T‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌he question that needs to be answered is as follows: What role has public diplomacy played in American foreign policy post 9/11, and how has this strategy shifted from pre-Bush era (pre 9/11)? How effective has this strategy been for US diplomacy in recent years? Give an example. My hypothesis: Under Obama, the US policy adopted a "new dialogue-based paradigm for public diplomacy," which was a marked shift from “telling America’s story to the world” as it did both during the Cold War and in the early post-9/11 period to “engaging with the world.” However, ‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌there were varying levels of success to this effort. I also have a sample essay provided by Few references: <https://www.uscpublicdiplomacy.org/sites/uscpublicdiplomacy.org/files/useruploads/u35361/2011%20Paper%206.pdf> Shaun Riordan, “Dialogue-based Public Diplomacy: A New Foreign Policy Paradigm?” in Melissen, The New Public Diplomacy, 180. Remarks by the President on a New Beginning, Cairo University, Cairo, Egypt. The White House, Office of the Press Secretary, June 4, 2009, <https://www.whitehouse.gov/the_press_office/remarks-by-the-> president-at-cairo-univer‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌sity-6-04-09/).