



Guerra fria y propaganda (HISTORIA) (Spanish Edition)

Antonio Niño, S.A. Montero

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La Guerra Fría fue un enfrentamiento estratégico, diplomático e ideológico, pero también informativo y cultural. Además de alianzas militares y programas de ayuda económica, los Estados Unidos organizaron campañas masivas de propaganda informativa y cultural para reforzar la cohesión del bando occidental. Durante las administraciones de los presidentes Harry S. Truman (1945-1953) y Dwight D. Eisenhower (1953-1961) se creó una poderosa maquinaria destinada a ganarse “los corazones y las mentes” de las gentes de todo el mundo, el precedente inmediato de lo que hoy se conoce como public diplomacy. Se utilizaron la radio, el cine, las publicaciones impresas, las bibliotecas y las “casas americanas”, los intercambios educativos y las invitaciones a líderes sociales para realizar viajes de inmersión en la realidad estadounidense, todo ello con el apoyo indispensable de fundaciones y organizaciones civiles. El objetivo fue crear un clima de opinión en el extranjero favorable al liderazgo norteamericano, pero también

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