

# Table of Contents

Óscar J. Martín García, Rósa Magnúsdóttir

**Machineries of Persuasion: European Soft Power and Public Diplomacy during the Cold War — 1**

Verity Clarkson

**A “Many-Coloured Prism”: Exhibiting Polish National Identities in Cold War Britain — 17**

Carlos Sanz Díaz, José Manuel Morales Tamaral

**Selling a Dictatorship on the Stage: “Festivales de España” as a Tool of Spanish Public Diplomacy during the 1960s and 1970s — 39**

Simon Young

**Playing to Win: The Moscow Olympics and the Augmentation of Soviet Soft Power during the Brezhnev Era, 1975–1980 — 61**

Torben Gülstorff

**Resetting the Relevance of the Berlin Wall. German Public Diplomacies on the African Continent During the Cold War — 85**

Tea Sindbæk Andersen

**Youth Brigadiers at the Railway – Personal Perspectives on Tito’s Yugoslavia in the Making — 105**

Irina Gordeeva

**“Fighting for Peace is Everyone’s Job”: The Independent Peace Movement in the USSR and the Soviet View of Public Diplomacy in the 1980s — 121**

Kim Frederichsen

**Next Stop Soviet: People to People Diplomacy during Glasnost — 147**

Lisanne Wilken

**The Eurovision Song Contest as Cultural Diplomacy during the Cold War: Transmitting Western Attractiveness — 171**

Julie Andersen

**“On a Scooter Journey to the Zone Border”. Danish Tourists in West Germany in the 1950s and 1960s — 191**

**VI — Table of Contents**

**Bibliography — 209**