched elsewhere in the world (Howlader, 2012).

A slogan the Bangladesh Parjatan Corporation introduced in the 1980s was believed to have actually hampered efforts to attract international tourists. The “Come Before the Tourists Visit” slogan, which was intended to promote Bangladesh as an “unspoiled” destination, probably discouraged international tourism. As its copywriter remarked: “The tourists, they never came” (Baker, 2014, para. 3).

In the first decade of the 21st century, the Bangladeshi government introduced initiatives to develop the country’s tourism infrastructure (both physically and in terms of its service capacity). However, to date, the tourism industry has not contributed toward increasing tourism to Bangladesh as much as expected.

Despite this, trends show that things in Bangladesh are changing for the better, as depicted in Figures 1–3 below (data from World Travel & Tourism Council, 2014a, 2014b, 2015).

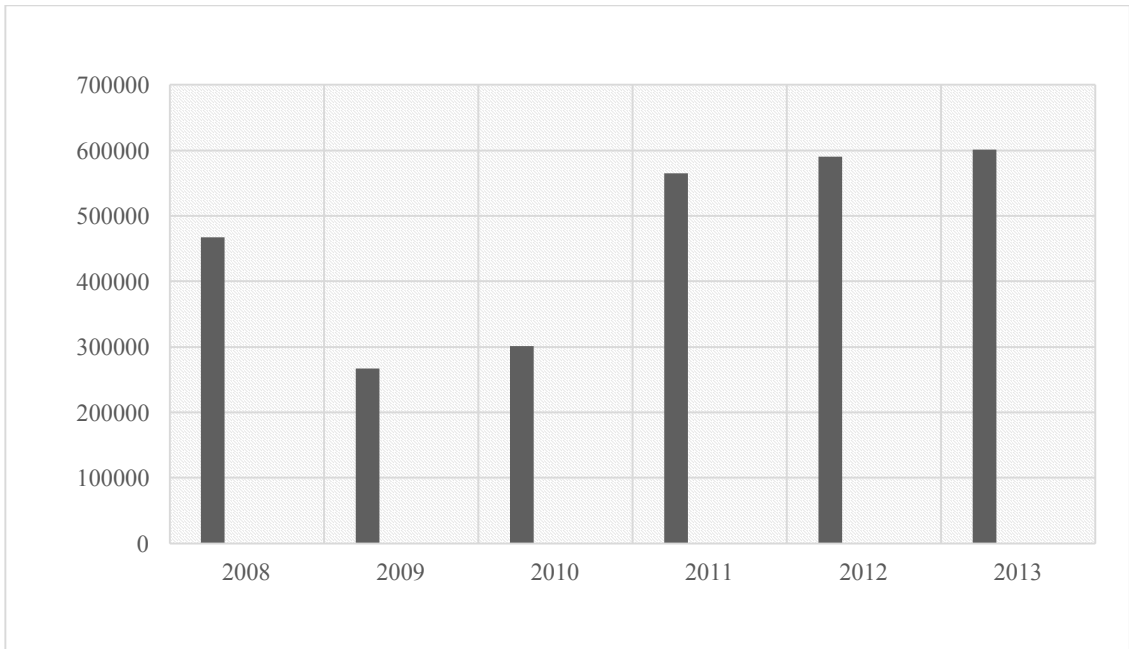


Figure 4: Inbound tourists to Bangladesh

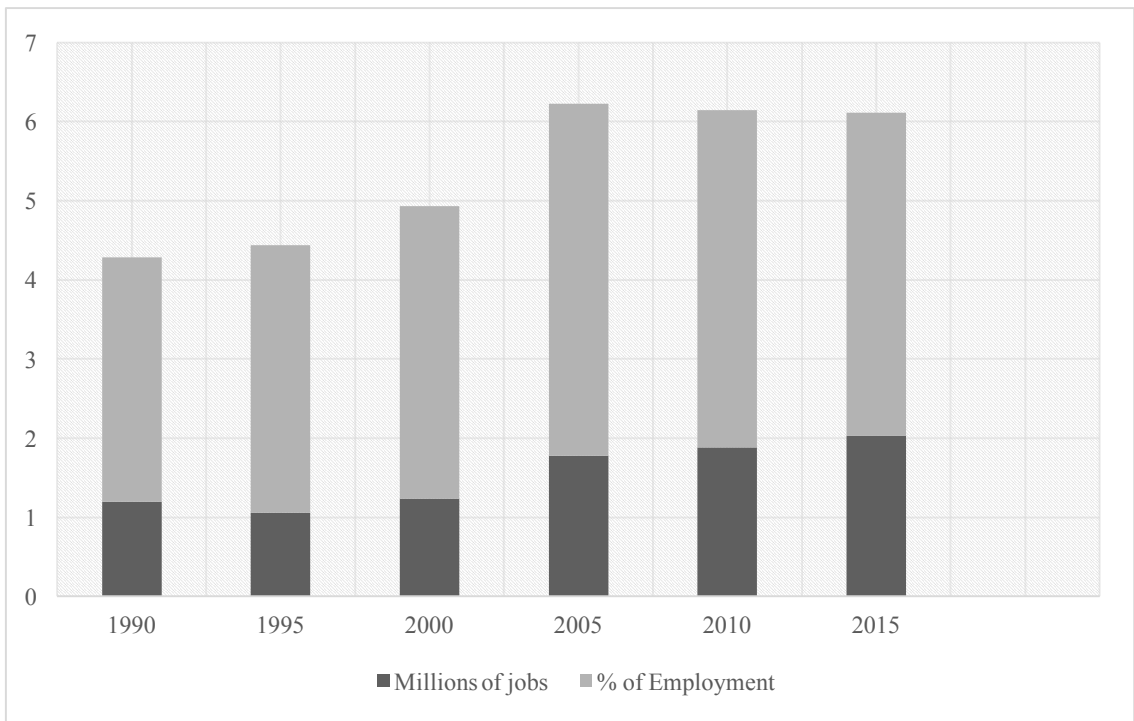


Figure 5: Tourism's total contribution to employment in Bangladesh

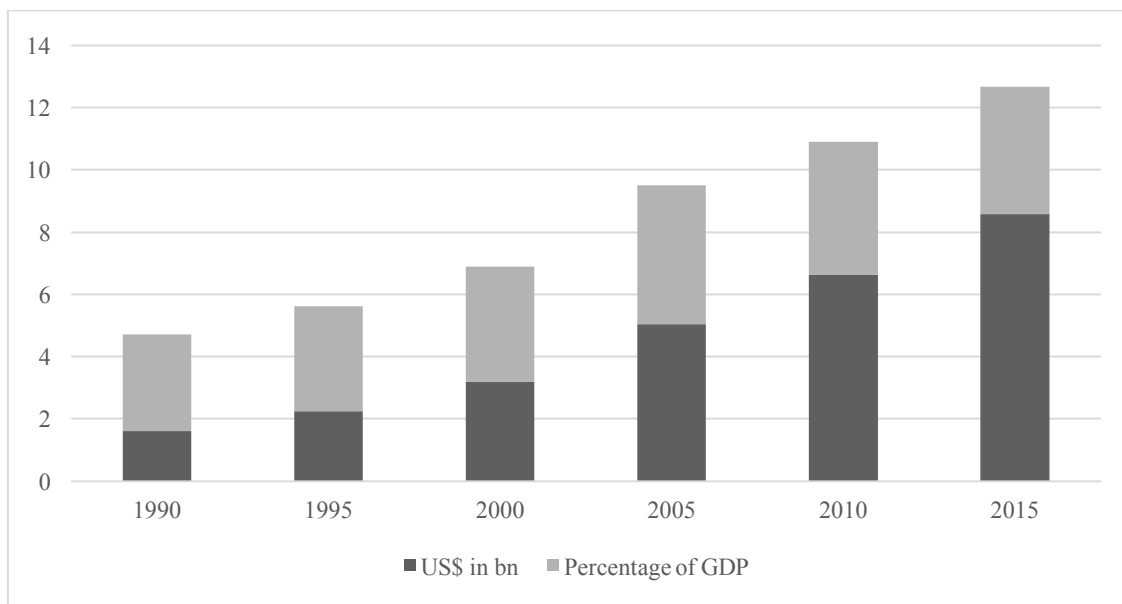


Figure 6: Tourism's total contribution to Bangladesh GDP

In efforts to address this situation, in July 2010, the Bangladesh Tourism Board was commissioned to promote a positive image of Bangladesh to the world. At the same time, private and public organizations began to contribute more significantly to attract foreign tourists. Close to 50 private tour operators are involved in these efforts (Rahman, 2012), and the Tourism Board declared 2016 “Visit Bangladesh” year, introducing the new slogan “Life Happens Here” (see <http://visitbangladesh.gov.bd/visit-bangladesh-2016/>). Moreover, the Tourism Board took several initiatives to promote the country as a tourism destination since its inception in 2010.

One such initiative is the “Beautiful Bangladesh” campaign – the focus of this study. This campaign introduced by the Bangladeshi Caretaker government (an interim government that oversees the general election and transition) in 2011

and 2014 potentially contributed to recent tourism growth and, concomitantly, to GDP, employment, etc. (see figures 4-6).

