



INTERNATIONAL CONFERENCE
**MEDIATED NARRATIVES AND IMAGES
IN AUSTRIAN-AMERICAN RELATIONS**

ORGANIZER:

Commission “The North Atlantic Triangle: Social and Cultural Exchange between Europe, the USA and Canada” of the Austrian Academy of Sciences

CONCEPTION AND MANAGEMENT:

Prof. Dr. Waldemar Zacharasiewicz with the Commission “The North Atlantic Triangle”

REGISTRATION:

Registration requested by March 25, 2019: anna.zalto@oeaw.ac.at

SUPPORTED BY:

Botstiber Institute for Austrian-American Studies

Austrian Marshall Plan Foundation

City of Vienna

Gesellschaft zur Förderung von Nordamerikastudien an der Universität Wien



Image: Bernd Ganser-Lion



PROGRAM

THURSDAY, 28 MARCH

15:00 Opening and Welcome

Keynote lecture

Günter Bischof | New Orleans University

Towards the American Century: Austria and the United States

16:30 **Appeal to Americans on behalf of Austro-Hungarians**

Chair: **Christoph Irmscher** | Indiana University, Bloomington

Waldemar Zacharasiewicz | University of Vienna

Perception and Promotion of Austrian Regions and Resorts in Transatlantic Perspective

Tibor Frank | ELTE Budapest

The Loser's Voice: Post-World War I Hungarian Propaganda Towards the United States

COFFEE BREAK

18:15 **Perception of Austrian Society and Individuals in the Interwar Years**

Chair: **Carmen Birkle** | University of Marburg

Franz Adlgasser | Austrian Academy of Sciences

Austria and the United States after the Great War: Today America Feeds Austria's Children – Food, Supplies and Propaganda

Christoph Irmscher

Images of Austria in American Freud-Bashing

FRIDAY, 29 MARCH

09:30 **Resistance against the Anschluss and Nazi Germany and Its Representation in the Media**

Chair: **Wynfrid Kriegleder** | University of Vienna

Jacqueline Vansant | University of Michigan-Dearborn

The Empire Strikes Back: Hollywood's Imperial Austria versus Nazis

Carmen Birkle

Heroines of Austria and yet Americans: Lillian Hellman, Muriel Gardiner and the Promotion of anti-Nazi Resistance

Matej Santi | Webster University Vienna

"Hier spricht Jimmy Berg aus New York" – from Cabaret to Bridging the Atlantic

COFFEE BREAK

11:45 **Austrians in US American Exile: Maintaining an Austrian Identity**

Chair: **Danuta Shanzer** | University of Vienna

Wynfrid Kriegleder

The Case for Austrian Independence: Exiled Austrian Novelists in the USA

Joshua Parker | University of Salzburg

Unlikely Images: Austrian Manhattan in Refugee Poetry of the 1930s–1950s

LUNCH BREAK

14:45 Keynote lecture

Chair: Siegfried Beer | University of Graz

Manfred Prisching | University of Graz

Touristic Imaginaries: Comparing Categories, Topics and Myths in Promoting Touristic Attractions in Austria and the United States

15:30 The Impact of the Marshall Plan

Chair: Tibor Frank

Hans Petschar | Austrian National Library

A special case? The Marshall Plan in Austria – since 1947

Robert Groß | University of Innsbruck and

Sofie Mittas | University of Linz

Teaching Geopolitics under Trees

COFFEE BREAK

17:00 Reeducation through Media and Diplomacy

Chair: Alexandra Ganser | University of Vienna

Lonnie Johnson | Austrian Fulbright Commission

Introducing the United States to Austria: the Fulbright Program, American Scholars and American Studies in Austria: 1950–1970

Margarethe Szeless | University of Vienna and

Marion Krammer

“We Do Not Ridicule the Russians Directly...” US Visual Propaganda in Austria 1945–1955

Veronika Floch | University of Vienna

Reflecting the American Cultural Canon: Vienna’s Museum of the 20th Century and Cold War Cultural Diplomacy

SATURDAY, 30 MARCH

09:30 Mid- and Late 20th Century Interaction and (Reciprocal) Perception

Chair: Kristina Poznan | Botstiber Institute, Media, PA

Siegfried Beer

Scrutiny, Synthesis and Policy: OSS/R&A and Austria, 1942–1945/50

Matthias Duller | Universität Graz

The Ford Foundation behind the Iron Curtain, 1948–1970

Peter Pirker | University of Vienna

Basterds, Bastards, Traitors and Heroes: How Travelling Memories Have Changed Perceptions of OSS Operation Greenup since 1945

COFFEE BREAK

11:45 Identity Through Representation, Music and Film

Chair: Cornelia Szabó-Knotik | University of Music and Performing Arts Vienna

Elias Berner | University of Music and Performing Arts Vienna

Waldheim and Falco 1986: Austria and Its Past on the International Stage, but Where Is the Music?

Katherine Baber | University of Redlands, CA

New alliances: Leonard Bernstein and Gustav Mahler at the Wiener Festwochen

Ralph Poole | University of Salzburg

The Future Was Dark: „Das finstere Tal“ as Alpine Western

14:00 End of Conference