

Panel 11: German Civil Society and Cultural Diplomacy • 319

Chair: Gertrud Pickhan

- *Jazz and the Black Other in German Culture* **Paul J. Edwards**
- *Citizen Propaganda: The Last Years of East Germany*

Alison Furlong

- *Establishing a German Cultural Institute in Tokyo*
- Yoko Kawamura**

Panel 12: Performing Gender: On Earth and in Space • 340

Chair: Michaela Hampf

- *U.S. Propaganda and Gender Equality, 1945-1990*

Laura Belmonte

- *Blasting Women's Equality into Outer Space: Valentina Tereshkova and the Crisis of Masculinity at NASA*

Petra Goedde

The United States' Portrayal of Women in the Field of Manned Space Travel during the Cold War **Karin Hagen**

11.30-13.30 Sixth Session

Panel 13: Selling a State's Culture: Marketing and Commerce in International Relations • 305

Chair: Irwin Collier

- *Promoting National Products as Nation Branding? The Cases of Austria and Switzerland, 1915-2000* **Oliver Kühschelm**
- *Spain for You: International Tourism Advertising, Public Relations, and the Branding of the Franco-Dictatorship.*

Carolin Viktorin

- *The Commercial Anthropology of Postcolonialism: Swedish Businesses and the Commerce of Culture in the Third World in the 1950s and 1960s* **Nikolas Glover**

Panel 14: New Insights in the Study of U.S. Cultural and Public Diplomacy • 319

Chair: Ulla Haselstein

- *Leonard Bernstein, the New York Philharmonic, and the Cold War* **Jonathan Rosenberg**

- *Performance and Identity: The Anti-war Movement Abroad*

Fabian Hilfrich

Panel 15: Branding Contemporary European Identities • 340

Chair: David Ellwood

- *Sovereignty without Theatricality: The Performative Deficit of the European Union* **Klaas Tindemans**

- *Branding and Public Diplomacy as Tools Accompanying "Coming back to Europe"* **Beata Ociepa**

- *Beyond the Edelweiss: Austrian Image in the United States*

Hannes Richter

13.30-15.00 Lunch & Final Discussion:

Reports from the Chairs

Organized by:

Jessica Gienow-Hecht & Annika Estner

With generous help from:

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Stage & Performance –

Theatricality in International History since 1500

Culture & International History V



Monday, April 28th

15.00 Registration, Tea and Coffee

16.00-17.00 Introduction and Keynote Speech • 340

Nation Branding: Towards an Architecture of Culture and International History **Jessica Gienow-Hecht**

Chair: Irwin Collier

17.30-19.30 First Session

Panel 1: Now What? The Search for a Framework of Cultural Relations and U.S. Public Diplomacy • 340

Chair: Giles Scott-Smith

• *Nation Branding before Nation Branding? Reputation and Image at the International Maritime Exposition of 1907*

Michael Louis Krenn

• *The Limits of Nation Branding: U.S. Public Diplomacy and the Perils of Image Management* **Justin Hart**

Staging American Values: The Foreign Relations of the United States Series as Representational Vehicle **William McAllister**

19.30 Dinner

Tuesday, April 29th

9.00-11.00 Second Session

Panel 2: Political Theatricality Before 1815 • 201

Chair: Tilman Pietz

• *The Theatre of Negotiations at the Congress of Rijswijk, 1697*

Rebekah Ahrendt

• *Harmony on the World Stage: Metternich's Designs for Diplomatic Entertainments* **Damien Mahiet**

Panel 3: NGOs on the International Stage • 305

Chair: Michael Louis Krenn

State Self-Representation: At the Crossroads of States' and NGOs' Interests **Aurélie Élisabeth Gfeller**

The Performance of Revolution: "The World Council of Churches" and Its Struggle against the Loss of Importance of Religion

Hedwig Richter

11.30-13.30 Third Session

Panel 4: Staging the French Struggle for Cultural Supremacy • 201

Chair: William McAllister

• *Cultural and Political Power: French and American Higher Education Diplomacy in the Middle East from the 1860s*

Rasmus Bertelsen

• *Reflections on the Political History of French Cultural Exceptionalism* **David Ellwood**

Panel 5: Staging National Interest • 305

Chair: Laura Belmonte

• *"A Parade of Nations": The Asian-African Conference in Bandung 1955 as Cultural History* **Jürgen Dinkel**

• *World Stage, Domestic Audience: The United Nations Security Council and Henry C. Lodge's Battle for the 1960 Republican Vice-Presidential Nomination* **Tilman Pietz**

• *"The Deng Show": Making Sino-American Normalization Palatable* **Marcel Will**

Panel 6: Branding in South America • 319

Chair: Christian Lammert

• *The World's Concert Hall: Cultural Diplomacy and European Emigres in Buenos Aires during the Second World War*

Andrea Orzoff

• *Suriname: The Branding of a Young Nation in South America*

Rosemarijn Hoefte

• *Cultural Diplomacy and Nation Branding in Redemocratized Chile: Agents, Strategies and International Tendencies*

Judith Gelke

13.30-14.30 Lunch

14.30-16.30 Fourth Session

Panel 7: Performing Empire • 201

Chair: Fabian Hilfrich

• *Performing the Conquest of Africa: Theatricality in the German Emin Pasha and Bushiri War Expeditions, 1889-1891*

Matthew Unangst

• *A Welcome to the "Hero of Manila": New York's Victory Parades for Admiral George Dewey in 1899* **Sebastian Jobs**

• *Enacting and Writing the Encounter: Performing British Diplomacy in Afghanistan (c. 1922-1941)* **Maximilian Drephal**

Panel 8: Dance in International Relations • 305

Chair: Yoko Kawamura

• *"Counteracting Foreign Propagandas": Ballet Tours as Cultural Diplomatic Tool in the 20th Century, France and Great Britain* **Stéphanie Gonçalves**

• *Japan's Cultural Diplomacy in Western Europe through Dance during the 1930s* **Kazumi Kuwahara**

Panel 9: The International Performance of Statehood • 319

Chair: Rosemarijn Hoefte

• *Performing Justice: America's Liberal-democratic Justice System Facing International Criticism during the Angela Davis Trial 1971* **Kristina Kütt**

• *Performing Sovereignty: The British State and the Hunger Strike in Northern Ireland in the Context of International Criticism 1981* **Andreas Spreier**

• *Performing Dissent: The Controversies over Nuclear Weapons and the East-West Antagonism in West Germany, 1979-83*

Jan Hansen

16.30-20.30 Guided Tour at the Berlin Wall Memorial and Dinner

Wednesday, April 30th

9.00-11.00 Fifth Session

Panel 10: Culture and Internationalism on Display • 305

Chair: Frank Kelleter

• *Exhibiting Internationalism? The League of Nations at New York's World Fair 1939/40* **Frank Beyersdorf**

• *The Aesthetics of Internationalism: Art and Politics on Display at the 1935-1936 International Exhibition of Chinese Art*

Ilaria Scaglia

• *From Diamonds to Samosas: The Professionalization, Democratization and Expansion of the Parsi Theatre*

Rashna Darius Nicholson