Conclusion

This chapter outlined the progression of Bangladesh's country image from one of despair to a more positive and transforming country. It discussed the different catalysts for this transformation, the most relevant for this study being the tourism advertising campaign launched at the start of the 21st century.

The next chapter of this study specifically discusses and analyzes this campaign.

Chapter 7

The Beautiful Bangladesh Campaign

Chapter 6 highlighted the transition from what used to be a negative and one-sided country image of Bangladesh to one which tends to focus more on the positive elements of the country, its people, history, natural resources and economic growth despite the negative realities. It outlined how different role-players in the country and internationally (e.g. celebrities, travel writers, journalists) contribute to this change in country image. However, it also introduced the efforts made by the Bangladeshi government (via the Bangladesh Tourism Board) to bring about this change.

This chapter focuses on the case study of the Beautiful Bangladesh campaign as an illustration of how mediated communication and tourism got combined in a public diplomacy and nation branding effort.

In 2008, the then Chief Advisor of Bangladeshi caretaker government, Dr. Fakhruddin Ahmed, launched the first country branding for Bangladesh. The logo of the branding consisted of a rising sun above waves of seawater with the slogan “Beautiful Bangladesh” beneath. The campaign kicked off its first iteration with a theme titled “School of Life,” followed by a second campaign titled “Land of Stories.”



Figure 7: Beautiful Bangladesh campaign logo

The main audience for both campaigns was international tourists to Bangladesh, and specifically sport-loving tourists. The following section of this chapter looks at the two campaigns individually and highlights details related to these campaigns.

School of Life

Countries in both the developed and developing world have recognized and utilized the benefits of sport as a tool to nation building and nation branding. As Rein and Shields (2007) point out, this strategy can be especially valuable for “emerging, ... negatively viewed and newly industrialized nations considering the possibilities for differentiation.”

As outlined above, this is exactly what the Bangladesh Tourism Board did with the “Beautiful Bangladesh” campaign. As the ICC’s local partner for the 2011 World Cup, they utilized the benefits of international exposure through sport when launching both campaigns.

The Bangladesh Tourism Board launched the School of Life campaign during the opening ceremony of ICC Cricket World Cup 2011. The opening ceremony was held in Dhaka, the capital of Bangladesh at Bangabandhu National Stadium on February 17, 2011. Cricket is a popular sport in Bangladesh and in many parts of the world. The 2011 World Cup tournament was the 10th of its kind and played in India, Sri Lanka, and (for the very first time) Bangladesh. The matches were all “One Day Internationals,” matches played over 50 overs and finished in a portion of a day (as opposed to test matches that stretch over several days). Fourteen national cricket teams participated in the tournament, including 10 full members and four associate members of the ICC. These countries were: Australia, Bangladesh (co-host), Canada, England, India (co-host), Ireland, Kenya, Netherlands, New Zealand, Pakistan, South Africa, Sri Lanka (co-host), West Indies and Zimbabwe.

The “School of Life” television commercial (TVCs) had two versions: one was three minutes and thirteen seconds and the other an extended version of fifteen minutes and seven seconds in length. The commercial was created by the advertising agency Grey Bangladesh, produced by RED dot Multimedia Ltd. and directed by award-winning filmmaker Gazi Ahmed Shubhro (Basher, 2015; BangladeshTalks, 2011).

During this single televised event of the ICC World Cup opening ceremony, an international audience in more than 180 nations was exposed to the message. Following the opening ceremony, the commercial continued to air on different local and international television channels throughout the

tournament, was featured at several tourism film festivals and had, for instance, won the award for the third best television commercial at the Zagreb Film Festival (Bangladesh Tourism Board, n.d.).

Though the Tourism Board's main objective with the commercial was to brand Bangladesh as an international tourism destination with "immense possibilities in terms of natural beauty ... and the simplicity that the people of Bangladesh naturally possess," (Anjalin, 2015) it also made local Bangladeshis realize the beauty of their own country.

Televising the commercial on national and international television channels took on the format of both paid and owned mediated messages (as outlined in the Model of Country Concept, Fullerton & Kendrick [2017]). In addition, the Tourism Board also utilized other forms of paid mediated messages to promote Bangladesh as an international tourism destination during the sporting event. These included (Bangladesh Tourism Board, n.d.):

- informational kiosks set up at various locations to attract international spectators. These included the Shahjalal International Airport in Dhaka and the national cricket stadiums in Dhaka (Sher-e-Bangla National Cricket Stadium) and Chittagong (Zahur Ahmed Chowdhury Stadium);
 - a tourism helpline to provide tourists with information about traveling to Bangladesh – an initiative praised by locals and international visitors alike;
 - almost 30 billboards set up at important locations in Bangladesh to focus tourists' attention on what the country has to offer as a tourism destination;
- and

- engraved logos of the Bangladesh Tourism Board on ICC-approved memorabilia (e.g. wallets, tickets, display stands) and on the pitch mat for eight matches in Dhaka and Chittagong.

The School of Life television commercial featured a variety of the country's natural, cultural, archeological and historic attractions, including the largest mangrove forest (a UNESCO World Heritage Site); the largest mosque in Bangladesh from the Mughal Sultanate period (and also a UNESCO World Heritage Site); the national Martyr Monument in the capital (erected to commemorate those killed during the language movement demonstrations in 1952); the National Monument; the National Assembly (parliament building); old Dhaka city; a presidential palace; the world's longest sea beach and the Bangladesh National Museum. In addition, it included tea gardens in Sylhet, the country's rivers and rickshaw rides as a way of transportation in many parts of Bangladesh. It also highlighted songs from the songwriter and social reformer Lalon.

In this commercial, a foreigner travels Bangladesh and enjoys the country as if she is a local citizen. She visits the world's longest uninterrupted sea beach (at Cox's Bazar), plays with local children, collects honey with honey collectors in the Sundarbans (the world's largest mangrove forest), picks tea leaves from a tea garden in Sylhet, visits a Buddhist monastery (Paharpur), goes to the hill tracks of the Bandarban and meets people from that area. She also attends a village fair, sees the 77-domed mosque of Bagerhat, visits the tomb of Lalon and

that of the “Father of the Nation” and visits the National Language Monument. As the commercial closes, she plays cricket, enjoys the rain, visits the blooming mustard fields, drinks tea from a street-side tea stall, rides on a locally-made wooden Ferris wheel and eats cotton candy. All these images are shown against the backdrop of Bangladeshi folk music.

The commercial focuses on different ways the viewer can learn about life: through a spirit of bravery, talent, playfulness, celebration, happiness, hope, mysticism, freedom, adventure, togetherness and art. These “lessons” are depicted through images of how a “struggling people” have been able to overcome the challenges they face and use the lessons they have learned to now teach others about life. It depicts Bangladeshi people’s spirit, their patriotism and perspective on life that will attract foreigners to their country by making them “one of us.”

One clear way in which the commercial illustrates the above approach is through the traveler’s clothing. During the first scenes of the commercial she wears “Western style” clothes. However, in the closing scenes she wears a sari – the most traditional dress of Bangladeshi women. It illustrates how she begins to “become one” with the country, its culture and its people.

The commercial finally invites foreigners to become part of the “School of life” by stating that “admission is going on.”

This mediated message as a form of public diplomacy was designed to attract potential foreign tourists to Bangladesh. Through the images it showed, the goal was to establish a specific concept of Bangladesh as a country in the

minds of viewers. Moreover, it was designed to change potentially negative images about Bangladesh into positive or neutral images. If the bleed-over effect of tourism advertising were applicable to this commercial, it would not only change the audience's perception of Bangladesh as a tourism destination but also improve its country image, the image of its people and government in the eyes of the viewers. The extent to which this is relevant for a sample of international viewers of the commercial is discussed in Chapter 9 of this study.

Land of Stories

In a follow-up to the "School of Life" commercial, the Bangladesh Tourism Board again utilized the power of an international sporting event to promote Bangladesh's country image among international tourists. As was the case with the original commercial, the goal with "Land of Stories" was to promote international tourism by using mediated messages as a form of public diplomacy.

The Tourism Board developed and launched the "Land of Stories" television commercial (similar in length to its predecessor, "School of Life") during the ICC T20 World Cup hosted in Bangladesh in 2014. T20 matches are even shorter in duration than one day matches. The faster pace of the game during these matches makes it even more exciting to watch and attend.

In 2015, this commercial won the Diamond Award in the Travel Trade Fair ITB-Berlin best film category (Sputnik, 2015).

As Islam (2009) points out,

it has been observed that the tourists who visit Bangladesh mostly prefer to see and experience the lifestyle of people, love to find out their originality, heritage, tradition, etc. The hospitality of Bangladeshi people toward the tourist who is totally unknown to them always amazes tourists and brings a smile to their faces.

Hence, the objective with this commercial was to highlight the hospitality of Bangladeshi people toward visitors, to focus on the authenticity and culture of Bangladesh in combination with other elements of the country. As the developers of the campaign point out, “our intention is to promote this land and stand out/establish this country as an individual identity for tourism with its unique features/offering” (Islam, 2009).

Similar to the School of Life commercial, Land of Stories was set against the background of traditional folk music. It features a male traveler visiting different parts of Bangladesh and participating in different local activities. It highlights physical locations (e.g. mangrove forests; beaches; rivers, the Hill Track area; historical landmarks in Dhaka/Old Dhaka; tea gardens in Sylhet); cultural festivals and traditions (e.g. games, music, song, dance with local and ethnic groups); “everyday activities” with local people (e.g. drinking tea, eating local food, riding a bus/train/boat, swimming in a river, spending time in a local village, playing cricket).

