

## SATURDAY, 30 MARCH

09:30 **Mid- and Late 20<sup>th</sup> 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**

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**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](mailto: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

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AUSTRIAN  
ACADEMY OF  
SCIENCES

MARCH, 28–30 2019  
AUSTRIAN ACADEMY OF SCIENCES  
SITZUNGSSAAL  
DR. IGNAZ SEIPEL-PLATZ 2  
1010 VIENNA



INTERNATIONAL CONFERENCE

## MEDIATED NARRATIVES AND IMAGES IN AUSTRIAN-AMERICAN RELATIONS



THE NORTH ATLANTIC TRIANGLE

# 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** | University of Vienna

*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: **Philipp Gassert** | University of Mannheim

**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 20<sup>th</sup> Century and Cold War Cultural Diplomacy*