Machineries of Persuasion

European Soft Power and Public Diplomacy during the Cold War

Edited by Óscar J. Martín García and Rósa Magnúsdóttir
Table of Content

Óscar J. Martín García, Ró
Machineries of Persuasion in the Cold War — 1

Verity Clarkson
A “Many-Coloured Prism” in Britain — 17

Carlos Sanz Díaz, José María Sánchez
Selling a Dictatorship on Spanish Public Diplomacy — 41

Simon Young
Playing to Win: The Moscow Power during the Brezhnev Era — 63

Torben Gülstorff
Resetting the Relevance of the African Continent During the Cold War — 85

Tea Sindbæk Andersen
Youth Brigadiers at the Red Front in the Making — 105

Irina Gordeeva
“Fighting for Peace is Easy” in the USSR and the Soviet Bloc — 125

Kim Frederichsen
Next Stop Soviet: People and Places — 143

Lisanne Wilken
The Eurovision Song Contest and Transmitting Western Attraction — 165

Julie Andersen
“On a Scooter Journey to Europe” in the 1950s and 1960s — 185
Table of Contents

Óscar J. Martín García, Rósa Magnúsdóttir  
*Machineries of Persuasion: European Soft Power and Public Diplomacy during the Cold War* — 1

Verity Clarkson  
*A “Many-Coloured Prism”: Exhibiting Polish National Identities in Cold War Britain* — 17

Carlos Sanz Díaz, José Manuel Morales Tamara  
*Selling a Dictatorship on the Stage: “Festivales de España” as a Tool of Spanish Public Diplomacy during the 1960s and 1970s* — 39

Simon Young  

Torben Gülstorff  
*Resetting the Relevance of the Berlin Wall. German Public Diplomacies on the African Continent During the Cold War* — 85

Tea Sindbæk Andersen  
*Youth Brigadiers at the Railway – Personal Perspectives on Tito’s Yugoslavia in the Making* — 105

Irina Gordeeva  
*“Fighting for Peace is Everyone’s Job”: The Independent Peace Movement in the USSR and the Soviet View of Public Diplomacy in the 1980s* — 121

Kim Frederichsen  
*Next Stop Soviet: People to People Diplomacy during Glasnost* — 147

Lisanne Wilken  
*The Eurovision Song Contest as Cultural Diplomacy during the Cold War: Transmitting Western Attractiveness* — 171

Julie Andersen  
*“On a Scooter Journey to the Zone Border”. Danish Tourists in West Germany in the 1950s and 1960s* — 191
The main aim of this book is to provide insights into the field of public diplomacy during the Cold War together on the subject of various forms of cultural, political, and economic influences. The book offers a comprehensive analysis of different forms of public diplomacy and soft power, involving cultural, political, economic, and economic influences. The influence of the Cold War on European public diplomacy and soft power is examined in detail.

This comprehensive study includes an analysis of the European Song Contest and its impact on public diplomacy. The study of the European Song Contest and its impact on public diplomacy is an important aspect of understanding the influence of the Cold War on European public diplomacy and soft power.

Europe as an Object

This volume concentrates on the influence of the Cold War on European public diplomacy and soft power. The relationship between the European Song Contest and public diplomacy in the context of the Cold War is examined in detail.