All the traveler’s activities and interactions are with local people. As a result, his immersion into the local culture is similar to that of the actress in the “School of Life” commercial. Again, this immersion is depicted through the

change in the clothes the actor wears. However, in the Land of Stories commercial it seems like the immersion is happening faster than in School of Life as the traveler switches regularly between “Western style” clothes and local/traditional clothes and accessories (e.g. scarves).

Throughout the commercial the focus is on happiness and hospitality of the local people and the happiness of the foreign traveler as a result. The voiceover describes how happiness needs no reason and how happiness is what travelers will experience when they visit Bangladesh. It focuses on the surprises travelers will find in the country and its people. The commercial encourages travelers to experience Bangladesh with their hearts being the tourist guide and it describes how when someone visits “the land of surprises,” they will “find the warmth you have been looking for all your life” and the people they can call “friends that will last a lifetime.” Finally, it inspires travelers to experience the country and its stories and to return to their own countries with their own stories of the people they have met and the places they have traveled to.

Similarly, to the School of Life commercial, the Tourism Board implemented a mediated message (through both paid and owned media) as a form of public diplomacy with the goal of attracting potential foreign tourists to Bangladesh and creating a more positive country image in their minds.

Conclusion

This chapter specifically looked into the Beautiful Bangladesh campaign but focusing on two television commercials, School of Life and Land of Stories, which the Bangladesh Tourism Board launched and broadcast during two major sporting events in 2011 and 2014. For the purposes of this study it was argued that these mediated messages were forms of public diplomacy through which the government aimed at changing the country image of Bangladesh and attracting more international tourists to the country.

The next chapter focuses on the methodology that underpins this study, to establish the framework against which the research results are discussed.

Research Statement and Methodology

The previous chapter elaborated on the “Beautiful Bangladesh” campaign as a case study of the Bangladeshi government’s first nation branding attempt that utilized mediated communication (in a variety of formats) and sport/tourism during two international cricket tournaments in 2011 and 2014. It discussed in detail the elements of two television commercials, School of Life and Land of Stories, as these commercials formed an integral part of the nation branding campaign. School of Life is the commercial used in this study to look into the relationship between public diplomacy, nation branding, country image and the case of Bangladesh.

This chapter outlines and discusses the research methodology and research questions relevant to this study.

Given the context and background on the traditional and decades-long country image of Bangladesh in the eyes of many international role-players, research pointing toward the bleed-over effect of tourism advertising, and the Beautiful Bangladesh campaign discussed in the previous chapter, this study sought to answer the following research questions:

1. What is respondents’ perception of Bangladesh, its government and its people before watching the “School of Life” commercial?;

2. What is respondents' perception of Bangladesh, its government and its people after watching the "School of Life" commercial?;
3. What is the relationship between respondents' perception of Bangladesh, its government and its people before and after watching the "School of Life" commercial?

Research Design

This research partially replicated Fullerton and Kendrick's (2013) study that was done among Australian college students. They measured respondents' pre-post reactions to a television commercial produced for the U.S. Commerce Department. This commercial aimed to promote tourism and increase numbers of international visitors to the U.S. Besides using traditional measures applied to evaluate tourism advertisements, the study also included instruments to measure audiences' attitudes toward the U.S. government and its people (Fullerton & Kendrick, 2013). The Fullerton and Kendrick study was conducted using a pre-post quasi-experimental design administering a survey among a convenience sample of Australian university students and adults. The questionnaire asked for basic demographic information and attitudes toward the U.S. people, U.S. government and the U.S. as a tourist destination. The participants' responses were collected on a five-point Likert scale ranging from 'very favorable' (5) to 'very unfavorable' (1), with a separate 'I don't know' choice.

For this study, the researcher conducted a similar traditional pre-post quasi-experiment using an online survey via the Qualtrics platform. The experiment design was of within-subject nature to ensure each participant can act as their own control resulting in greatly reduced amount of error variance per condition (Leshner, 2013). This online survey collected data using the “Beautiful Bangladesh: School of Life” commercial as the independent variable. The commercial was not manipulated from its original version. This commercial is significant both in terms of the size of the audience it reached over the lifespan of its implementation and it being the first of its kind in the history of tourism advertising in Bangladesh (see chapter 07). For this study, the researcher chose the standard-length version of the commercial as stimulus because it is highly likely that respondents will pay less attention to the longer version. This would subsequently yield less turnover on feedback and therefore less reliable results.

The motivation for replicating the Fullerton and Kendrick study came from the fact that replicating a “research design enhances the reliability of the procedure” (Bryman, 2012, p.47) and as “reliability is concerned with the question of whether the results of the study are repeatable” (Bryman, 2012, p. 46).

The research was conducted in Spring 2017, after IRB approval was obtained from University of Oklahoma. The online survey was open for four weeks from mid-March to mid-April 2017. Collected data was stored on a secured server of the Qualtrics Survey Software provided for research purposes by the University of Oklahoma. The researcher did not collect any identifying information in the survey, to ensure respondents’ privacy, except online IP address.

Survey instrument

As stated above, the survey instrument for this study was an online questionnaire replicated from the Fullerton and Kendrick (2013) study and adjusted based on the 2016 Pew Research Center's Global Attitudes Project study. The researcher made the adjustment for two reasons:

- Firstly, the Fullerton and Kendrick instrument used both a four-point and a five-point Likert scale, depending on the specific questions. According to Dawes (2008) a survey instrument using different types of scales might render different types of data characteristics. Using a uniform seven-point scale for this study aimed at addressing this issue; and
- Secondly, according to Cummins and Gullone (2000) using Likert-scale questions with more options (e.g. seven point or nine point scales) render results that are more “sensitive” toward respondents’ attitudes or perceptions. The researcher therefore adjusted the Fullerton and Kendrick survey instrument to have a uniform seven point scale for all questions.

The pre-post quasi-experiment research design measured change in respondents’ attitudes toward three aspects related to Bangladesh as a country, the Bangladeshi people and the Bangladeshi government (the three dependent variables) after viewing the commercial. All three these variables were measured before (pre) and after (post) respondents viewed the commercial.

The survey initially collected respondents' basic demographic information as context to their attitudes.

Except for the demographic questions and the open-ended questions, all other responses were measured on a seven-point Likert scale. As indicated above, the scale was adopted from the 2016 Pew Research Center's Global Attitudes Project study, as well as from the Fullerton and Kendrick (2013) study, where 7 = "very favorable" and 1 = "very unfavorable" where 4 = "neither favorable nor unfavorable". In some statements the scale was modified to "7 = "Strongly Agree," "1 = "Strongly Disagree," and "4 = Neither agree nor Disagree."

The rationale for choosing a seven point Likert scale for this specific study was because the sample was so diverse. As a result, it had the potential to skew distributions of results should the original five-point scale have been used. Although several researchers have reported higher reliabilities for five-point scales (Jenkins & Taber, 1977; Lissitz & Green, 1975; McKelvie, 1978; Remmers & Ewart, 1941), others suggested that a seven-point scale is similarly accurate in measuring responses. For example, Symonds (1924) suggested that reliability is optimized with seven response categories. Miller (1956), similarly argued that the human mind has a span of absolute judgment that can distinguish about seven distinct categories, a span of immediate memory for about seven items. Lewis (1993) found that seven-point scales resulted in stronger correlations with t-test results and seven-point Likert scales appear to be more suited to electronic distribution of usability inventories (Finstad, 2010).

Following the first part of the questionnaire, respondents were guided to watch the School of Life commercial, after which they advanced to the second part of the questionnaire. Before being able to do so, though, respondents had to be able to answer correctly one of two multiple choice questions related to some key elements in the commercial. These questions filtered whether respondents have actually watched the commercial.

The first question showed a scene from the commercial and asked, “What are they doing in this scene according to the narrator?,” while the second showed another scene from the commercial and asked “What are they trying to catch in this scene?.” The scenes were selected from the earlier and later part of the commercial to check if the respondents have actually watched it and/or have paid sufficient attention to it. If respondents watched the entire commercial, the questions were framed in a way that it would be relatively easy to answer correctly. However, if they did not watch it, or did not pay proper attention, it was very likely that they would not be able to answer the questions correctly. In that case, respondents were not allowed to progress to the second half of the questionnaire. In the second part of the questionnaire most questions related to attitude and perception were repeated to collect post-exposure data.

Research Population and Sample

The research population for this study was a group of international adults from about 50 countries (N=993). These adults participated in the Spring and Fall

2015 and the Spring and Fall 2016 U.S. Department of State Professional Fellows Congresses. Participants of these four cohorts have visited the U.S. in May-June 2015 and 2016 and, October-November 2015 and 2016. They ended their stay in the U.S. with a three-day congress in Washington, D.C.

Because the primary goal of the Beautiful Bangladesh campaign was to attract tourists to the country and build a positive image of the country among an international audience, this population was ideal to test the extent to which this happened among an international audience of adult respondents.

