
Part of IERES’s Visiting Scholars Roundtable Series

with

Dr. Jan Koura, Lecturer, Institute of World History (Charles University, Prague, Czech Republic)

Promoting a positive image of the United States in the world emerged as a foreign policy goal for the U.S. administration in the 1930s. After World War II, the U.S. State Department began to consider propaganda to be an integral component of U.S. foreign policy. With the growing importance of the United States in the international arena, it was necessary to explain the ideas and objectives that defined U.S. foreign policy to the world public. This talk will discuss how the United States intended to win over the “hearts and minds” of the Czechoslovakian people by examining its use of propagandistic pamphlets, Czechoslovak broadcasting of the Voice of America (VOA), cultural activities, and the presentation of American democracy and way of life. Additionally, it will discuss whether U.S. public diplomacy towards Czechoslovakia between 1945 and 1948 was sufficient to counter Soviet propaganda and how its aims and methods changed after the Communist Coup of 1948.

Dr. Jan Koura is a visiting scholar at IERES. A specialist on modern world history, he lectures at Charles University’s Institute of World History in Prague, Czech Republic. His main research interests include Cold War history, U.S. foreign policy and public diplomacy towards Central and Eastern Europe after World War II, and Euro-Atlantic relations in the 20th century.

Thursday, October 23rd, 2014
4:00 p.m. – 5:00 p.m.
Voesar Conference Room
1957 E Street NW, 4th floor, Suite 412
Please RSVP at http://go.gwu.edu/koura

This event is on the record.