



Public Diplomacy on the Front Line

The Exhibition of Modern Brazilian Paintings'

By Hayle Gadelha

Pub Date: 14 November 2023

Binding: Hardback

Price: £80.00 / \$110.00

ISBN: 9781839989391

Extent: 250 pages

Size: 153 x 229 mm /

6 x 9 inches

BISAC CATEGORY: POLITICAL SCIENCE / International Relations / DiplomacyART / History / Modern (late 19th Century to 1945), ART / Caribbean & Latin American

BISAC CODE: POL011010

BIC CODE: JPSD

RIGHTS

Exclusive: WORLD

Sheds light on the Public Diplomacy aspects of The Exhibition of Modern Brazilian Paintings, incorporating them into the studies of Brazilian diplomacy through a relevant case study.

The Exhibition of Modern Brazilian Paintings, held at the Royal Academy of Arts of London and seven other major venues, had never been academically investigated. The research unearthed abundant firsthand documents to reconstruct the episode and claims that the initiative was intended and managed to achieve a substantial impact on views about Brazil, by means of conveying a well-planned message.

Readership

Scholars of public diplomacy, cultural diplomacy, soft power, and national reputation; students of international relations and of the history of Brazilian art; diplomats; those interested in the Second World War, Brazilian modernism, and in international communications.

Contents

List of Acronyms; Acknowledgements; Introduction; 1. Historical Context; 2. The Exhibition; 3. Hermeneutics of the Exhibition; References; Appendix; List of Artworks

About the Author(s) / Editor(s)

Hayle Melim Gadelha has a Ph.D. in International Relations from King's College London. His research focuses on the public and cultural aspects of Brazilian foreign policy.

Ordering in North America, Latin America and Caribbean

Ingram Publishers Services (US)
1 Ingram Blvd. Mail stop
#512 Laverne, TN 37086, United States
Tel: +1 866 400 5351
ips@ingramcontent.com

Ordering in the UK/Rest of the World

Ingram Publishers Services (UK)
1 Deltic Avenue, Rooksley
Milton Keynes, MK13 8LD
United Kingdom
Tel: +44 (0) 1752 202300 | Fax: 01752 202330
IPSUK.Orders@ingramcontent.com

Ordering in Australia

NewSouth Books
C/O Alliance Distribution Services (ADS)
9 Pioneer Avenue
Tuggerah 2259 NSW, Australia
Tel: +61 (02) 4390 1300 | Fax: +1800-66-44-77
adscs@alliancedist.com.au