Of the 993 emails, 35 returned as undeliverable for either address no longer in use or the mail address was incorrect. So, finally 958 emails got delivered. Out of 958 respondents who could potentially have responded to the survey, 225 attempted or started the process. However, for reasons such as respondents not being able to correctly answer one of the two filtering questions or them exiting the survey before completing it, 186 participants finished the survey.

The sample for this study was, firstly, purposive. Purposive sampling, sometimes also called subjective or selective sampling, is a sampling technique where the researcher relies on his or her judgment when choosing members of a specific population to participate in a study. According to Tongco (2007) “purposive sampling ... is a type of non-probability sampling that is most effective when one needs to study a certain cultural domain with knowledgeable experts within” (p. 147). In this case, the researcher knew that this specific sample of

respondents would be able to provide valuable insight into the research topic being studied. Secondly, this was also a non-probability sample. This sampling method, also known as non-random sampling, is a sampling technique where not everyone in the population has an equal chance to participate in the study (Research Methodology, 2017). Non-random sampling comes with the decision to do purposive sampling.

Although these two sampling techniques come with limitations of generalizability, the researcher believes they were appropriate and useful in this case, especially after considering the fact that randomization was nearly impossible when working with a population the size of all international tourists.

Data Analysis

The researcher employed two types of data analyses for the study.

In the first instance, quantitative data analysis was done using Statistical Package for the Social Sciences (SPSS). Apart from basic descriptive statistics to analyze the demographic data, for instance, the researcher also used paired t-tests for primary data analysis. This was done to follow the approach used in the previous similar studies (e.g. Fullerton & Kendrick, 2013) and maintain consistency in the findings. In addition, the researcher combined some variables to create constructs, aimed at better understanding concepts such as travel interest, attitude toward Bangladesh, etc.

In the second place, qualitative data analysis looked into the open-ended questions such as “what are the first three words that come to your mind when thinking about Bangladesh?” Instead of simply describing the results of these questions, the researcher used a word cloud to illustrate the frequency and significance with which respondents mentioned different words. The researcher used an online word cloud generator website (wordart.com) to generate the tag cloud. Word frequency was calculated using the online word frequency counter website, writewords.org.uk.

This chapter outlined the research methodology for this study. It focused on the research design, research population and sample, data collection instruments and methods as well as data analysis.

The next chapter discusses the results obtained through these methods.

Chapter 9

Research Results

Chapter 8 outlined the research methodology for this study, including the research design, research population and sample, data collection instruments and process and data analysis.

This chapter describes the research results related to this study, both in terms of general findings and findings specifically related to the research questions.

Respondents' Demographic Profile

The majority of respondents (58.9%) identified themselves as female, 40.7% as male and 0.5% as "other." Respondents were from 40 different countries, of which Indonesia, Pakistan, India, Myanmar and the Philippines were the highest represented countries and Turkey, Georgia, Bulgaria, Brazil, and Algeria were the lowest represented ones.

Respondents ranged in age from 20 to 46 years old and older. The majority of respondents fell in the 26-30 year old category (40%) or the 31-35 year old category (39%). These results show that the majority (almost 80% of respondents) are between 26 and 35 years old.). Less than 2% of respondents are younger than 20 years old. Table 1 illustrates these findings.

Table 1: Respondents' reported age range

Age range		Frequency	Valid Percentage
Valid	20-25	4	1.9
	26-30	84	40.0
	31-35	82	39.0
	36-40	27	12.9
	41-45	9	4.3
	46 and over	4	1.9
	Total	210	100.0
Missing	System	15	
Total		225	

With regard to respondents' educational level, the study found that the majority has an educational level of at least a Master's degree (67.1%). Table 2 illustrates these findings.

Table 2: Respondents' highest level of education

Level of Education		Frequency	Valid Percentage
Valid	Some College	2	1.0
	Bachelor Degree	56	26.7
	Masters Degree	141	67.1
	Doctoral Degree	11	5.2
	Total	210	100.0
Missing	System	15	
Total		225	

Respondents' Perception about Bangladesh, its Government and its People Before Watching the School of Life Commercial

Early in the survey respondents were asked (in an open-ended question) what the three words were that came to their mind when they think about Bangladesh. The study included this to capture a snapshot of participants' perception of Bangladesh, especially in light of the earlier discussion on the

country traditionally having a negative image in the eyes of the world and the potential that this perception might be changing (see chapter 6).

Figure 1 illustrates findings for this question by means of a word cloud generated from respondents' responses and the words they most frequently mentioned. As Figure 1 shows, the most common and repeated words were: Poverty, Asia, People, India, Food, Culture, Country, Muslim, Population, Poor, etc. It is important to mention that the word cloud illustration is not an accurate illustration of the frequency with which words were mentioned in this sense that two words with the same frequency of mentions can appear larger or smaller than the other depending on the number of letters the word contains. For exact frequency of mention, see the table 3 below.



Figure 8: Word Cloud of first three words that come to respondents' mind when thinking about Bangladesh

Table 3 lists the most frequently used words, ranked by the number of times they were mentioned.

Table 3: Most frequently used words respondents mentioned when asked “What are the first three words that come to your mind when thinking about Bangladesh?”

Rank	Frequency	Words
1	17	Poverty, Asia
2	16	People, India
3	14	Food, Culture, Country
4	11	Muslim
5	10	Population, Poor
6	9	Friendly, Crowded
7	8	Bengal
8	7	History, Dhaka, Clothes
9	6	Islam, Idea, Hard-worker, Beautiful
10	5	War, Tiger, Fish, Far, Cricket

In addition to the above, the survey also included 18 Likert-type questions that measured respondents’ perception of Bangladesh, its government and its people before watching the commercial. Among the 18 questions, two focused on the Bangladeshi government, two on the Bangladeshi people, seven on Bangladesh as a tourism destination and respondents’ interest to travel there, and seven on Bangladesh as a country in general, with specific focus on culture.

Questions/statements like “I would like more information about Bangladesh as a tourist destination” ($\mu = 1.93$), “How favorable or unfavorable do you feel about the Bangladeshi people?” ($\mu = 2.42$), and “I would love to visit Bangladesh” ($\mu = 2.3$) got the lowest means in pre-test results.¹ This is very

¹ Since the survey used a seven-point reversed coded scale (where 1 = very favorable/strongly agree and 7 = very unfavorable/strongly disagree), the lower the mean, the higher the favorability or agreement to the statement and/or questions and vice versa. For this research, the researcher decided to consider any mean of 3 and below as positive, and any mean of 5 and over as negative, whereas 4 was considered as a neutral attitude.

positive from a tourism perspective as it seems like people's perception of the country as a tourism destination is potentially changing, and people want more information about the country as a tourism destination. This is in line with research and popular work cited earlier in this study that focus on various role-players and influencers communicating a more positive country image about Bangladesh. These messages have the potential to positively shaping people's views about the country.

On the other hand, questions/statements like "I have a lot of knowledge about Bangladesh" ($\mu = 4.82$), "How favorable or unfavorable do you feel about the Bangladeshi government?" ($\mu = 3.68$), and "I trust the Bangladeshi government" ($\mu = 3.81$) had a higher mean. In other words, respondents felt less positive about these statements or questions.

What these results show is that members of the international audience who participated in the study have a more positive view about the country and its people than the government of the country. This is a typical way in which people often perceive governments in developing countries given realities such as poverty, misgovernance, corruption, etc. (see Pillay, 2004; Aminuzzaman, 2007; Olken & Pande, 2012).

Table 4 depicts the whole pre-test image capturing both the mean and standard deviation for all 18 questions/statements mentioned earlier.

Table 4: Respondents' perception of Bangladesh, its government and its people before watching the School of Life commercial

Questions/statements	Mean	Std. Dev.
How favorable or unfavorable do you feel about the Bangladeshi people?	2.42	1.19
How favorable or unfavorable do you feel about the Bangladeshi government?	3.68	1.16
I trust the Bangladeshi people	2.87	1.16
I trust the Bangladeshi government	3.81	1.05
I have a lot of knowledge about Bangladesh	4.82	1.68
I would love to visit Bangladesh	2.30	1.13
Bangladesh is an interesting tourist destination	2.95	1.22
I believe other people from my country would love to visit Bangladesh	3.45	1.48
I would recommend others to visit Bangladesh	3.12	1.26
I would like more information about Bangladesh as a tourist destination	1.93	1.01
Bangladesh is a beautiful country	2.68	1.10
I have a positive perception about Bangladesh as a country	2.71	1.20
Bangladesh is an inviting place	3.09	1.25
Bangladesh has an appealing culture	2.55	1.04
Bangladesh offers enjoyable tourist activities	3.26	1.17
Bangladesh has a distinct culture	2.58	1.10
Bangladesh has a rich history	2.63	1.11
Bangladesh is culturally diverse	2.93	1.23

Out of the 18 statements/questions at the pre-test level 11 had a positive mean. Moreover, only seven statement/questions had a neutral mean level of which only one was higher than 4 (“I have a lot of knowledge about Bangladesh”) ($\mu = 4.82$).

Respondents' Perception About Bangladesh, its Government and its People after Watching the School of Life Commercial

In the post-test section (respondents' perception of Bangladesh, its government and its people after watching the commercial) the researcher repeated all the pre-test questions/statements.

