

## Hearts, minds, voices: US cold war public diplomacy and the formation of the third world

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### Abstrak

During the cold war, the superpowers endeavored to win hearts and minds through what came to be called public diplomacy. Many of the target audiences were on the front lines in Europe. But other, larger ones resided in areas outside Europe, in the throes of decolonization and poverty. Among these lands, for all the drama of war, intervention, and revolution, the majority experienced the cold war as public diplomacy, as a media war for their allegiance rather than as a violent war for their lives. In these areas, superpower public diplomacy encountered issues of race, empire, poverty, and decolonization, all in flux as they intersected with the cold war, and with long-running anti-imperialist currents. The challenge to US public diplomacy was acute, as the image of the United States was inseparable from Jim Crow and from Washingtons European alliances. Yet the greater consequence of these campaigns was not for American diplomacy, but rather for postwar international history, when the non-European world responded to this media war by joining it. Newly independent voices launched public diplomacy campaigns of their own, making for a crowded field. In addition to validating the strategic importance of public diplomacy, this proliferation of voices articulated a different vision. Reappropriating the space left between the poles of the superpower conflict, this global conversation formulated the Third World project around a nucleus of nonalignment, development, and anticolonial racial solidarity. The Global South response to the Cold War thereby helped to coalesce the third world as a transnational imagined community.