

# CONTENTS

<b>Part I Introduction</b>	1
<b>Nordic Media Histories of Propaganda and Persuasion: An Introduction</b>	3
Fredrik Norén, Emil Stjernholm, and C. Claire Thomson	
<b>Part II Cultural Diplomacy and Public Information</b>	29
<b>Promoting <i>Norden</i> and Nordic Cooperation in the 1930s: Social Democratic Visions and Transmedial Manifestations</b>	31
Ruth Hemstad	
<b>“It All Comes from Beer”: Tuborg, Carlsberg, and the Role of Film in Danish Cultural Diplomacy</b>	55
C. Claire Thomson	
<b>Nordic Public Information: An Epistemic Community of Experiences and Ideas in the 1970s</b>	73
Fredrik Norén	

<b>Contested Pictures of Persuasion: American Images of Foetuses in Swedish Antiabortion Campaigns of the 1970s and 1980s</b>	97
Elisabet Björklund	
<b>Part III Politics and Security</b>	117
<b>A Rain of Propaganda: The Media Production of the Office of War Information in Stockholm, 1942–1945</b>	119
Emil Stjernholm	
<b>Mobilized for Propaganda: Danish Journalists in British Exile, 1940–1945</b>	141
Emil Eiby Seidenfaden	
<b>Norwegian Defence and Security Policy: The Struggle for Hearts and Minds in the 1950s</b>	159
Øystein Pedersen Dahlen and Rolf Werenskjöld	
<b>Slow Media Under Cross Pressures: US Educational Diplomacy in the Nordic Countries During the Cold War</b>	181
Jukka Kortti	
<b>Part IV Internationalism and Environmentalism</b>	203
<b>Creating Information Infrastructure for Transnational Co-operation in Television: Nordvision in the 1960s–1970s</b>	205
Mari Pajala	
<b>Mobilizing Scandinavian Children and Youth for the Environment: Launching a Transnational Campaign 1968–1971</b>	225
Björn Lundberg and David Larsson Heidenblad	

<b>Green States in a Dirty World: 1975 and the Performance of Nordic Green Modern</b>	243
Melina Antonia Buns and Dominic Hinde	
<b>The Nordic Mobilization of Public Opinion on Foreign Aid in the UN's Second Development Decade</b>	261
Lars Diurlin	
<b>The Diversity Principle Taken to Its Extreme: East Asian Propaganda on Finnish Television</b>	283
Laura Saarenmaa	
<b>Part V Afterwords</b>	303
<b>Afterword 1</b>	305
Nicholas J. Cull	
<b>Afterword 2</b>	311
Peter Stadius	
<b>Notes on Contributors</b>	317
<b>Select Bibliography</b>	321
<b>Index</b>	327
<b>"It All Comes from Beer": Tuborg, Carlsberg, and the Role of Film in Danish Cultural Diplomacy</b>	
Fig. 1 Promotional footage for Tuborg displays a range of licensed merchandise, or "material de propaganda", designed for the Spanish speaking market. From Tuborg Film 1-6, Fred Friis, Denmark, 1986. Framgrab	39