Post-test results show that after watching the commercial, respondents felt most positive/favorable about the following statements/questions (in other words, these statements/questions had the lowest mean): "After seeing the commercial, I perceive Bangladesh as a beautiful country" ($\mu = 2.01$), "After seeing the commercial, I would like more information about Bangladesh as a tourist destination" ($\mu = 2.05$), "After seeing the commercial, I believe Bangladesh has a rich history" ($\mu = 2.17$), and "After seeing the commercial, I would love to visit Bangladesh" ($\mu = 2.24$).

On the other hand, some of the highest scoring or less favorable statements/questions were: "After seeing the commercial, I trust the Bangladeshi government" ($\mu = 3.41$), "After seeing the commercial, how favorable or unfavorable do you feel about the Bangladeshi government?" ($\mu = 3.07$), "After seeing the commercial, I trust the Bangladeshi people" ($\mu = 2.66$), and "After seeing the commercial, I believe other people from my country would like to visit Bangladesh" ($\mu = 2.58$).

Out of the 18 statements/questions at the post-test level, 16 had a positive mean. Moreover, only two statements/questions had neutral mean level and none of them reached absolute 4 mean.

<i>Table 5: Respondents' perception of Bangladesh, its government and its people after watching the School of Life commercial</i>		
Questions/statements	Mean	Std. Dev.
After seeing the commercial, how favorable or unfavorable do you feel about the Bangladeshi people?	1.97	1.03
After seeing the commercial, how favorable or unfavorable do you feel about the Bangladeshi government?	3.07	1.25
After seeing the commercial, I trust the Bangladeshi people	2.66	1.12
After seeing the commercial, I trust the Bangladeshi government	3.41	1.20
After seeing the commercial, my knowledge about Bangladesh has improved	2.42	1.09
After seeing the commercial, I would love to visit Bangladesh	2.24	1.20
After seeing the commercial, I believe other people from my country would like to visit Bangladesh	2.58	1.34
After seeing the commercial, I view Bangladesh as an interesting tourist destination	2.27	1.16
After seeing the commercial, I would recommend others to visit Bangladesh	2.58	1.25
After seeing the commercial, I would like more information about Bangladesh as a tourist destination	2.05	1.05
After seeing the commercial, I perceive Bangladesh as a beautiful country	2.01	1.01
After seeing the commercial, I have a positive perception about Bangladesh as a country	2.25	1.09
After seeing the commercial, I have a negative perception about Bangladesh as a country	5.50	1.30

After seeing the commercial, I perceive Bangladesh as an inviting place	2.41	1.16
After seeing the commercial, I perceive the Bangladeshi culture as appealing	2.24	1.16
After seeing the commercial, I believe Bangladesh offers enjoyable tourist activities	2.34	1.12
After seeing the commercial, I believe Bangladesh has a distinct culture	2.23	1.21
After seeing the commercial, I believe Bangladesh has a rich history	2.17	1.07
After seeing the commercial, I perceive Bangladesh as culturally diverse	2.31	1.20

Again, looking at the post mean for the questions/statements we can see a similar pattern that the international audience has a more positive attitude toward Bangladesh as a country than toward its government, however, it is mention worthy that the mean for trust from people went higher in the post-test than pre-test. Table 5 illustrates the full picture of post-test statements with mean and standard deviation.

Relationship Between Respondents' Perception of Bangladesh, its Government and its People Before and After Watching the School of Life Commercial

To answer the third research question of this study it is necessary to determine the relationship between respondents' perception of Bangladesh, its government and its people before and after watching the School of Life commercial.

For this analysis, the researcher used a paired t-test for pre and post responses. Table 6 illustrates the full list of pre-test and post-test results with t-value and significance level of the test (2-tailed).

Table 6: Paired Samples t-Test of pre and post responses

Relationship between respondents' perception of Bangladesh, its government and its people before and after watching the School of Life commercial		Mean	t – value	Sig.(2-tailed)
How favorable or unfavorable do you feel about the Bangladeshi people?	Pre	2.38	4.31**	.000
	Post	1.97		
How favorable or unfavorable do you feel about the Bangladeshi government?	Pre	3.67	6.78**	.000
	Post	3.07		
I would love to visit Bangladesh	Pre	2.30	.613	.541
	Post	2.24		
I believe other people from my country would love to visit Bangladesh	Pre	3.41	8.79**	.000
	Post	2.58		
I would recommend others to visit Bangladesh	Pre	3.09	6.90**	.000
	Post	2.58		
Bangladesh is an interesting tourist destination	Pre	2.95	7.10**	.000
	Post	2.27		
I would like more information about Bangladesh as a tourist destination	Pre	1.90	-2.06*	.041
	Post	2.05		
Bangladesh is a beautiful country	Pre	2.67	8.37**	.000
	Post	2.01		
I have a positive perception about Bangladesh as a country	Pre	2.73	5.56**	.000
	Post	2.25		
I trust the Bangladeshi people	Pre	2.91	3.02**	.003
	Post	2.66		
I trust the Bangladeshi government	Pre	3.78	5.16**	.000
	Post	3.41		
Bangladesh is an inviting place	Pre	3.10	7.11**	.000
	Post	2.41		
Bangladesh has an appealing culture	Pre	2.53	3.26**	.000
	Post	2.24		
Bangladesh offers enjoyable tourist activities	Pre	3.30	11.61**	.000
	Post	2.34		
Bangladesh has a distinct culture	Pre	2.58	4.15**	.000
	Post	2.22		
Bangladesh has a rich history	Pre	2.63		

	Post	2.17	5.50**	.000
Bangladesh is culturally diverse	Pre	2.92	6.32**	.000
	Post	2.31		

* p=.05, ** p= .01

Table 5 shows that almost all the individual level comparison had similar mean differences, where the post-test mean was lower than the pre-test mean. This change represents an increase in favorability or agreement among respondents. Table 5 also shows the t-value and significance level. Only one statement, “I would love to visit Bangladesh,” failed to reach statistical significance. The pre-test mean was 2.30 and the post-test mean was 2.24, where the t-value is only .613 and significance level is .541. If we therefore focus on this question only, we would not be able to support whether the School of Life commercial actually increased any interest among respondents to travel to Bangladesh. Similarly, another statement, “I would like more information about Bangladesh as a tourist destination” also tested very low statistical significance. It has a pre-mean of 1.9 and post mean of 2.05, with t-value of -2.06 and significance level at .041. Although this statement has a statistically significant change in attitude, it is very low compared to all the others. Moreover, this is the only statement where the t-value is negative, indicating that after watching the commercial respondents were less interested to seek further information about Bangladesh as a tourist destination. Later in this chapter, the researcher discusses how using a nine-item construct to investigate interest in traveling to

Bangladesh can give a clearer understanding of the tourism-related statements in the study.

For easier interpretation and understanding, the researcher divided the table into separate parts to show how respondents' attitude toward Bangladesh, its people or its government has potentially changed post-test. For example, looking at this table we can determine whether respondents' attitude toward the Bangladeshi people had potentially improved after watching the School of Life commercial. Similarly, it gives the ability to discuss whether respondents' general attitude toward Bangladesh as a country had potentially improved after watching the School of Life commercial?

The survey included two questions, one before watching the commercial and one after watching it, to measure respondents' attitudes toward Bangladeshi people. These questions were: "How favorable or unfavorable do you feel about the Bangladeshi people?"; and "After seeing the commercial, how favorable or unfavorable do you feel about the Bangladeshi people?"

Table 7 depicts respondents' attitude change toward Bangladeshi people after watching the commercial. It shows how before watching the commercial, respondents as a group were slightly to moderately favorable toward the Bangladeshi people. However, after watching the commercial, the mean level decreased to 1.97 which can be interpreted as respondents being moderately favorable to very favorable to Bangladeshi people. The t-value in a paired 2 tail

t-test was reported 4.31 with a p value of .001, meaning a statistically significant shift in respondents' attitude toward the people of Bangladesh.

Table 7: Paired Samples t-Test of pre and post response of respondents' favorability toward Bangladeshi people

		mean	t	Sig. (2-tailed)
Attitude toward Bangladeshi people	Pre	2.38	4.31**	.000
	Post	1.97		

** p= .001

The researcher used the same strategy (asking two questions, one before watching the commercial and one after watching the commercial) to measure respondents' attitudes toward the Bangladeshi government. These questions were: "How favorable or unfavorable do you feel about the Bangladeshi government?," and "After seeing the commercial, how favorable or unfavorable do you feel about the Bangladeshi government?" Table 8 depicts respondents' change of attitude pre and post test. It shows that before watching the commercial, respondents as a group were in-between "neither favorable nor unfavorable" and "slightly favorable" toward the Bangladeshi government. However, after watching the commercial, the mean level decreased to 3.07. This indicates that although there was a slight change in favorability of the Bangladeshi government in respondents' perspective, it stayed within the same category range than before watching the commercial. The t-value in a paired t-

test supports this ($t = 4.31$, p value of $.001$). This implies a statistically significant shift in the attitude toward the Bangladeshi government.

