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Preliminary Material -- Introduction -- American Propaganda and the Working Class: The USIS and the Swedish Union and Labour Movement -- Freedom from the Press? The Americans, LO, and the Closing of Stockholms-Tidningen -- American Propaganda and the Opinion-makers, Part I: The Placement of USIS Articles in the Swedish Press -- American Propaganda and the Opinion-makers, Part II: The USIS and Swedish Radio and Television -- American Propaganda and the Swedish Educational Sector, Part I: The Fulbright Program, Cultural Exchanges, and Research Funding -- American Propaganda and the Swedish Educational Sector, Part II: The USIS, Academic Exchanges, and American Studies in Sweden -- Conclusions: How the Swedish Hearts and Minds were Won by American Propagandists -- Bibliography and Sources -- Index.

Sommario/riassunto

Mikael Nilsson offers a detailed and groundbreaking analysis of how the United States Information Agency (USIA) conducted its wide-ranging propaganda campaign in Sweden during the Cold War, 1952–1969. The USIA placed propaganda in the Swedish press, radio, and television as well as schools and universities and established connections to labour leaders, government officials, and journalists. The book also details how the U.S. military financed research at Swedish universities. Nilsson shows how Swedish journalists, scientists, and government officials assisted the USIA in its propaganda efforts --- *id est*, co-produced U.S. hegemony in Sweden. The book highlights both the width and the limits of USIA's propaganda and also relates this theme to Swedish security policy and the secret military cooperation between Sweden and the United States.