

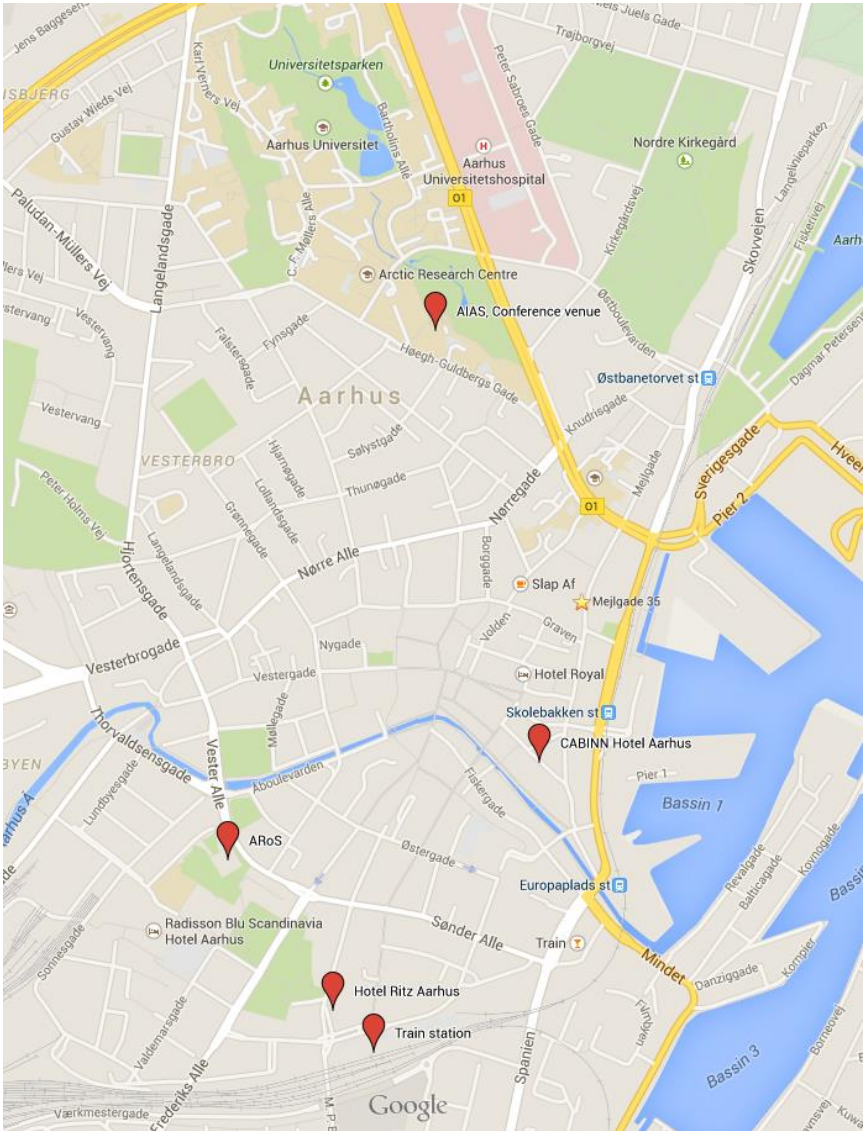


AIAS SYMPOSIUM
**Machineries of
Persuasion**
19-20 January 2017



AARHUS
UNIVERSITY

AARHUS INSTITUTE OF ADVANCED STUDIES



WORKSHOP DESCRIPTION

Over the last two decades, public diplomacy has become a central area of research within Cold War studies. Yet, this field has been dominated by studies of the superpower's soft power practices; especially the public diplomacy programs of the United States have been covered in great detail. However, the so-called 'cultural dimension' of the Cold war was a much more complex and multifaceted phenomenon. Little attention has been paid to the European countries' efforts to safeguard their strategic, economic, and political interests by engaging and seducing foreign publics.

This symposium focuses on the study of the European powers' use of soft power techniques, broadly defined, to advance their foreign policies in the international tumultuous scenario of the Cold War. It contains contributions that deal with the uses of European cultural, educational, and communication diplomacy aimed at winning the "hearts and minds" of international public opinion between the 1950s and 1980s.