Table 8: Paired Samples t-Test of pre and post response of favorability toward the Bangladeshi government

		mean	t	Sig. (2-tailed)
Attitude toward Bangladeshi government	Pre	3.67	6.78**	.000
	Post	3.07		

** $p = .001$

To determine whether there were changes in respondents' attitude toward or intention to travel to Bangladesh, the researcher constructed a 9-item construct (where the pre-alpha was $.89$ and post-alpha was $.95$) with the following statements/questions:

1. I would love to visit Bangladesh
2. I believe other people from my country would love to visit Bangladesh
3. I would recommend others to visit Bangladesh
4. Bangladesh is an interesting tourist destination
5. I would like more information about Bangladesh as a tourist destination
6. Bangladesh is a beautiful country
7. I have a positive perception about Bangladesh as a country
8. Bangladesh is an inviting place
9. Bangladesh offers enjoyable tourist activities

The results of a paired t-test indicate that there is statistically significant change in the pre-test and post-test results of respondents' attitude toward Bangladesh as a tourist destination. The pre-mean of the test was 2.79 where the post-mean was 2.3 with a t-value of 8.62 where $p > .0001$.

Table 9: Paired Samples t-Test of pre and post response of 9 item construct of Bangladesh as a tourist destination

		mean	α	t	Sig. (2-tailed)
Bangladesh as a tourist destination	Pre	2.79	.89	8.62**	.000
	Post	2.30	.95		

** $p = .001$

Finally, the researcher did one more piece of data analysis that was useful to understand whether respondents' general attitude toward Bangladesh as a country had improved after they have watched the commercial. To achieve this, the researcher constructed a 10-item construct (pre-alpha .86 and post-alpha .91) with the following questions/statements:

1. How favorable or unfavorable do you feel about the Bangladeshi people?
2. Bangladesh is a beautiful country
3. I have a positive perception about Bangladesh as a country
4. I have a lot of knowledge about Bangladesh
5. I trust the Bangladeshi people
6. Bangladesh is an inviting place
7. Bangladesh has an appealing culture

8. Bangladesh has a distinct culture
9. Bangladesh has a rich history
10. Bangladesh is culturally diverse

The results of a paired t-test indicate that there is statistically significant change in the pre-test and post-test results of respondents' general attitude toward Bangladesh as a country. The pre-mean of the test was 2.9 where the post-mean was 2.44 with a t-value of 8.94 where $p > .001$.

Table 10: Paired Samples t-Test of pre and post response of ten item construct of respondents' general attitude toward Bangladesh as a country

		Mean	α	t	Sig. (2-tailed)
Bangladesh as a country	Pre	2.90	.86	8.94**	.000
	Post	2.44	.91		

** $p = .001$

Summary

The research results for this study show that the School of Life tourism commercial had some statistically significant impact on the audience's perceptions about Bangladesh, its government and its people. In most cases, research results showed that respondents' favorability or agreement toward the positive statements/questions about these three aspects increased. These results therefore point toward a bleed-over effect of the School of Life tourism commercial in the minds of the research sample. Moreover, results correlate with

previous similar studies on which this study was based and which were highlighted earlier in this thesis. It therefore supports the bleed-over hypothesis for the School of Life television commercial.

This chapter covered the research results for this study. These results show that the School of Life tourism commercial did change respondents' attitude toward Bangladesh, its government and its people to some or other extent.

The next and final chapter of this thesis concludes the study by specifically answering the research questions posed for this study. It also points out the application, limitations and further research possibilities.

Discussion and Conclusion

The previous chapter reported the findings for this study. It showed results related to respondents' demographic characteristics but, most importantly, gave the outcome of the survey as it relates to the three research questions applicable to this study.

This chapter concludes the research by summarizing what the researcher found with regard to the interrelationship between public diplomacy, nation branding, media, tourism and the bleed-over effect of tourism advertising to strengthen a country's image in the eyes of an international audience. The researcher applied all these concepts to Bangladesh as a case study and specifically to the "Beautiful Bangladesh: School of Life" tourism advertising campaign.

About this Study

This study examined the effect bleed-over effect of tourism advertising in nation branding and public diplomacy, using the "Beautiful Bangladesh: School of Life" tourism advertising campaign as a case study and stimulus. Using this stimulus, the researcher performed a pre-post quasi-experiment by means of an online survey research instrument to determine if this television commercial

(launched in Bangladesh during a major international sporting event) have any bleed-over effect on the country brand or country image of Bangladesh.

To accomplish this, the researcher used a purposive sample of international visitors who participated the U.S. Department of State's Professional Fellows Exchange program between 2015 and 2016. Approximately one thousand participants attended the four congresses in Washington, D.C. The researcher solicited participation from all participants via an email explaining the project and asking for their participation. More than 200 (N=225) participants from 40 countries completed the online survey.

Using Fullerton and Kendrick's (2017) Model of Country Concept framework and based on other studies related to country image, the bleed-over effect of tourism advertising and the relationship between these concepts, this study investigated the relationship between a specific tourism advertising campaign, the first launched by the Bangladeshi government in 2011, and a sample of international respondents' perception of Bangladesh, its government and its people.

Research Questions and Research Findings

The study set out to answer three research questions, as highlighted below:

What is respondents' perception of Bangladesh, its government and its people before watching the "School of Life" commercial?

Respondents' image of Bangladesh as a country (before watching the commercial) was most prominently illustrated through the words about the country that most often come to mind when they think about the country. As such, the researcher concludes that this image primarily relates to poverty, population, geographical location and religion. However, respondents also mentioned food, culture, friendliness and hardworking nature of people and sport as positive words that come to mind when they think about the country. This shows that, although the country image is still predominantly one with a negative connotation in the minds of respondents who participated in this study, several positive connotations also stood out (see Figure 7 and Table 3 for more details on these findings).

In addition, respondents indicated that they have a positive impression about Bangladesh as a country, they expressed a high interest to get more information about Bangladesh and to visit the country. Respondents also ranked Bangladeshi culture as diverse, appealing and distinct.

Similarly, respondents seem to have a positive impression about the Bangladeshi people, indicating that they trust Bangladeshis and that they feel favorable about them.

However, respondents' perception about the Bangladeshi government seems the lowest of the three concepts measured. They indicated that they are

less favorable about the government and that they trust the government less than the people (see Table 4).

From a public diplomacy or nation branding perspective, these results imply that the most effective instruments to change an international audience's image about Bangladesh are the Bangladeshi people and the country itself. Since respondents seem to trust the government less than the people, traditional government-to-government diplomacy efforts to improve the country's image might be less successful than a people-to-people approach.

What is respondents' perception of Bangladesh, its government and its people after watching the "School of Life" commercial?

Respondents' image of Bangladesh as a country (after watching the commercial) was especially favorable in terms of wanting to visit the country, viewing Bangladesh as a tourist destination and wanting more information about Bangladesh as a tourist destination. They also perceive Bangladesh as a beautiful country and expressed that they have a positive perception about the country and that the country has a rich history (see Table 5).

Respondents were especially favorable about the Bangladeshi people after watching the commercial (see Table 5).

As was the case before watching the commercial, respondents seem to still have an unfavorable perception about the Bangladeshi government after

watching the commercial. They also express a lack of trust in the Bangladeshi government (see Table 5). This is in line with the Fullerton and Kendrick (2013) study among Australians with reference to the “Land of Dreams” campaign. The Australians scored the U.S. people slightly higher than the US government after watching a tourism commercial.

What is the relationship between respondents’ perception of Bangladesh, its government and its people before and after watching the “School of Life” commercial?

The research found a significant improvement in respondents’ view of Bangladesh and its people after they watched the commercial. There was also statistically significant improvement in respondents’ perception about the Bangladeshi government although this was smaller than the one related to the country and its people.

This indicates that there is a positive relationship between respondents watching the commercial and changing their views these three concepts in a favorable way.

What Does it Tell us About the Research?

The results from this study support findings of the previous studies on how effectively tourism campaigns can bleed over to improve general attitudes of a

country and even potentially help shape a nation's brand or image, thus helping the public diplomacy efforts of the country.

With an effective tourism advertising campaign, a government may achieve its public diplomacy goals by improving attitudes of foreign individuals toward their country. It becomes clear from the bleed-over effect that when a government invites international visitors to their country via a tourism campaign, it makes people feel friendlier toward the government and people of that particular country, whether they intend to travel there or not. Moreover, such campaign might serve as a tool to educate an international audience about the positive aspects of the country, which in turn improves their attitudes toward that country. Results from this study support this statement.

This research showed that respondents initially reported to be somewhat neutral to slightly interested in visiting Bangladesh. Their interest increased statistically significantly after watching the School of Life commercial. Although the post-test results indicate only slight positive increase regarding overall travel interest to Bangladesh, improvement in attitudes toward the Bangladeshi people, its government and the country in general suggests the bleed-over effect of tourism advertising (Fullerton, Kendrick & Kerr, 2009) did occur. By concurring with the previous studies, this study adds to the growing body of literature on the bleed-over effect of tourism advertising and extends the theory by applying it to a country that has traditionally been under-researched in many aspects.

The term 'public diplomacy' is mostly used to describe official public communication efforts from governments aimed at audiences abroad. Nation branding, on the other hand, is commonly defined as the use of branding strategies and tools for the purposes of promoting a nation. Although they are different approaches, the goal is the same: to promote the nation. There are several links between these two fields. Firstly, nation branding could also be conceptualized as the economic dimension of public diplomacy, or the public dimension of economic diplomacy. The two disciplines also overlap in attempts to create an image of a country. Moreover, identity is another concept that links the two approaches.

