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Projecting America, 1958: Film and Cultural Diplomacy at the Brussels World's Fair

Sarah Nilsen

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The Brussels World's Fair was perhaps the most important propaganda event to be staged for European allies in the Eisenhower years; his administration viewed culture as a weapon in the battle against communism. This book examines the critical role of film in the information war waged against the Soviets in the American pavilion at the fair. The administration sought to create a visual rendition of America that was arresting and inspirational; film was used as a method of political persuasion.

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