

# “Book Diplomacy” in the Cultural Cold War: Interdisciplinary Perspectives

28-29 April 2022

Institute for History, Universiteit Leiden

## Program and Panels

### Location:

Gravensteen, Pieterskerkhof 6, 2311 SR Leiden

Plan your route: [Link](#)

## Day 1: 28 April

9.30: Registration

10.00 - 10.15: Opening

10.15 – 12.00 Panel 1

### Panel 1: Book Diplomacy and Power in the International System

*Deborah Cohn* (Indiana University Bloomington)

Professor Pearson Goes to Washington: Norman Holmes Pearson, U.S. Literature, and the Senior Seminar in Foreign Policy

*Steven W. Witt* (University of Illinois at Urbana-Champaign)

Internationalism meets the Cold War: Interwar book networks as challenge to state power

*Alexander Erokhin* (Kalashnikov Izhevsk State Technical University) Online

Literature as Weapon? Soviet Book Diplomacy, Soviet and Anglophone Literature in the Cultural Cold War between 1945 and 1965

*Rósa Magnúsdóttir and Birgitte Beck Pristed* (University of Iceland and Aarhus University)

IBM and Scientific American as Tools of Soft Power: The Soviet State Publishing Committee and Soviet-American Informal Diplomacy, 1980-1983

12.00 - 13.30: Lunch

13.30 – 15.00: Panel 2

### Panel 2: Book Diplomacy, the Middle East and Franklin Book Programs

*Ali Al-Asiri* (Binghamton University)

Application of Descriptive Translation Studies on al-Aqqād’s Translations in Franklin

*Hafiz Abid Masood and Tahoor Ali* (Int. Islamic University, Islamabad/University of Central Punjab)

Translation as a Tool of Soft Power: A Study of Franklin Book Project in Pakistan

*Natalia Tsvetkova* (St. Petersburg State University) Online  
U.S. Book Diplomacy in Universities in the Middle East, 1960s–1970s:  
Libraries, Publishers, and Textbooks

15.00 - 15.30: Break

15.30 - 17.15: Panel 3

### **Panel 3: Publishers and Literary Agents**

*Cécile Cottenet* (Aix-Marseille Université, LERMA UR 853)  
Literary agents in Cold War transnational networks: Bringing books to France (1940s-1960s)

*Ilaria Sicari* (Ca' Foscari University of Venice)  
The Role of Literary Agents in Transnational Circulation and Publication of Tamizdat:  
Erich Linder, a Book Diplomat

*Christos Mais* (University of Thessaly, Greece)  
Serving two masters: One publisher and two book series from both the Iron and Bamboo Curtain in  
1960s' Greece

*Zsolt Nagy* (University of St. Thomas)  
Democratization of Culture and the Hungarian Socialist Publishing Policy under State Socialism

17.00 – 18.00: Drink and Exhibition

18.00: Dinner

## **Day 2: 29 April**

9.30 - 11: Panel 4

### **Panel 4: Translation and the Role of Translators**

*Tania Paola Hernández Hernández* and *Andrés Ramos García* (El Colegio de México)  
Literatura soviética: The role of translation and translators in the legitimisation of Latin American  
literature during the Cold War

*Julia Lin Thompson* (University of Sydney) Online  
Translating for Children during the Cold War: *The Adventures of Tom Sawyer* in Franco's Spain and  
Chairman Mao's China

*Mila Milani* (University of Warwick)  
Publishing Translations from Russian in Italy during the Cold War

11 - 11.30: Break

11.30 - 12.30: Keynote lecture by Greg Barnhisel: “John Rhoden and African-American Writers and Artists as Cold War Diplomats”

12.30 - 13.30: Lunch

13.30 - 15.15: Panel 5

### **Panel 5: Censorship and Propaganda**

*Tomasz Korban* (Pedagogical University of Krakow)  
Foreign publications in the service of propaganda: Books in Polish-British relations in 1970s

*Hanna Blum* (University of Graz)  
Fighting with words: The role of discourses in the literary field during the cultural Cold War in the GDR

*Musa Igrek* (Independent scholar)  
Bellman Books: For “unfettered minds”

*Sophie Heywood* (University of Reading)  
“They want to steal our children!” The 1949 law on publications for children and transatlantic publishing in Cold War France

15.15 – 16.00: Closing