

11:15 – 13:30 Room Multiusos 2

SECOND WORLD WAR

Chair: **João Paulo Avelãs Nunes**

Júlia Leitão de Barros (Escola Superior de Comunicação Social e IHC-FCSH-UNL), *“Não se vê dois passos”*

Cândida Cadavez (Escola Superior de Hotelaria e Turismo do Estoril), *Turismo em Portugal no início da 2.ª Guerra Mundial – um inocente oásis na Europa, ou a eficácia de uma propaganda dissimulada*

Ronit Fisher, (University of Haifa), *How do we get their support? WW2 Propaganda in Palestine*

David Alegre (Universidad Autónoma de Barcelona), *“Founders of Land: Territory of Spain here, new, under the snow”. A Linguistic and thematic analysis of the Hoja de Campaña of the Blue Division (División Azul) as a place for codifying the combat experiences and the spanish presence in the Eastern Front*

Bastiaan Willems (University of Edinburgh), *What is to be defended? The emphasis shift of the propagandist message in German cities during the final stage of the Second World War*

Fernando Portásio (CEIS20 – UC), *O imediato pós-guerra na imprensa periódica portuguesa (1945-1947)*

11:15 – 13:30 Room Multiusos 3

ART, IMAGE AND PROPAGANDA

Chair: **Carlos Vargas**

Olga Duarte, Elisabete Freitas e Menezes e José Miguel Moreira Freire (Academia Militar), *A imagem e a palavra para combater em França: da origem à catarse*

Éric Sauda (Sorbonne), *Musical propaganda of the Great War*

Alba Rodríguez Silgo (Universidade de Santiago de Compostela), *A Mulher no cartaz espanhol 1930-1940. Iconografia de uma revolução publicitária*

Maria João Castro (Instituto de História de Arte, FCSH-UNL), *A criação do Verde Gaio; uma Arte de Propaganda durante a II Guerra*

Vera Félix Mariz (Instituto de História da Arte e Faculdade de Letras da Universidade de Lisboa), *Os monumentos portugueses em Moçambique como actores e cenários de encenação da propaganda colonial estadonovista*

Paula Ribeiro Lobo (Instituto de História da Arte – FCSH-UNL), *Propaganda and sovereignty: New State and the exaltation of the Portuguese Empire in late 1930's*

Susana Wichels (Faculdade de Letras, Universidade de Coimbra), *O homem por detrás do mito Hoffmann, o fotógrafo oficial de Hitler*

Ron Schleifer (Ariel Research Center, Ariel University in Israel), *Visual representation of the propaganda in the Arab-Israeli Conflict*

13:30 – 15:00 Lunch

15:00 – 17:00 Room Multiusos 2

THE COLD WAR

Chair: **José Luís Santos**

Stéphanie Gonçalves (Université Libre de Bruxelles), *“Dance as a weapon”: ballet and propaganda in the Cold War, 1947-1968*

António Rego (Leiden University and IHC-FCSH-UNL), *Resisting an inconvenient peace: analyzing narratives of national identity by the Ukrainian underground in Polish Galicia, 1945-47*

João Mascarenhas Mateus (CES-UC) e **Carlos Vargas** (IHC-FCSH-UNL), *“The Atlantic Community: os primeiros documentários da OTAN (1949-1957)*

Shubranshu Mishra (Brussels School of International Studies, University of Kent), *Permanence of war: life and death and the nuclear behaviour of states*

15:00 – 17:00 Room Multiusos 3

VISUAL PROPAGANDA

Chair: **Rui Lopes**

Helena Pinto Janeiro (IHC-FCSH-UNL), *Os pioneiros da secção fotográfica e cinematográfica do Exército*

Katharina Schembs (Humbolt University), *Visual propaganda in Fascist Italy between the Italo-Abyssinian War and World War II*

Ian Kikuchi (Imperial War Museums and Queen Mary University of London), *From “oriental quarrel” to “bloody vengeance!”; the portrayal of war in the Far East by British newsreels, 1937-1942*

Foteini Vlachou (Instituto de História de Arte – FCSH), *Hollywood films and war Propaganda in the early 1940's*

