

# Cultural Cold War

## Eastern European Propaganda in Latin America

**13 November 2015**

Metropolitan University Prague, Prokopova 100/16  
130 00, Prague 3, Czech Republic

This conference inquires into the ideological-cultural dimensions of the Cold War's battles to "win hearts and minds" by focusing on the Eastern bloc countries propaganda in Latin America. What soft power instruments were exploited by the Eastern European countries to promote their political and economic interests, as well as their way of life, in the Americas?

### Programme

9.00 – 9:10

#### Welcome and introduction

Kateřina Březinová

*Department of International Relations and European Studies,  
Metropolitan University Prague*

9:15 – 9:45

#### Keynote address

##### In the Shadow of Empire: A Redux

Mitchel A. Belfer

*Department of International Relations and European Studies  
Metropolitan University Prague*

9:45 – 10:15

##### Cultural Propaganda in Czechoslovakia. Who is a propagandist? An Outline of Perspectives for the Definition

Petr Andreas

*Department of Czech and Comparative Literature, Faculty of Philosophy and Arts,  
Charles University in Prague*

10:45 – 12:15

#### Cultural Policies

##### Save Guatemala from American imperialism. (Sic!) Czechoslovak mismanaged relations and propaganda.

Lukáš Perutka

*International Relations Department, TEC Monterrey, Mexico*

##### Cultural policy of Czechoslovakia in Uruguay during the Cold War

Michal Zourek

*Department of Foreign Languages,  
The Institute of Technology and Business in České Budějovice*

##### Political, economic and propagandistic interests of Czechoslovakia in British Guyana in 1950s and 1960s

Jan Koura

*Institute of World History, Faculty of Arts, Charles University in Prague*

##### Cultural Propaganda in Chile

Karolina Baraniak

*Faculty of International and Political Studies, University of Lodz, Poland*

13:30 – 15:00

#### Cold War Narratives

##### The 1970s, Cuba, and the Eastern European Socialist Modernity: A Material Culture Approach to Cuban Politics

Maria A Cabrera Arus

*Department of Sociology at the New School for Social Research, New York*

##### Kino according to the Cuban Film Poster (1959-91)

Vladimir Smith-Mesa

*School of Slavonic and East European Studies Library, University College London*

##### Radio Praga in Cold War Latin America. International broadcasting as part of Czechoslovakia's political engagements in Latin America, 1948-1989

Kateřina Březinová

*Department of International Relations and European Studies,  
Metropolitan University Prague*

Freddy Valverde

*Radio Praga*

15:30 – 16:30

#### History and its Protagonists

##### Nobody knows the troubles I've seen: Diplomat Zdeněk Formánek and ideological contests of inter-war Europe and cultural struggles of the Cold War

Miguel Alonso-Berrio

*Deputy Head of Mission of the Embassy of Spain in Prague*

##### Historians and protagonists. Studies on Latin America in Czechoslovakia during the Cold War

Sigfrido Vázquez Cienfuegos

*SIAS Center for Latin American Studies, Faculty of Arts,  
Charles University in Prague*

16:30 – 17:00

#### Conclusion of the conference

**Ibero-American Centre (IAC)** at Metropolitan University Prague is a platform for research and expertise encouraging interdisciplinary examination of the Americas. The Center was founded in 2009 to promote teaching on this region in the University.

Convener of the Conference, Head of IAC: Kateřina Březinová, Ph.D.

The programme is subject to change. For updates, see <http://iac.mup.cz>  
Registration is conducted at <http://registrace.mup.cz> until 10 November 2015

The conference is organized by Ibero-American Centre (IAC) at Metropolitan University Prague in cooperation with the SIAS Center for Iberoamerican Studies of the Faculty of Arts, Charles University Prague.