

Ibero-American Centre (IAC) and the Department of International Relations and European Studies (IRES) at Metropolitan University Prague are pleased to announce:

Call for Papers
for the upcoming conference

Cultural Cold War **- Eastern European Propaganda in Latin America -**

Conference date and venue:	13 November 2015, Metropolitan University Prague, Czech Republic
Deadline for submission of abstracts:	June 30, 2015
Working language:	English

Background:

In the last twenty years research on the Cold War has been going through an expansion of its thematic area. In fact, although historiography has kept focusing on an in-depth analysis of strategic and military issues reasserting the centrality of the United States and the Soviet Union, scholars also began to reconsider the partnerships between the two superpowers and single regional actors, and to bring up a cultural dimension of the bipolar conflict.

Thanks to new sources available, we are now able to better analyze how the diffusion of each of the competitive models of the way of life was carried out within the Cold War. This is the so-called battle to “win hearts and minds” that the superpowers fought on a domestic, local, regional, and worldwide levels.

Aims of the conference:

The purpose of the conference “**Cultural Cold War: Eastern European Propaganda in Latin America**” is to analyze the ideological-cultural dimensions of the Cold War from the perspective of the Eastern bloc countries propaganda in Latin America. We are especially interested in different channels exploited by the Eastern European countries to promote their political and economic interests, as well as their way of life, in the region.

The conference invites to consider **Eastern European Propaganda in Latin America** from a variety of perspectives:

- Historiography and methodology
- Action of state and non-state actors (political parties, trade unions, social and cultural movements, non-governmental organizations, supranational organizations)
- Cultural production (music, literature, cinema) and other “soft power” instruments that gained importance over classical diplomacy in this period.
- Possible impact of the soft power instruments on the main directions on an economical, diplomatic, strategic and military aspect of the Cold War.

Submission of abstracts:

Experienced scholars, as well as junior researchers are cordially invited to submit proposals summarizing their conference contribution (15-20 minutes long). Abstracts (500-1000 words) accompanied by short author's bio and contact details, shall be sent **no later than 13 September 2015** at: **iac@mup.cz**

All applicants will be contacted by the conference organizers with notification of acceptance no later than September 13, 2015.

Conference date and venue:

The conference will be held on 13 November 2015 at Metropolitan University Prague, Czech Republic.

We look forward to receiving your proposals!

Kateřina Březinová, Ph.D.
Metropolitan University Prague
Head of the Ibero-American Centre