

Considerations Regarding the Romanian Propaganda in Switzerland in the First Interwar Decade*

Adrian Vițalaru**

Abstract: *The present study is aimed at analyzing the way in which Romania supported propaganda and counter-propaganda activities in Switzerland during the first interwar decade through its legation in Bern. By the use of propaganda (a concept which we use with the meaning it had at the time), the Romanian leaders sought to defend Romania's interests abroad, to improve the Romanian state's image and to respond to disparaging campaigns. From the Bucharest leaders' perspective, Switzerland was fertile ground for propaganda, bearing in mind the fact that the League of Nations headquarters were in Geneva and that information on Romania could be spread in the international press through certain Swiss press agencies. As a result, especially after 1922, Romania's legation in Bern received funds to foster connections with the Swiss press, to finance the publication of papers and the organization of exhibitions or to tighten connections with the Swiss intelligentsia. Although it is difficult to quantify the results of the propaganda, we can still notice an increase in the presence of positive information on Romania in the Swiss press, as well as the organization of certain high-profile events, such as the Romanian art exhibition from Geneva. After Lucian Blaga becomes press attaché to the Bern legation, in April 1928, one notices a new interest in Romanian propaganda through radio and in the promotion of Romanian art and literature in Switzerland. Such initiatives, launched and put into practice by Romanian diplomats (Nicolae Petrescu-Comnen, Iosif Șchiopul, Lucian Blaga, Vasile Boerescu), were limited by the reduced funds allocated to the Romanian authorities' strategy concerning propaganda abroad.*

Keywords: propaganda, diplomacy, Romania, Switzerland, Nicolae Petrescu-Comnen, Iosif Șchiopul, Lucian Blaga.

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** Lecturer, PhD, “Alexandru Ioan Cuza” University of Iași, Faculty of History.