The Model of Country Concept illustrates this similarities and links in a comprehensive manner. It combines the components of public diplomacy and nation branding to show how a nation's image is established, shaped and maintained in the minds of global citizens. In summary, the value of this model is that it addresses the gap between two related and rapidly evolving disciplines: public diplomacy and nation branding. The strengths of this model are in the fact that it offers a new and inclusive lens to view the two fields by depicting contributions of both areas to international public opinion. This inclusive depiction provides a cohesive structure from which to consider the related theory, research, strategy, and practice for both fields. The study results relate to the "Model of Country Concept" as it shows how one of the integrants of nation branding can work as a tool of mediated public diplomacy. The study results strengthen the

model by illustrating how the various components of the model fit and work together.

Limitations of the Study

A survey solely administered online is a limitation. There are many advantages to online surveys (e.g. it gives the researcher ability to reach a larger audience across a wider demographic), However, since respondents are not being watched or timed while taking the survey, it remains unknown if the survey had their full attention or if they were doing multiple tasks at once. A combination of online and offline survey could potentially yield different results.

This study used only one of the three commercials from the Beautiful Bangladesh campaign (“Land of Stories” and “Land of Rivers” were not included in the research). Moreover, participants only watched the commercial once, so the effect of the commercial will be naturally. Their limited exposure to the commercial might be effected in cases where they might have had recent negative media exposure to Bangladesh, its government or its people.

Success or failure of any advertisement predominantly depends on its production value and creative execution (e.g. see O’Guinn, Allen & Semenik, 2012). These factors have the potential to significantly change the results and impact of an advertising message. This implies that if this study was, for instance,

done using the “Land of Stories” commercial (which also forms part of the Beautiful Bangladesh campaign), the results could potentially have been different. This implies that the results of this study are not generalizable to the entire Beautiful Bangladesh campaign.

Finally, the study, although designed as within-subject to ensure each respondent functions as their own control group, cannot avoid the effect of subjective experience. Any given advertising campaign in any form is subject to this condition simply because individuals’ experience differs. This implies that two respondents with identical backgrounds and from the same country will, to some extent, react differently to the commercial. It is therefore not possible to control that subjective experience factor via a survey.

Possibilities for Future Research

Possible future research could consider expose respondents to different commercials. Similarly, respondents’ view of Bangladesh, its government and its people could also be tested by showing them longer videos of the country that might have a bigger impact. This longer form exposure might call for a qualitative study that could examine how respondents formulate their attitudes toward other countries.

Performing a qualitative exploration about the commercial used in this study can also be an area for future research. A qualitative investigation will give in-depth insight into not just the creative execution and production value of the

commercial itself, but also, if combined with a similar quantitative study will potentially increase accuracy of the findings and validate the claims further.

Another possibility for future study would be to group the international respondents by continents or regions and see how that variable changes the results. One can assume, given respondents' economic, social, historical, educational and cultural backgrounds, for instance, that respondents from developing and developed parts of the world might have different attitudes about the same country, in this case Bangladesh.

One more possibility would be for the researcher to explore different other integrants of the "Model of Country Concept" to examine how they relate to each other. For example, one could look into the countries with frequent natural disasters and their existing image, then take one of the tools of public diplomacy from the model such as cultural/educational/visitor exchange programs applicable to that country and study if that those types of programs improve the country image as the model claims.

Future studies could also expand the sample size, which would make it possible to generalize the results of the study to international travelers.

In Summary

Results from this study provide additional support for the bleed-over effect of tourism advertising and provide an empirical example of how a mediated

message, in this case a television commercial, have been used effectively in the practice of mediated public diplomacy as it relates to Bangladesh. It therefore adds to the literature of this growing field.

This study, moreover, adds to Entman's (2008) expanded concept of mediated public diplomacy to include paid media, such as advertising, suggesting some areas for further research. There are several implications for the practice and theory of public diplomacy from this study as it illustrates how components of nation branding and public diplomacy can work hand-in-hand to build the country concept and therefore improve the image of a country, which is one of the primary goals of diplomacy in general. It also opens areas of new thinking about the theoretical basis of public diplomacy as a type of strategic communication. This line of research also suggests linkages between nation branding and public diplomacy. By doing so, it contributes to the active and growing debate in the scholarly literature about the appropriate relationship, if any, between the two concepts. Just as scholars reside in their respective academic disciplines or "silos" government practitioners also are separated in their departmental structures. Results from this study illustrate how academic scholars and government practitioners can work together to use the integrants of nation branding and public diplomacy in attempts to achieve their goals.

This study, which shows how Bangladeshi tourism promotion can be useful in improving international perceptions about and attitudes toward Bangladesh, suggests that those in government agencies specifically focused on tourism and foreign policy should recognize that their functions overlap in many

ways. Government agencies should also be aware that when foreign audiences see mediated messages from government agencies, whether by way of a commercial inviting them to visit the country or by watching a government official being interviewed by a local journalist, international publics register those messages as coming from Bangladesh, not as separate agencies with different goals and purposes. In marketing, this idea is known as integrated communication (Schultz & Barnes, 1999) which is something that might be well applied to public diplomacy (Fullerton & Kendrick, 2013).

The findings of this study suggest that indeed the international image of Bangladesh is changing from “Bottomless Basket” to “Beautiful Bangladesh.” This campaign and the television commercial studied in this thesis are examples of deliberate and successful efforts to achieve this goal and establish a more accurate image of the country in the eyes of the world.

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Appendix

Thesis Survey

Online Consent to Participate in Research Would you like to be involved in research at the University of Oklahoma? Hi! I am Imran Hasnat from the Gaylord College of Journalism and Mass Communication at the University of Oklahoma and I invite you to participate in my research project entitled Tourism advertising as public diplomacy tool: The case of Bangladesh. This research is being conducted at the University of Oklahoma. You were selected as a possible participant because of your participation in the Professional Fellows Exchange Program by the department of State and are a department of state alumni. You must be at least 18 years of age to participate in this study. Please read this document and contact me to ask any questions that you may have BEFORE agreeing to take part in my research. What is the purpose of this research? The purpose of this research is to study the role of tourism advertisement in public diplomacy. How many participants will be in this research? About 300 people will take part in this research all of whom are state department alumni and Professional Fellows Exchange Program Participants. What will I be asked to do? If you agree to be in this research, you will be asked to take part in an online survey which will ask you questions about your perception about Bangladesh. How long will this take? Your participation will take about 20 minutes of your time to complete the survey. You may take part in the survey at a time that is flexible to you. You can also save and come back later to complete the survey. What are the risks and/or benefits if I participate? There are no risks and no benefits from being in this research. Will I be compensated for participating? You will not be reimbursed for your time and participation in this research. Who will see my information? In research reports, there will be no information that will make it possible to identify you. Research records will be stored securely and only approved researchers and the OU Institutional Review Board will have access to the records. Do I have to participate? No. If you do not participate, you will not be penalized or lose benefits or services unrelated to the research. If you decide to participate, you don't have to answer any question and can stop participating at any time. Who do I contact with questions, concerns or complaints? If you have questions, concerns or complaints about the research or have experienced a research-related injury, contact me at +1 405 679 1539 or im@ou.edu and my advisor Dr. Elanie Steyn at +1 405 325 8219 or elanie@ou.edu. You can also contact the University of Oklahoma – Norman Campus Institutional Review Board (OU-NC IRB) at 405-325-8110 or irb@ou.edu if you have questions about your rights as a research participant, concerns, or complaints about the research and wish to talk to someone other than the researcher(s) or if you cannot reach the researcher(s). Please print this document for your records. By providing information to the researcher(s), I am agreeing to participate in this research. This research has been approved by the University of Oklahoma, Norman Campus IRB. IRB Number: _____ Approval date: _____

- I agree to participate (1)
- I do not want to participate (2)

Condition: I do not want to participate Is Selected. Skip To: End of Survey.

What is your country of citizenship?

