

1. Record Nr.	UNINA9910814033003321
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Titolo	Selling the Congo [[electronic resource]] : a history of European pro-empire propaganda and the making of Belgian imperialism // Matthew G. Stanard
Pubbl/distr/stampa	Lincoln [Neb.] : University of Nebraska Press, c2011
ISBN	1-280-49785-8 9786613593085 0-8032-3988-2
Descrizione fisica	1 online resource (xiv, 387 pages) : illustrations
Classificazione	POL045000HIS001010HIS010020
Disciplina	325/.3493096751
Soggetti	Public opinion - Belgium - History - 20th century Propaganda, Belgian - History - 20th century Belgium Colonies Africa Public opinion History 20th century Congo (Democratic Republic) Colonization Congo (Democratic Republic) History 1908-1960
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [333]-378) and index.
Nota di contenuto	The Inheritance: Leopold II and Propaganda about the Congo -- . Denying African History to Build the Belgian Nation: Imperial Expositions -- Curators and Colonial Control: Belgium's Museums of Empire -- Educating the Imperialists of Tomorrow -- Cast in the Mold of the EIC: The Colony in Stone and Bronze -- Projected Propaganda: Imperialistic Filmmaking in Belgium.
Sommario/riassunto	"Belgium was a small, neutral country without a colonial tradition when King Leopold II ceded the Congo, his personal property, to the state in 1908. For the next half-century Belgium not only ruled an African empire but also, through widespread, enduring, and eagerly embraced propaganda, produced an imperialist-minded citizenry. Selling the Congo is a study of European pro-empire propaganda in Belgium, with particular emphasis on the period 1908-60. Matthew G. Stanard questions the nature of Belgian imperialism in the Congo and considers the Belgian case in light of literature on the French, British, and other European overseas empires. Comparing Belgium to other imperial

powers, the book finds that pro-empire propaganda was a basic part of European overseas expansion and administration during the modern period. Arguing against the long-held belief that Belgians were merely "reluctant imperialists," Stanard demonstrates that in fact many Belgians readily embraced imperialistic propaganda. *Selling the Congo* contributes to our understanding of the effectiveness of twentieth-century propaganda by revealing its successes and failures in the Belgian case. Many readers familiar with more-popular histories of Belgian imperialism will find in this book a deeper examination of European involvement in central Africa during the colonial era"--
