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## Newsletter des Collegium Carolinum 19/2011

(11.10.2011)

### Vortragsankündigung

Das [Collegium Carolinum](#) lädt herzlich zu einer Vortragsveranstaltung ein:

**Donnerstag, 27. Oktober 2011, 18 Uhr c.t.**

Seminarraum des Collegium Carolinum (Hochstr. 8, 2. OG, München)

**Mgr. Kateřina Prokopová**

(Univerzita Palackého v Olomouci / Palacký-Universität Olomouc)

### **The Language of Propaganda. A Semantic Analysis of RFE Broadcasting in the Early 1950s**

Radio Free Europe (RFE) began broadcasting on 1 May 1951 in the atmosphere of the escalating Cold War. It aimed to break the Soviet information monopoly in the Eastern block. At the opening ceremony of Radio Free Europe the president of the Free Europe Committee C. D. Jackson declared: "Mr. Peroutka, this is now your station". Yet was this really the case? Was it the voice of free Czechoslovakia or the voice of America that sounded from the radio station?

In this paper Kateřina Prokopová will discuss the role of US propaganda and ideology at RFE. As the radio was financed and controlled by the US government via the CIA, its broadcasting mainly reflected the US Government's aims and interests as described in official government documents. Focussing on the RFE campaign *Save the children!*, she will analyse the "American" values inherent in RFE broadcasting and show how they related to attitudes at the Czechoslovak desk. Discrepancies between the political guidance of the campaign and the broadcasted version reveal much about the relationship between the prevailing American ideology of the time and the approach of the Czechoslovak desk, which was based largely on the ideology of interwar Czechoslovakia.

Kateřina Prokopová is a Ph.D. student at the Department of Linguistics at Palacký University in Olomouc. She did her MA in History and Czech Studies and wrote her MA thesis on *Media as an Instrument of Propaganda in the Cold War*. She was awarded a fellowship to carry out research in the Open Society Archives in Budapest which holds documents concerning RFE activities during the Cold War. She teaches a course on Critical Discourse Analysis and a course about Radio Free Europe. Her main research topic is media propaganda during the Cold War with a focus on Radio Free Europe broadcasting in its historical, cultural, and sociolinguistic contexts.

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