Débora Canhoto Cardoso (ISCTE-IUL), *Imagem e Propaganda de Guerra em Portugal durante a II Guerra Mundial (1940-1945)*

Tiago Tadeu (CEIS20-UC), *O anúncio publicitário como propaganda durante a II Guerra Mundial*

Alexandre Busko Valim (Universidade Federal de Santa Catarina), *Fazendo cartaz com o cartaz alheio: Propaganda e política nas relações entre Brasil e Estados Unidos durante a II Guerra Mundial*

Bénédicte Chéron (Institute de recherches stratégiques de l'École militaire, France), *Fiction films and the Algerian war: post-war propaganda and competition of memories*

17:00 – 17:15 Break

17:15 – 19:30 Room Multiusos 2

THE PORTUGUESE COLONIAL WAR

Chair: **Aniceto Afonso**

Márcio Barbosa (CEIS20 – UC), *O contra-spinolismo de Amílcar Cabral e do PAIGC: a Arma da Propaganda*

Daniel Gomes (Instituto Politécnico de Leiria e CEIS20), *Propaganda como arma de guerra no conflito colonial. Amílcar Cabral e Spínola e o confronto ideológico no conflito da Guiné (1968-1973)*

Anabela Silveira (IHC-FCSH-UNL), *Dos manifestos à “acção directa”: a propaganda nos movimentos de libertação angolanos (1955-1961)*

João Moreira Tavares (AHM e IHC-FCSH-UNL), *As Histórias de Unidade: uma outra forma de propaganda*

Alice Samara (IHC-FCSH-UNL), *A resistência à Guerra Colonial em Portugal (1961-1974): desconstruir uma ideia de país*

Luís Filipe Madeira (Universidade da Beira Interior), *Propaganda de guerra: Salazar, Caetano e o impossível equilíbrio das finanças públicas*

17:15 – 19:30 Room Multiusos 3

PROPAGANDA IN THE AGE OF DIGITAL TECHNOLOGY

Chair: **António Paulo Duarte**

Márcio Bergo (CEPHIMEX), *O papel da propaganda na guerra*

Lukasz Kamiński (Jagiellonian University), *The Gulf War: the postmodern propaganda and the scenic image of war “that did not take place”*

Hatice Ahsen Utku (Harvard Divinity and the Fletcher School), *Irresistibility of propaganda and the Balkan wars in the 1990s*

Pablo Herrera Asensio (University of Zaragoza), *The demonization of the Serbian folk Western propaganda with geopolitical purposes during the Kosovo War*

Juliana Marko (University of Tiranes, Albania), *Western media reporting and propaganda in the initial phases of Kosovo war*

Claudia Salamanca (Universidad Javeriana de Colombia, Bogotá), *Operation Checkmate: Propaganda in the age of the war against terrorismo*

Nataniél dal Moro (Pontifícia Universidade Católica de São Paulo (PUC-SP), *As propagandas decorrentes de uma guerra contínua: pontos entre migração e falta de alimentos no Brasil*

Débora Carvalho (Universidade Federal de Lavras), *O Estado beligerante e a tecnologia digital*

José Manuel Diogo (AGS Comunicação), *Espiões, media e diplomacia: os novos desafios para agências de inteligência*

For more information:

<http://warandpropagandaXX.wordpress.com>

Organizing Committee:

Maria Fernanda Rollo

(IHC e FCSH-UNL)

Ana Paula Pires

(IHC - FCSH - UNL)

Noémia Malva Novais

(CEIS20 - UC e IHC - FCSH - UNL)

Organization



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International Conference

WAR and PROPAGANDA in the XX CENTURY

November
11th and 12th
2013

Universidade
Nova de Lisboa

Faculdade de Ciências
Sociais e Humanas

Edifício ID
Salas Multiusos 2 e 3



Monday, November 11th 2013

9:30 – 11:00 Room Multiusos 2

FIRST WORLD WAR, PROPAGANDA AND THE NEUTRALS

Chair: **Maria Fernanda Rollo**

Javier Ponce Marrero, (Universidad de Las Palmas de Gran Canaria), *Under propaganda fire: Spain and the Great War*

