

Research Colloquium
North American History

Text based discussion led by Prof. Jessica
Gienow-Hecht (FU Berlin):
“Presidential Cold War Doctrines: What are
the Good For?” by Mary Ann Heiss

Monday November 4th , 6pm-8pm, Room 201



Jessica Gienow-Hecht is head of the JFKI History Department. She specializes in the role of culture in international relations, cultural diplomacy, soft power, nation branding.

Abstract: Heiss offers a comprehensive analysis of Cold War presidential doctrines, spanning from the Truman to Reagan administrations, to elucidate the evolving strategies and ideological underpinnings of U.S. foreign policy during this era. By examining the legacies of these doctrines, Heiss underscores their enduring impact on contemporary geopolitics and the challenges of navigating international relations in a post-Cold War world. Through a nuanced analysis of ideologies, strategies, and legacies, the paper contributes to a deeper understanding of Cold War foreign policy and its implications for modern geopolitics.

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