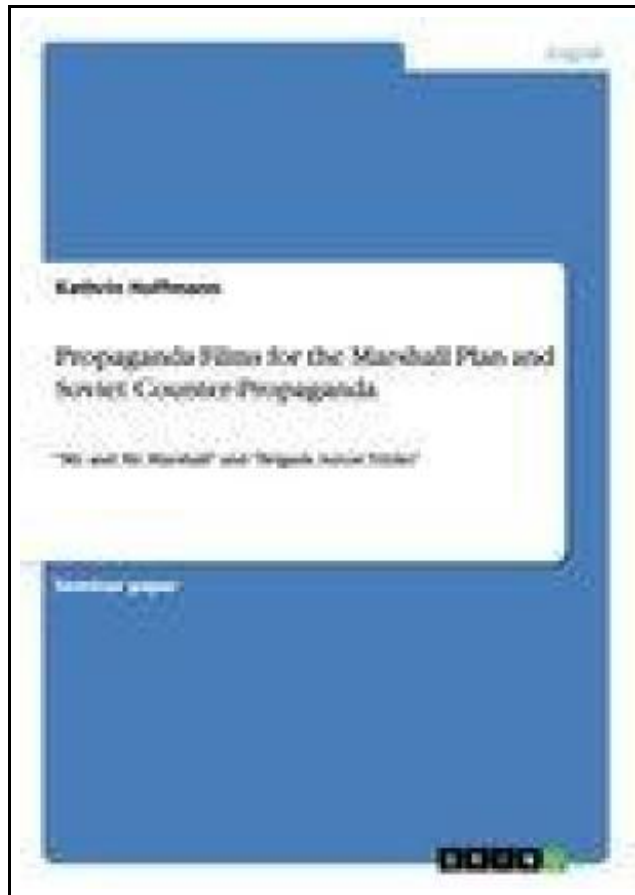


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GRIN Verlag Mrz 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject American Studies - Culture and Applied Geography, grade: 1,7, Free University of Berlin, language: English, abstract: In the aftermath of WW II, Europe lay in ruins - cities were devastated, economies paralyzed, and the life of the population was ruled by hunger and poverty. To help Europe, the United States initiated the European Recovery Program (short ERP), commonly known under the name Marshall Plan. Named after the Secretary of State George C. Marshall, who had demanded technical and financial aid for Europe in an address at Harvard University in 1947, the plan focused on 'help for self-help', providing money and goods to support the reconstruction of Europe (cf. Berlin Film Festival 2004, 8). In 1953, Marshall received the Nobel Peace Prize for his actions (cf. BFF 2005, Kosslick 4). The plan was in operation for four years, starting in April 1948. During the Marshall Plan years, the aid program was advertised in a large-scale propaganda operation through posters, brochures, exhibitions, radio programs, and films (cf. BFF 2004, Rother 7). Documentary film units were put into place throughout Europe in order to promote the plan and instill hope in European people, but also to prevent the spread of communism from the Soviet Union. Over 300 short films were produced in total, ranging from films aimed at the re-education and re-orientation in the early post-war years to films propagating the Marshall Plan. In Germany, these films were shown both commercially and non-commercially, the latter by touring units with projectors at town squares, in cultural institutions, schools, or discussion clubs (cf. Schulberg 207 ff.). As a reaction to these movies, the German...



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