Anne Rosenbush, (National University of Ireland, Maynooth), *Por la pátria y por la verdad – Germany's effort to maintain Spanish neutrality during the First World War*

Carolina Garcia Sanz (Escuela Española de Historia y Arqueología (CSIC) Roma) *British propaganda dilemma over neutrals during the Great War: more business than usual?*

Evgeny Sergeev (Russian Academy of Sciences, Institute of World History, Moscow), *The influence of Russian oficial propaganda upon neutral countries during the First World War*

9:30 – 11:00 Room Multiusos 3

PROPAGANDA, EXILE AND EMIGRATION

Chair: **Noémia Malva Novais**

Thais Janaina Wenczenovicz (Universidade Estadual do Rio Grande do Sul), *A repercussão da I e II Guerra Mundial nos Imigrantes Poloneses do Sul do Brasil*

Heloísa Paulo (CEIS20 -UC), *Guerra e Propaganda: crónicas da II Guerra e a imagem pró-aliada dos exilados Portugueses*

Marina Galvanese (CES e FL-UC), *O emigrante como a propaganda viva de Portugal: a publicação “Nós, os emigrantes” (1954) e os desafios do Estado Novo no pós-Guerra*

11:00 – 11:15 Break

11:15 – 13:30 Room Multiusos 2

PROPAGANDA AND EMPIRE

Chair: **Ana Paula Pires**

Andrew Tait Jarboe (Northeastern University – Boston), *All the Empire's Men: Propaganda and Imperial Citizenship during World War I*

Kenneth J. Orosz (Buffalo State College), *Missionary Martyrdom as Propaganda: the case of German missionaries in Cameroon during the Great War*

Sérgio Neto (CEIS20-UC), *“Mãe! Manda-nos a tua luz!” Ecos da Grande Guerra na Imprensa de Cabo Verde*

Fewsi Borsali (University of Adrar, Algeria), *The colonial office and propaganda policy during WWII*

Chima Korieh (Marquette University, Milwaukee), *“For King and Country”: British Propaganda in Nigeria during World War II*

Regan Buck Bardeen (University of California, Los Angeles), *Propaganda in a contested space: British rule in Nigeria during and after the Second World War*

Myles Osborne (University of Colorado), *The World of Mau Mau: Propaganda and Press in Kenya, 1950-1960*

11:15 – 13:30 Room Multiusos 3

PROPAGANDA WAR RELIEF AND THE DEHUMANIZATION OF THE ENEMY

Chair: **Paula Borges Santos**

Joachim Burgschwentner (University of Innsbruck, Austria), *Warfare by Welfare War relief and propaganda in Austria during the First World War*

Artur Silva (Faculdade de Direito da Universidade de Lisboa), *A instrumentalização pela Propaganda Nazi dos Jogos Olímpicos de Verão de 1936 em Berlim*

Federico Ciavattone (Italian Society of Military History), *Construction of the image of the Partisan in the Italian Social Republic 1943-1945*

Henry Oinas-Kukkonen (University of Oulu) *Blood-Soaked Beasts May turn to be Pretty Fair Citizens – Re-educating the First US Occupation Soldiers sent to Japan*

Ana Pavlovic (Centra European University), *A recipe for destruction: dehumanization of Jews in World War II propaganda*

Sheena M. Eagan Chamberlin (Institute of the Medical Humanities, University of Texas Medical Branch), *Using medicine to “win Hearts and Minds” – Medical Civilian Assistance Programs, Propaganda & Psychological Operations in the US. Military*

13:30 – 15:00 Lunch

15:00 – 17:00 Room Multiusos 2

FIRST WORLD WAR: NATIONAL EXPERIENCES I

Chair: **Ana Paula Pires**

Bernard Wilkin (University of Sheffield) *Allied propaganda in occupied Belgium and France during WWI*

Joseph Schmauch (University of Strasbourg), *Au pays de la Marseillaise. French propaganda and the question of Alsace-Lorraine during World War I*

Nicole Melanie-Goll (Karl-Franzens-University Graz), *Heroes Wanted! Propagandistic war efforts and their failure in Austria-Hungary during the World War I*