- Afghanistan (1)
- Albania (2)
- Algeria (3)
- American Samoa (4)
- Andorra (5)
- Angola (6)
- Anguilla (7)
- Antarctica (8)
- Antigua and Barbuda (9)
- Argentina (10)
- Armenia (11)
- Aruba (12)
- Australia (13)
- Austria (14)
- Azerbaijan (15)
- Bahamas (16)
- Bahrain (17)
- Bangladesh (18)
- Barbados (19)
- Belarus (20)
- Belgium (21)
- Belize (22)
- Benin (23)
- Bermuda (24)
- Bhutan (25)
- Bolivia (26)
- Bosnia and Herzegovina (27)
- Botswana (28)
- Bouvet Island (29)
- Brazil (30)
- British Indian Ocean Territory (31)
- Brunei Darussalam (32)
- Bulgaria (33)
- Burkina Faso (34)
- Burundi (35)
- Cambodia (36)
- Cameroon (37)
- Canada (38)
- Cape Verde (39)
- Cayman Islands (40)
- Central African Republic (41)
- Chad (42)
- Chile (43)
- China (44)
- Christmas Island (45)
- Cocos (Keeling Islands) (46)
- Colombia (47)

- Comoros (48)
- Congo (49)
- Cook Islands (50)
- Costa Rica (51)
- Cote D'Ivoire (Ivory Coast) (52)
- Croatia (Hrvatska) (53)
- Cuba (54)
- Cyprus (55)
- Czech Republic (56)
- Denmark (57)
- Djibouti (58)
- Dominica (59)
- Dominican Republic (60)
- East Timor (61)
- Ecuador (62)
- Egypt (63)
- El Salvador (64)
- Equatorial Guinea (65)
- Eritrea (66)
- Estonia (67)
- Ethiopia (68)
- Falkland Islands (Malvinas) (69)
- Faroe Islands (70)
- Fiji (71)
- Finland (72)
- France (73)
- France, Metropolitan (74)
- French Guiana (75)
- French Polynesia (76)
- French Southern Territories (77)
- Gabon (78)
- Gambia (79)
- Georgia (80)
- Germany (81)
- Ghana (82)
- Gibraltar (83)
- Greece (84)
- Greenland (85)
- Grenada (86)
- Guadeloupe (87)
- Guam (88)
- Guatemala (89)
- Guinea (90)
- Guinea-Bissau (91)
- Guyana (92)
- Haiti (93)
- Heard and McDonald Islands (94)
- Honduras (95)
- Hong Kong (96)

- Hungary (97)
- Iceland (98)
- India (99)
- Indonesia (100)
- Iran (101)
- Iraq (102)
- Ireland (103)
- Israel (104)
- Italy (105)
- Jamaica (106)
- Japan (107)
- Jordan (108)
- Kazakhstan (109)
- Kenya (110)
- Kiribati (111)
- Korea (North) (112)
- Korea (South) (113)
- Kuwait (114)
- Kyrgyzstan (115)
- Laos (116)
- Latvia (117)
- Lebanon (118)
- Lesotho (119)
- Liberia (120)
- Libya (121)
- Liechtenstein (122)
- Lithuania (123)
- Luxembourg (124)
- Macau (125)
- Macedonia (126)
- Madagascar (127)
- Malawi (128)
- Malaysia (129)
- Maldives (130)
- Mali (131)
- Malta (132)
- Marshall Islands (133)
- Martinique (134)
- Mauritania (135)
- Mauritius (136)
- Mayotte (137)
- Mexico (138)
- Micronesia (139)
- Moldova (140)
- Monaco (141)
- Mongolia (142)
- Montserrat (143)
- Morocco (144)
- Mozambique (145)

- Myanmar (146)
- Namibia (147)
- Nauru (148)
- Nepal (149)
- Netherlands (150)
- Netherlands Antilles (151)
- New Caledonia (152)
- New Zealand (153)
- Nicaragua (154)
- Niger (155)
- Nigeria (156)
- Niue (157)
- Norfolk Island (158)
- Northern Mariana Islands (159)
- Norway (160)
- Oman (161)
- Pakistan (162)
- Palau (163)
- Panama (164)
- Papua New Guinea (165)
- Paraguay (166)
- Peru (167)
- Philippines (168)
- Pitcairn (169)
- Poland (170)
- Portugal (171)
- Puerto Rico (172)
- Qatar (173)
- Reunion (174)
- Romania (175)
- Russian Federation (176)
- Rwanda (177)
- Saint Kitts and Nevis (178)
- Saint Lucia (179)
- Saint Vincent and The Grenadines (180)
- Samoa (181)
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- Sao Tome and Principe (183)
- Saudi Arabia (184)
- Senegal (185)
- Seychelles (186)
- Sierra Leone (187)
- Singapore (188)
- Slovak Republic (189)
- Slovenia (190)
- Solomon Islands (191)
- Somalia (192)
- South Africa (193)
- S. Georgia and S. Sandwich Isls. (194)

- Spain (195)
- Sri Lanka (196)
- St. Helena (197)
- St. Pierre and Miquelon (198)
- Sudan (199)
- Suriname (200)
- Svalbard and Jan Mayen Islands (201)
- Swaziland (202)
- Sweden (203)
- Switzerland (204)
- Syria (205)
- Taiwan (206)
- Tajikistan (207)
- Tanzania (208)
- Thailand (209)
- Togo (210)
- Tokelau (211)
- Tonga (212)
- Trinidad and Tobago (213)
- Tunisia (214)
- Turkey (215)
- Turkmenistan (216)
- Turks and Caicos Islands (217)
- Tuvalu (218)
- Uganda (219)
- Ukraine (220)
- United Arab Emirates (221)
- United Kingdom (222)
- United States (223)
- US Minor Outlying Islands (224)
- Uruguay (225)
- Uzbekistan (226)
- Vanuatu (227)
- Vatican City State (Holy See) (228)
- Venezuela (229)
- Viet Nam (230)
- Virgin Islands (British) (231)
- Virgin Islands (US) (232)
- Wallis and Futuna Islands (233)
- Western Sahara (234)
- Yemen (235)
- Yugoslavia (236)
- Zaire (237)
- Zambia (238)
- Zimbabwe (239)

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- Western Sahara (234)
- Yemen (235)
- Yugoslavia (236)
- Zaire (237)
- Zambia (238)
- Zimbabwe (239)

What gender do you identify with?

- Male (1)
- Female (2)
- Other (3)

Which age range are you in?

- 20-25 (1)
- 26-30 (2)
- 31-35 (3)
- 36-40 (4)
- 41-45 (5)
- 46 and over (6)

What is your highest level of education?

- High School (1)
- Some College (2)
- Bachelor Degree (3)
- Masters Degree (4)
- Doctoral Degree (5)

Please choose the option that best reflects your view of the following three statements/questions.

I love to travel in my country

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

I love to travel outside my country

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Name five countries you would love to visit

The following questions are about Bangladesh. Please try to answer these questions to the best of your ability, even if you have never been to Bangladesh or know little about the country.

Have you ever traveled to Bangladesh?

- Yes (1)
- No (2)

Do you have any friends or acquaintances who are Bangladeshi?

- Yes (1)
- No (2)

When you think of Bangladesh, which three words come to mind immediately?

How favorable or unfavorable do you feel about the Bangladeshi people?

- Very favorable (1)
- Moderately favorable (2)
- Slightly favorable (3)
- Neither favorable nor unfavorable (4)
- Slightly unfavorable (5)
- Moderately unfavorable (6)
- Very unfavorable (7)

How favorable or unfavorable do you feel about the Bangladeshi government?

- Very favorable (1)
- Moderately favorable (2)
- Slightly favorable (3)
- Neither favorable nor unfavorable (4)
- Slightly unfavorable (5)
- Moderately unfavorable (6)
- Very unfavorable (7)

I have a lot of knowledge about Bangladesh

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

I would love to visit Bangladesh

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Bangladesh is an interesting tourist destination

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

I believe other people from my country would love to visit Bangladesh

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

I would recommend others to visit Bangladesh

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

I would like more information about Bangladesh as a tourist destination

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Bangladesh is a beautiful country

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

I have a positive perception about Bangladesh as a country

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Bangladesh is an inviting place

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

I trust the Bangladeshi people

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

I trust the Bangladeshi government

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

I have a negative perception about Bangladesh as a country

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Bangladesh has an appealing culture

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Bangladesh offers enjoyable tourist activities

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Bangladesh has a distinct culture

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Bangladesh has a rich history

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Bangladesh is culturally diverse

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

You are now going to watch a television commercial about Bangladesh. Please watch it carefully so you are able to answer the rest of the questions.

What are they doing in this scene according to the narrator?

- Playing with kids (1)
- Racing without wheels (2)
- Sliding without snow (3)
- None of the above (4)

What are they trying to catch in this scene?

- Duck (1)
- Fish (2)
- Bird (3)
- None of the above (4)

What were the first words that came to mind when you watched this commercial?

Below, please describe how the commercial makes you feel. Be as descriptive as possible.

What, if anything, do you like about this commercial? Be as specific as possible.

What, if anything, do you dislike about this commercial? Be as specific as possible.

After seeing the commercial, how favorable or unfavorable do you feel about the Bangladeshi people?

- Very favorable (1)
- Moderately favorable (2)
- Slightly favorable (3)
- Neither favorable nor unfavorable (4)
- Slightly unfavorable (5)
- Moderately unfavorable (6)
- Very unfavorable (7)

After seeing the commercial, how favorable or unfavorable do you feel about the Bangladeshi government?

- Very favorable (1)
- Moderately favorable (2)
- Slightly favorable (3)
- Neither favorable nor unfavorable (4)
- Slightly unfavorable (5)
- Moderately unfavorable (6)
- Very unfavorable (7)

After seeing the commercial, my knowledge about Bangladesh has improved

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I would love to visit Bangladesh

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I believe other people from my country would like to visit Bangladesh

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I view Bangladesh as an interesting tourist destination

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I would recommend others to visit Bangladesh

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I would like more information about Bangladesh as a tourist destination

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I perceive Bangladesh as a beautiful country

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I have a positive perception about Bangladesh as a country

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I trust the Bangladeshi people

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I trust the Bangladeshi government

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I have a negative perception about Bangladesh as a country

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I perceive Bangladesh as an inviting place

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I perceive the Bangladeshi culture as appealing

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I believe Bangladesh offers enjoyable tourist activities

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I believe Bangladesh has a distinct culture

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I believe Bangladesh has a rich history

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

After seeing the commercial, I perceive Bangladesh as culturally diverse

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)