SOFT	POWER: Brand America (Screening Guide)	Name:
Produced by Marwan Bishara (AlJazeera)		
1.	What appear to be the basic foundational <b>questions</b> asked by want to know about? Identify and briefly describe them.	the creators of this film? What types of things do they really
2.	What arguments does it make about "brands" and "branding	g"? How do they originate in France?
3.	What is <b>Saatchi and Saatchi</b> ? Who is interviewed there? Wh HOW companies are viewed globally?	at things do they say about their "modern" approaches and
4.	Who/what is J. Walter Thompson? What's up with their "the nation branding?	Land of Dreams Campaign?" What are the problems with
5.	Where does "Brand America/USA" originally come from? W	hat was emphasized and advertised with Brand America/USA?

6.	What is meant by the notion that "brand USA even succeeds despite what the government doesor how it behaves"?
7.	What is the <b>Voice of America</b> ? What do its executives have to say about what they do?
8.	What is <b>SOFT POWER?</b> How is it defined and by Joseph Nye?
9.	What other nations can <b>compete</b> with Brand America? How has China attempted to create a <b>Chinese Dream</b> ? What's different about it?
10.	What do <b>Chris Hedges</b> and <b>Judith McHale</b> contribute to notions of <b>EXCHANGE</b> , communication, and soft power collaboration? How does <b>FORCE</b> create problems with soft power?
11.	POSTSCRIPT? What is the final message delivered in the postscript?