

American Cultural Diplomacy, the Cinema, and the Cold War in Central Europe

Wagnleitner, Reinhold (University of Minnesota, Center for Austrian Studies, 1992)



View/Download file

 wp924.pdf (90.82Kb application/pdf)

Persistent link to this item

<http://hdl.handle.net/11299/5697>

Services

[Full metadata \(XML\)](#)

[View usage statistics](#)

Title

American Cultural Diplomacy, the Cinema, and the Cold War in Central Europe

Authors

[Wagnleitner, Reinhold](#)

Issue Date

1992-04

Publisher

University of Minnesota, Center for Austrian Studies

Type

Working Paper

Abstract

In this paper I will not only try to analyze the impact of US-Cultural diplomacy in Germany and Austria during the Allied occupation after 1945, but I want to discuss the important political, social and economic role of this cultural transformation, a massive change achieved through the means of cultural penetration. In a wider context I want to substantiate the following thesis: the so-called Americanization of European culture was not a by-product of the political, military and economic successes of the United States in Cold War Europe but was actually at the center of that process. In a Europe that had been devastated, the USA became synonymous with modernity. By virtually representing the codes of modernity and material abundance, America signified the defeat of the old, the traditional, the small, the narrow--and the poor. To use semiotic terms: America became the sign of the new and the signifier of modernity.

Keywords

[cultural diplomacy](#)

[popular culture](#)

[Cold War Europe](#)

[cinema](#)

[American culture](#)

Appears in collections

[Center for Austrian Studies Working Papers \[43\]](#)

Series/Report Number

Description

The author is a Professor in the Department of History, University of Salzburg

Suggested Citation

Wagnleitner, Reinhold. (1992). American Cultural Diplomacy, the Cinema, and the Cold War in Central Europe. University of Minnesota, Center for Austrian Studies. Retrieved from the University of Minnesota Digital Conservancy, <http://hdl.handle.net/11299/5697>.

Content distributed via the University of Minnesota's Digital Conservancy may be subject to additional license and use restrictions applied by the depositor.

Intelligence and Policymaking II: Reassessing Cold War Crises “The Pragmatic Face of the Covert Idealist: The Role of Allen Dulles in U.S. Policy Discussions on Latin America, 1953-61” Bevan Sewell (University of Nottingham) “Too Little, Too Late: The CIA and U.S. Counteraction of the Soviet Initiative in the Six-Day War, 1967” by Gideon Remez & Isabella Ginor (Truman Institute, Hebrew. The propaganda war waged by United States and its Western allies is presented as a complex and unpredictable business, in which minor actors frequently wielded significant and unintended influence. More often than not, it seems that the vagaries of domestic politics in Europe and Asia The US public and cultural diplomacy seems to have been much more effective and well organised as it is today. The United States’ public diplomacy campaign contributed greatly towards the ultimate dissolution of the Soviet Union in 1989. Both Soviet Union and the US were locked in a struggle to spread their ideology throughout the world. During the course of the Cold War, organisations such as Radio Free Europe, Voice of America and United States information agency made a great effort towards forwarding the ideals democracy, liberty, individual rights and free market. This communication of inf