An “Antidote” for Cultural Anti-Americanism?
Public Diplomacy and American Studies in Franco’s Spain, 1945-69
Part of IERES’ Visiting Scholar Roundtable Series

with

Francisco Javier Rodriguez Jimenez
Visiting Scholar, IERES

Comments by Mark Asquino, Senior Public Diplomacy Fellow, Institute for Public Diplomacy and Global Communication, GWU

This talk will examine how the United States began using the dissemination of American culture abroad for propagandistic purposes, particularly since 1945. In carrying out the campaign, the government emphasized the value of American fine arts and humanities. As an important part of the Cultural Cold War, American cultural attachés and public relations officers strove to show the rest of the world that the United States not only possessed military and economic power, but high culture as well. Additionally, the government spent large sums of money in an effort to establish American Studies as an area studies topic separate from British culture in European universities.

Francisco Javier Rodriguez Jimenez is a Fulbright Scholar from the University of Salamanca, Spain. He is studying American cultural diplomacy after World War II during his tenure at IERES. His interests include American studies; anti-Americanism; American high culture vs. popular culture; cultural diplomacy and the soft powers of different states in a comparative approach. His book Antidoto Contra el Antiamericanismo? [An Antidote for Anti-Americanism?] was published in March 2011.

Mark Asquino is the Senior Public Diplomacy Fellow at GW. He began his Foreign Service career with the U.S. Information Agency in 1978 and subsequently has served in Venezuela, Panama, Spain (where he was Director of the U.S. Cultural Center and Assistant Cultural Affairs Officer), Romania (Cultural Affairs Officer from 1991 to 1994), Chile, Uzbekistan, Kazakhstan and Sudan. In Washington, he was Principal Deputy Coordinator for Reconstruction and Stabilization at the U.S. Department of State.

Thursday, September 22, 2011
4:00-5:00
Voesar Conference Room
1957 E Street, NW, Suite 412
Please RSVP at http://tinyurl.com/RodriguezGWU.

This event is on the record.