

## COURSE DETAIL

### THE CULTURAL COLD WAR: AMERICAN CULTURAL DIPLOMACY FROM 1945 TO PRESENT

**Country**

Netherlands

**Host Institution**

Utrecht University

**Program(s)**

Utrecht University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

History

**UCEAP Course Number**

111

**UCEAP Course Suffix****UCEAP Official Title**

THE CULTURAL COLD WAR: AMERICAN CULTURAL DIPLOMACY FROM 1945 TO PRESENT

**UCEAP Transcript Title**

CULTURAL COLD WAR

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

**Course Description**

This course examines diplomacy based on the exchange of ideas, values, traditions, and other aspects of culture or identity. Using the Cultural Cold War as a case study, the course analyzes the way the United States used instruments of cultural and public diplomacy to win the hearts and minds of global public in its ideological contest with the appeal of the Soviet Union in the postwar period. American abstract expressionism, jazz musicians, modern kitchens, design, and intellectual magazines and conferences were used as tools of “soft power” (Joseph Nye). This course analyzes how cultural exchanges in fields such as the arts, sports, literature, music, science, business, and economy have been used to establish relations between transatlantic partners.

**Language(s) of Instruction**

English

**Host Institution Course Number**

GE3V17049

**Host Institution Course Title**

THE CULTURAL COLD WAR: AMERICAN CULTURAL DIPLOMACY FROM 1945 TO PRESENT

**Host Institution Campus**

Humanities

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

History and Art History

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