More at: <http://aias.au.dk/events/machineries-of-persuasion/>

ORGANIZERS

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THURSDAY, 19 JANUARY

09:00 – 09:10 **Introduction**

09:10 – 09:15 **Welcome: Morten Kyndrup, Director of AIAS**

09:15 – 11:00 **Art, Festival and Film Diplomacy**

Verity Clarkson, University of Brighton

1000 Years of Art in Poland (1970): A collaborative exhibition of Polish national identity in Cold War Britain

Matteo Bertelé, Ca' Foscari University of Venice

How to Show Soviet Art in the most Communist West-European Country?

Carlos Sanz Díaz and **José Manuel Morales Tamara**, Complutense University of Madrid

Selling a Dictatorship on the Stage: The “Festivales de Espana” as a Tool of Spanish Public Diplomacy during the 1960s and 1970s

Benedetta Zucconi, University of Bern

Nimm mich mit ans himmelblaue Mittelmeer (wenn du Lire hast): German Schlagerfilme as a Diplomatic Tool for Italian-German Relations during the Post-War Period

Discussant: **Kirill Postoutenko**, Aarhus Institute of Advanced Studies

11:00 – 11:30 **Coffee Break**

11:30 – 13:00 **Public Diplomacy and International Organizations**

Louis Clerc, University of Turku

Finland's cultural diplomacy from the UNESCO committee to the creation of ministerial institutions, 1954-1962.

Cristina Blanco Sío-López, New University of Lisbon

Instilling Schengen: The European Parliament Communication Strategies on the Building of the European Community Free Movement of Persons in the Eighties

Lisanne Wilken, Aarhus University
Greetings from the Bright, Colourful and Joyous West

Discussant: **Matthias Neumann**, University of East Anglia

13:00 – 14:00 **Lunch**

14:00 – 15:30 **Keynote and Discussion: Jessica Gienow-Hecht**, Freie Universität Berlin
Nation Branding, Persuasion, and History or How I Learned to Read the Wizard of Oz

15:30 – 16:00 **Coffee break**

16:00 – 17:30 **European Cold War Public Diplomacy**

Torben Gülstorff, Independent Researcher
How to make the Berlin Wall an African issue: German Public Relations and Propaganda on the African Continent during the Cold War

Katherine Pence, City University of New York
The West German Scramble for Africa: The Public Diplomacy of Mobile Exhibitions in Decolonizing Africa

Alexander Golovlev, European University Institute
Paris-Vienna-Moscow vs London-Washington? European Dimensions of Allied Cultural Diplomacy in Austria, 1945-1955

Discussant: **Timo Vilén**, University of Tampere

19:00 **Dinner: Restaurant Komfur**: Guldsmædgade 38-40, 8000 Aarhus C
<http://www.restaurantkomfur.dk/>

FRIDAY, 20 JANUARY

09:00 – 10:30 **Soviet Public Diplomacy and Soft Power**

Irina Gordeeva

"Fighting for Peace is Everyone's Job": Soviet Public Diplomacy and the Independent Peace Movement in the 1980s

Simon Young, University of Winchester

The Moscow Olympics and the Augmentation of Soviet Soft Power during the Brezhnev Era, 1975-1980

Kim Frederichsen, University of Copenhagen

Next Stop Soviet: People to People Diplomacy during Glasnost

Discussant: **Pia Koivunen**, University of Tampere

10:30 – 11:00 **Coffee break**

11:00 – 12:30 **Tourism and Grassroots Diplomacy**

Julie Andersen, University of Southern Denmark

'On a Scooter Journey to the Zone Border': Danish Tourists in West Germany (FRG) in the 1950s and 1960s

Sune Bechmann Pedersen, University of Gothenburg

From Communist Party Venture to Pan America Agent: Folk turist as Failed Instrument in the Cultural Cold War

Tea Sindbæk Andersen, University of Copenhagen

Youth Brigadiers at the Railway: Personal Perspectives on Tito's Yugoslavia in the making

Discussant: **Oscar Martín García**, Aarhus Institute of Advanced Studies

12:30 **Lunch and Departure**

NOTES:



SUPPORT

Aarhus Institute of Advanced Studies, AIAS
The History Research Program, Aarhus University
Global Studies Research Program, Aarhus University

VENUE

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