

Propagandă și schimburi culturale româno-americane în domeniul cinematografului și radioteleviziunii, la finalul epocii Gheorghiu-Dej

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Propaganda and Romanian-American Cultural Exchanges in the Field of Cinematography, Broadcasting and Television, at the End of the Gheorghiu-Dej Era

Abstract: The financial agreement and the cultural arrangement from 1960, paved the way for the normalization of relations between communist Romania and the United States of America, two countries belonging to different political blocs. Hoping more for obtaining Western technologies and privileged economic relations, the Romanians also accepted the bilateral cultural exchange, for which the Americans insisted. In the first phase, this type of connection opened doors, built bridges, diminished mutual suspicions and made the two peoples know each other better. Romanian-American cultural collaborations started timidly, although they focused on several fields of interest (science, music, fine arts, exhibitions, television and cinema, exchanges of books and publications, development of tourist and sports relations). On this area both sides felt they could abandon ideological harshness and political precautions in the face of a tenacious adversary. Beyond the clashes on major issues: capitalism – communism, colonialism – anti-colonialism, pacifism – militarism, culture could offer everyone the opportunity to show a human face, even in the Cold War. After almost two decades in which everyone tried to take his opponent out of the human sphere, they showed each other to the world only in the pattern of bestiality; music, film, arts, books helped the parties to see people beyond politics and ideology.

Keywords: Cold War, Communism, Cultural Diplomacy, Communist Romania, United States of America.

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