



Propaganda Films for the Marshall Plan and Soviet Counter-Propaganda

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GRIN Verlag Mrz 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject American Studies - Culture and Applied Geography, grade: 1,7, Free University of Berlin, language: English, abstract: In the aftermath of WW II, Europe lay in ruins - cities were devastated, economies paralyzed, and the life of the population was ruled by hunger and poverty. To help Europe, the United States initiated the European Recovery Program (short ERP), commonly known under the name Marshall Plan. Named after the Secretary of State George C. Marshall, who had demanded technical and financial aid for Europe in an address at Harvard University in 1947, the plan focused on 'help for self-help', providing money and goods to support the reconstruction of Europe (cf. Berlin Film Festival 2004, 8). In 1953, Marshall received the Nobel Peace Prize for his actions (cf. BFF 2005, Kosslick 4). The plan was in operation for four years, starting in April 1948. During the Marshall Plan years, the aid program was advertised in a large-scale propaganda operation through posters, brochures, exhibitions, radio programs, and films (cf. BFF 2004, Rother...)

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