

## ifa ECP Monitor At a Glance

# United States of America

## PRÉCIS

“Public diplomacy” in the United States’ understanding is primarily intended to support the goals of U.S. foreign policy and protect national interests and security by influencing the public abroad with its media and outreach strategies. The cultural and educational promotion plays a rather subordinate role. Characterized by a fragmented, heterogeneous structure of largely independent actors, the ECP system reflects the national understanding of culture, which should be completely independent of the State. Perhaps exactly for this reason and thanks to strong economic performance, the U.S. cultural exports have thrived, and no other country can match its worldwide influence. In fact, due to the success of U.S. media and culture, the government has at times worked to shape the content of cultural products to make it more amenable to American interests.

### Outstanding Fact:

The United States is a leading study destination with more than 1 million international students for the fourth consecutive year.

#### KEY INDICATORS 2019

<b>Population</b>	Rank/number	3 <sup>rd</sup> / 328 million
<b>GDP</b>	Rank/number	1 <sup>st</sup> / \$21.4 trillion
<b>GDP per capita</b>	Rank/number	8 <sup>th</sup> / \$65,297
<b>Cultural Economy</b>	As share of GDP	0.2
<b>Education economy</b>	As share of GDP	4.7
<b>R&amp;D economy</b>	As share of GDP	2.8
<b>Media economy</b>	As share of GDP	n/a
<b>Geopolitical position</b>	Hard power	1 <sup>st</sup>
	Sharp power	2 <sup>nd</sup>
	Soft power	5 <sup>th</sup>
	Diplomacy rank	2 <sup>nd</sup>

#### OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	over 160 (ECA)
Number of institutions abroad	about 1,400
FTE staff	about 5,000
ECP freelance & local contract staff	2,600
Government financial support (\$ million)	1449.6
Comparative ECP ranking	major

#### Main Objectives

- Increase global competitiveness of the U.S
- Counter disinformation and radicalization
- Bolster democratic principles, strengthen the rule of law, encourage strong civil society institutions abroad

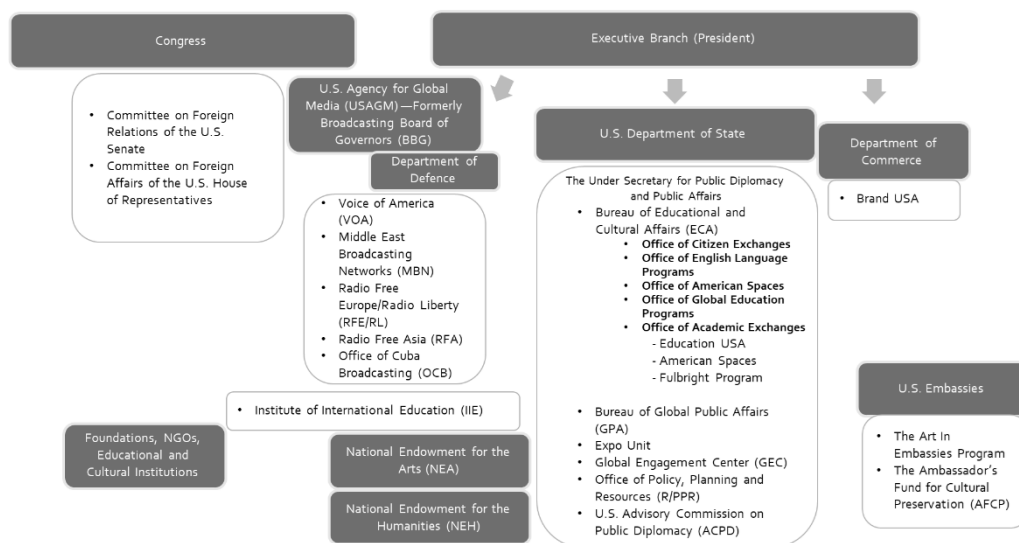
**Policy Context**

- “America First” foreign policy under President Donald Trump
- ECP as an additional tool to advance U.S. foreign policy objectives and interests around the globe

**Regional focus** (number of American Spaces)

Africa 120, South & Central Asia: 100, East Asia & Pacific: 80+, Europe 178, Middle East/NA: n/a, North America: n/a, South America: 120

**INSITUTIONAL MAP**  
**United States**



The US cultural diplomacy is characterized by public-private partnerships and initiatives by many independent actors. The most important state actors are the Department of Defence, supporting the foreign media and the Department of State, overseeing many cultural and educational initiatives.

