

A stylized graphic of the American flag, featuring a white star on a blue background in the upper left corner, with red and white stripes extending downwards.

AMERICAN PROPAGANDA ABROAD

**from Benjamin Franklin
to Ronald Reagan**

Foreword by John Chancellor

Fitzhugh Green

American Propaganda Abroad From Benjamin Franklin To Ronald Reagan

Alan L. Heil, Jr.



American Propaganda Abroad From Benjamin Franklin To Ronald Reagan:

American Propaganda Abroad Fitzhugh Green, 1988-09-01 *U.S. International Exhibitions during the Cold War* Andrew James Wulf, 2015-01-30 Although cultural diplomacy has become an increasingly fashionable term embraced by academics foreign service personnel and private sector commercial and cultural interests the very practice of this idea remains conspicuously challenging to define This book takes on this problem advancing a new understanding of cultural diplomacy that results from a historical investigation of a single area of government and private sector partnership and what became in the mid twentieth century the most prominent manifestation of this alliance the cultural exhibitions sent abroad to tell America s story with the goal of winning hearts and minds To illustrate this point selected exhibitions and the intentions of the policymakers who proposed them are interrogated for the first time beside archival documentation writings from the history of design advertising science as well as art historical and museum studies theories that address various aspects of the history of collecting and display all of which explore the reality of how these exhibitions were conceived and prepared for foreign audiences Most importantly personal interviews with the designers and government representatives responsible for the ultimate appearance of these events upturn preconceived notions of how these events came to be Seventy five photographs from the exhibits make this history come alive Through this discussion these questions are answered What was America showing of itself through these exhibitions And more urgently what do these exhibitions tell us about U S interest in verisimilitude This investigation spans the crucial years of American exhibitions abroad 1955 1975 beginning with the formation of an official system of exhibiting American commercial wares and political ideas at trade fairs through official exchanges with the U S S R to pavilions at world s fairs and finally to museum exhibitions that signaled a return to the display of founding American values They are thus complex ideological symbols in which concepts of national identity globalization technology consumerism design and image management both coincided and clashed The investigation of these exhibitions enhances the understanding of a significant chapter of U S cultural diplomacy at the height of the Cold War and how America constantly reimagined itself

Across the Blocs Patrick Major, Rana Mitter, 2004-08-02 This book asks the reader to reassess the Cold War not just as superpower conflict and high diplomacy but as social and cultural history It makes cross cultural comparisons of the socio cultural aspects of the Cold War across the East West block divide dealing with issues including broadcasting public opinion and the production and consumption of popular culture

Voice of America Alan L. Heil, Jr., 2003-06-25 The Voice of America is the nation s largest publicly funded broadcasting network reaching more than 90 million people worldwide in over forty languages Since it first went on the air as a regional wartime enterprise in February 1942 VOA has undergone

USIA World , 1989 *Public Diplomacy and International Politics* Robert S. Fortner, 1994-04-27 This book examines international radio news coverage of the four superpower summit meetings between Soviets and Americans from 1987 to 1990 It concentrates on the symbolic constructs used by radio services to report about

the summits including their treatments of the two superpowers their leaders and their perspectives as recorded in interviews press conferences and releases joint communiques and briefings The study assesses the degree of success enjoyed by each of the superpowers in directing the nature of international news coverage particularly the public relations battle between Mikhail Gorbachev and Ronald Reagan It also weighs the viability of specific talking points written to direct U S summit statements by the National Security Council and the degree to which news coverage was tainted by propaganda Finally it is able to suggest the nature of each service s contribution to diversity in international news flow and to the ongoing debate about the equality of the international communication and information order *American Foreign Service Journal* ,1989

Ronald W. Reagan, 1911- Irving J. Sloan,1990 **Why America is Such a Hard Sell** Juliana Geran Pilon,2007 Why does America consistently receive such low ratings in opinion polls around the world The answer as Pilon explains lies not just in America s overtly forceful actions but in the construction and presentation of its self image Scholars and policymakers alike will find *Why America Is Such a Hard Sell* both a penetrating analysis of America s current efforts in public diplomacy and a prescription for delivering a more appealing self portrait to the world **Public Affairs Information Service**

Bulletin ,1988 **Eisenhower's War of Words** Martin J. Medhurst,1994 To Ike rhetoric were the central weapon for waging and winning the Cold War Understood as a strategic art of selection arrangement nuance timing and audience adaptation rhetoric became for Eisenhower the preferred means of conflict resolution *The American Struggle for Korean Minds* Kyun Kim,1995 *The Publishers Weekly* ,1988 *Forthcoming Books* Rose Arny,1995 □□□□□□□□□□□□□□□□□□□□,2007

Länderbericht USA: Aussenpolitik, Gesellschaft, Kultur, Religion, Erziehung Willi Paul Adams,1992 [America, History and Life](#) ,2007 Article abstracts and citations of reviews and dissertations covering the United States and Canada

The Oxford Guide to American Military History John Whiteclay Chambers II.,Fred Anderson,G. Kurt Piehler,1999 **Subject Guide to Books in Print** ,1993 **American Book Publishing Record Cumulative, 1950-1977** R.R. Bowker Company. Department of Bibliography,1978

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