Ana Dâmaso (IHC-FCSH-UNL), *A Primeira Guerra Mundial em Lisboa – a vida quotidiana*

Amadeu Sousa (CEIS20-UC), *A vida e a honra - a propaganda à participação portuguesa na I Guerra Mundial, na cidade de Braga*

Maria Kyriakidou (American College of Thessaloniki), *The British propaganda during the Great War: the Salonika front*

Andrew Francis (Independent Scholar), *“Be British; Buy British!” Commercial advertising in New Zealand during the First World War, 1914-1919*

15:00 – 17:00 Room Multiusos 3

PROPAGANDA, SCIENCE AND CULTURAL DIPLOMACY

Chair: **Maria Fernanda Rollo**

Irina Podgorny, Diego Ballesteros e Susana V. Garcia (Museo de La Plata/ CONICET – Argentina), *Propaganda y reconquista cultural. Las asociaciones científicas alemanes y el impacto de la Gran Guerra en la Argentina, 1914-1930*

Jose António Montero and Antonio Lopez Vega (Universidad Complutense de Madrid), *Propaganda and cultural internationalism: the U.S. Committee on Public Information and Spanish Intellectuals (1917-1918)*

Cátia Pereira (Faculdade de Letras da Universidade do Porto), *Os intelectuais e a propaganda contra o Estado Novo*

Rui Vieira (IHC-FCSH-UNL), *As relações culturais com a Espanha franquista*

Mário Ivani (IHC-FCSH-UNL), *Propaganda e diplomacia cultural fascista em Portugal durante a segunda Guerra Mundial*

Cláudia Ninhos (IHC-FCSH-UNL), *“Nem na Guerra as Musas se Calam”. As relações culturais com o III reich durante a II Guerra Mundial*

Margarida Rendeiro (Univ. Lusíada e CEPESE), *“Britain is not out of date”: Actividades de propaganda cultural inglesa em Portugal entre 1939-1945*

Stefano Santoro (University of Florence), *Culture and propaganda in World War II: Fascist Italy and Eastern Europe*

17:00 – 17:15 Break

Tuesday, November 12th 2013

9:30 – 11:00 Room Multiusos 2

SECOND WORLD WAR

Chair: **Rui Aballe Vieira**

Colin Gilmour (McGil University), *“Unmasking” the Legion Condor: The creation of Nazi Germany's first war heroes*

Gelinada Grinchenko (V.N. Karazin Kharkiv National University, Ukraine), *Red Army Warrior, save us from fascist slavery! Forced Labour in Nazi Germany in Soviet Agitation and propaganda, 1942-1953*

Fankie L. Monama (Military Academy Stellenbosch University), *Constructing unity in a divided society: propaganda in South Africa during the Second World War, 1939-1945*

Blanka Matkovic (University of Warwick), *Demographic losses in the Second World War in former Yugoslavia: How did the communist propaganda shape politics and society?*

9:30 – 11:00 Room Multiusos 3

PROPAGANDA, HISTORY AND EDUCATION

Chair: **Ana Paula Pires**

António Paulo Duarte (IDN e IHC-FCSH-UNL), *“Propaganda de Guerra e conhecimento historiográfico. A influência do Guerrismo e do Antiguerrismo na leitura historiográfica da participação portuguesa na Grande Guerra*

Marisa Fernandes (ISCSP-UTL), *A cartografia como arma de propaganda e a instrumentalização da Escola de Geopolítica Alemã (1933-1945)*

José J. Sanmartín, (University of Alicante), *Propaganda and History on War. The intellectual conflict between Croce and Gentile*

Viktoria Mirotshnik (CESNOVA-FCSH-UNL), *Manuais de História como instrumentos de propaganda na URSS*

Jaime Valim Mansan (PUCRS e UCM – Espanha), *Propaganda, violência simbólica e controle social durante a Guerra Fria: a Ditadura Civil-Militar e a educação superior no Brasil (1964-1988)*

Maria da Encarnação Henriques (Instituto da Educação – Universidade de Lisboa), *Juntas e desenvolvimento. A Educação como resistência à Guerra e à propaganda no século XX*

11:00 – 11:15 Break