Explorations in Culture and International History

Series Editor
Jessica C. E. Gienow-Hecht

Berghahn Books
In recent years, an increasing number of scholars in the United States and in Western Europe have introduced culture into the study of international relations because it was felt that this important dimension was missing from international relations. While some senior scholars have played significant roles, the bulk of the work has come from younger scholars who have brought insights from other disciplines to the study of international history. This series aims at presenting some of this innovative work, with the first volume setting the scene.
VOLUME 1
CULTURE AND INTERNATIONAL HISTORY
Issues and Debates
Edited by Jessica C. E. Gienow-Hecht, University of Cologne and Frank Schumacher, University of Erfurt, Germany

“Advocates of a linkage between cultural studies and international history will find much to interest them in this book...The role of culture in international history has increasingly been accepted in the academic community as a crucial topic of study. A new generation of scholars, in a challenge to more traditional historians, has posted its theses at Wittenberg. Let the debate continue, and the reformation begin.”

Journal of Cold War Studies

“Overall, this is a skilfully constructed collection which fulfills the ambitions of the editors in offering an insightful introduction to this emergent field. (It is also particularly useful in mediating the work of continental, and notably German, scholars to the Anglophone world.) ‘Culturalist’ work in international history has rejuvenated the sub-discipline and has created new opportunities for productive interdisciplinary interchange.”

European History Quarterly

2004, 320 pages, biblio., index
ISBN 978-1-57181-383-1 Paperback $25.00/£15.00
ISBN 978-1-57181-382-4 Hardcover $90.00/£53.00 [2003]

VOLUME 2
REMAKING FRANCE
Americanization, Public Diplomacy, and the Marshall Plan
Brian A. McKenzie, Kutztown University

“A useful, well-researched monograph ... [that connects] the policy of Americanization that Marshall Planners overtly laid out in the late 1940s to its actual implementation as a form of cultural power. This is an aspect of the Marshall Plan experience that is often completely absent from the earlier cold-war focused scholarship.”

H-France

“An intriguing analysis of the postwar Marshall Plan as a form of public diplomacy to win the hearts and minds of the recalcitrant French... Rich and convincing evidence of the bureaucratic turf battles, the haggling between European recovery agencies, the naive propaganda experiments...There is much to learn from this book about what happens when foreign policy distorts into a vision of American national culture as a transformative model for the rest of the world.”

American Historical Review

2007, 272 pages, biblio., index
ISBN 978-1-84545-415-9 Paperback $27.95/£15.00
ISBN 978-1-84545-154-7 Hardcover $90.00/£53.00 [2005]

VOLUME 3
ANTI-AMERICANISM IN LATIN AMERICA AND THE CARIBBEAN
Telling Gypsiness in North America
Edited by Alan McPherson, Howard University

“...an excellent collection...Like any good collection, the articles raise as many questions as they answer...[that] highlight the value of the collection for use in undergraduate courses on Latin American history, inter-American relations or U.S. foreign policy. Liberal use of appropriate political cartoons adds spice to the readings.”

Hispanic American Historical Review

“This volume addresses an important topic and does so very effectively. All of the essays take on a high level of quality. All the essays are well written and well researched. They also show a high level of methodological and conceptual sophistication. They effectively deal with uniformities and differences in manifestations of anti-Americanism from time to time and from place to place.”

Mark Gilderhus, Texas Christian University

2006, 316 pages, 15 ills, 4 tables, biblio., index
ISBN 978-1-84545-142-4 Paperback $27.50/£16.50
ISBN 978-1-84545-141-7 Hardcover $90.00/£53.00 [2006]

Volume 4
DECENTERING AMERICA
Applied Visual Anthropology
Edited by Jessica C. E. Gienow-Hecht, University of Cologne

“Decentering” has fast become a dynamic approach to the study of American cultural and diplomatic history. But what precisely does decentering mean, how does it work, and why has it risen to such prominence? This book addresses the attempt to decenter the United States in the history of culture and international relations both in times when the United States has been assumed to take center place. Rather than presenting more theoretical perspectives, this collection offers a variety of examples of how one can look at the role of culture in international history without assigning the central role to the United States. Topics include cultural violence, inverted Americanization, the role of NGOs, modernity and internationalism, and the culture of diplomacy. Each subsection includes two case studies dedicated to one particular approach which while not dealing with the same geographical topic or time frame illuminate a similar methodological interest. Collectively, these essays pragmatically demonstrate how the study of culture and international history can help us to rethink and reconceptualize US history today.

2007, 422 pages, 17 ills, biblio., index
ISBN 978-1-84545-499-9 Paperback $34.95/£19.95
ISBN 978-1-84545-205-6 Hardcover $90.00/£53.00 [2007]
Volume 5

PRACTICING PUBLIC DIPLOMACY
A Cold War Odyssey
Yale Richmond
An ADST-DACOR Diplomats and Diplomacy Book

“The volume is a useful guide for those who are currently or expecting to be practitioners of public diplomacy and Richmond’s experience, particularly in Poland and the former Soviet Union, perhaps provide the answers to how the U.S. State Department and its diplomats should confront the problems of global terrorism and anti-Americanism, especially in the Middle East. Or, as someone suggested, what really is needed is more Yale Richmonds.”

The Polish Review

“This short, readable volume is a treasure trove of sound advice wrapped in the recollections of one of America’s leading public diplomacy practitioners and top Soviet hands whose lengthy US government career spanned 44 years.”

WhirledView

“instructive book...[is] much more enlightening about down-to-earth public diplomacy than a training manual or abstract academic treatise can ever be...a delightful volume.”

AmericanDiplomacy.org

“This book will be a long-term reference source for researchers looking at Cold War history, as the subject goes through its inevitable revisionist cycles...It documents a critical element in U.S. cold-war relations — the effort to reach out ideologically to Soviet and East European audiences in the face of formidable opposition by Communist regimes in the region. The author was involved in this subject more directly and over a longer period of time than any other U.S. government official.”

Wilson Dizard, Member of the Public Diplomacy Council

2010, 262 pages, 26 figs, bibliog., index
ISBN 978-1-84545-777-8 Paperback $34.95/£21.00
ISBN 978-1-84545-598-9 Hardcover $80.00/£50.00 [2009]

Volume 6

SEARCHING FOR A CULTURAL DIPLOMACY
Edited by Jessica C. E. Gienow-Hecht, University of Cologne and Mark C. Donfried, Institute for Cultural Diplomacy

Recent studies on the meaning of cultural diplomacy in the twentieth century often focus on the United States and the Cold War, based on the premise that cultural diplomacy was a key instrument of foreign policy in the nation’s effort to contain the Soviet Union. As a result, the term “cultural diplomacy” has become one-dimensional, linked to political manipulation and subordination and relegated to the margin of diplomatic interactions. This volume explores the significance of cultural diplomacy in regions other than the United States or “western” countries, that is, regions that have been neglected by scholars so far—Eastern Europe, Asia, and the Middle East. By examining cultural diplomacy in these regions, the contributors show that the function of information and exchange programs differs considerably from area to area depending on historical circumstances and, even more importantly, on the cultural mindsets of the individuals involved.

2010, 278 pages, bibliog., index
ISBN 978-1-84545-746-4 Hardback $85.00/£50.00