**FIELDS OF EXTERNAL CULTURAL POLICY**

	2019	2015	Comment
<b>Culture and the Arts</b>			
Number of countries present	141	-	Data refer to American Spaces
Number of institutes and branches	645	710	
Staff	46	56	
Budget (\$ million)	13.7	15.2	
Government financial support (\$ million)	Office of American Spaces: 17.2 Cultural Programs Division: 13.6 U.S. Ambassadors Fund for Cultural Preservation (AFCP): 6.2 International Visitor Leadership Program (IVLP): 100.7	Office of American Spaces :18.8 Cultural Programs Division: 10.2 U.S. Ambassadors Fund for Cultural Preservation (AFCP): 5.7 International Visitor Leadership Program (IVLP): 89.6	

	2019	2015	
<b>Language</b>			
Number of countries where courses are offered	over 180	-	Data refer to intensive English programs (IEP)
Number of students	Intensive English Programs (IEP): 75,397 English Access Microscholarship Program: 15,000 English E-Teacher Program: 2,650	Intensive English Programs (IEP): 133,335 English Access Microscholarship Program: 13,942 English E-Teacher Program: 1,383	
Number of language teacher (trainees)	370	250	Data refer to the English Language Specialists program
Budget (\$ million)	46	42	Refers to English Language Programs (ELP)
<b>Education – Primary &amp; Secondary</b>			
Number of countries present	54	54	Data refer to the Youth Programs Division (YPD) programs; only long-term exchanges considered, for short-term more than 140 countries
Number of students	6,210	5,813	YPD
Government financial support (\$ million)	76	64.5	YPD
<b>Education – Tertiary</b>			
Number of countries present	155	-	Refers to the Fulbright program
Number of universities / colleges abroad	About 80	-	American universities abroad
Number of students (TNE)	150,000	-	American universities abroad
Number of foreign students	987,313	907,251	Total inbound international students
Number of government scholarships	4,337	4,337	Fulbright program
Budget (\$ million)	-	415	Total Fulbright funding
Government financial support (\$ million)	Academic exchange programs: 265 Fulbright: 182	Academic exchange programs: 226 Fulbright: 185.6	Office of Academic Exchanges Fulbright
<b>Science and Research</b>			
Number of countries present	n/a	-	
Number of institutes / branches	12 (OES)	3 (NSF)	Data refer to the Bureau of Oceans and International Environmental and Scientific Affairs (OES), and the National Science Foundation (NSF)
Number of programs	600	-	Refers to (ECA) Office of the U.S. Speaker programs
Government financial support (\$ million)	-	-	

	2019	2015		
Bureau of Oceans and International Environmental and Scientific Affairs (OES)	0.7	1.1	OES	
National Science Foundation (NSF)	48	-	Refers to the National Science Foundation (NSF) budget section: "International Science and Engineering"	
<b>Media</b>				
<b>TV</b>				
Audience weekly (million)	201	142	Data refer to United States Agency for Global Media (USAGM), formerly the Broadcasting Board of Governors (BBG) (until 2018)	
<b>Radio</b>				
Audience weekly (million)	139	102		
Total				
Number of countries broadcasted to	over 100	over 100		
Number of languages	61	61		
Number of channels	5	5		
Total aggregate audience (million)	350	226		
<b>New Media</b>				
Social media engagement weekly (million)	7.3	8.8		All five USAGM networks combined
Digital audience weekly (million)	127	32	USAGM	
Budget (\$ million)	814	750	USAGM	

## CURRENT ISSUES AND DEVELOPMENTS

- The President Trump administration's international policies (e.g. withdrawing from multilateral agreements, imposing trade tariffs, restricting immigration etc.) negatively impacted the country's external action. Nevertheless, American cultural diplomacy has a long tradition to fall back on. American culture is globally present. Also, with its renowned academic institutions, it is no surprise that the U.S. attracts more international students than any other country.
- Without doubt, the U.S. has a strong global appeal, especially in the fields of education, culture, and digital, but the "America First" policy has eroded that reputation. The incoming Biden-Harris administration will need to restore America's global positioning and embrace a more active and innovative "public diplomacy".
- However, the impact of the U.S. soft power should not be overestimated. As a result of its foreign policy legacy, there are heightened levels of anti-Western sentiment in China and the Middle East, for example. At the same time, it cannot be said the global presence of American cultural production is welcomed by all audiences. In fact, it might be negatively perceived as American cultural imperialism.

## FURTHER INFORMATION, SOURCES, AND REFERENCES

- A user-friendly summary of with additional data and data sources is here: "*United States – External Cultural Policy: Data Fact Sheet*"
- A full set of references are presented here: "*United States – External Cultural Policy: References*"
- A fuller report with a descriptive analysis is found here: "*United States – External Cultural Policy: A Report*"

## Imprint

The External Cultural Policy Monitor

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