

Der Arbeitsbereiche Osteuropäische Geschichte und die Zweigstelle Mainz der Südosteuropa-Gesellschaft laden zu folgendem Vortrag ein:

## **Dr. Cristina Preutu (Iași)**

# **Political Propaganda in Socialist Romania. Institutional Practices and Communication Techniques**

**Dienstag, 5. November 2019, 18.15 Uhr, Hörsaal P 110 (Philosophicum, Jakob-Welder-Weg 18, 55128 Mainz)**

Propaganda began to become an important pillar of power starting with dictatorial regimes of the twentieth century. The intrusion of propaganda into the system of government transform the regime itself, but also, the way we can study this kind of regime. The complexity, flexibility and adaptability of this phenomenon make the historiographical dimension extremely rich in interpretations.

In my analysis of propaganda in Romania of the 60's, I started from the premise that within this unitary and monolithic image and with the effort to create a coherent system, propaganda did not only mean manipulation, but it fulfilled several functions such as: information, education, communication. Also the voice of propaganda was not emitted by a single issuer, but there was a multiplication and a transformation of it throughout, until the message became deformed. Therefore, in my presentation I will try to highlight what were the transformations of the ideological message and what was its impact on the population.

Dr. Cristina Preutu is lecturer at the Faculty of History of the „Al. I. Cuza“ University of Iași specialized in history of Romanian communism. Her doctoral thesis, *Political Propaganda in Socialist Romania: Institutional structures and communication technique*, published in 2017, analyzes the transformations of communist propaganda – as an institution, themes and tools – with the opening of the Romanian policy to the West in the 1960s. Thereby, the main research theme is propaganda in Romanian communism regime, but she, also, had some studies on Romanian Television, or in culture and society in communism. Cristina Preutu had some research stages in institutions as Pole INALCO, Paris, Centre d'Etudes des Mondes Russe, Caucassien et Centre-Europeen (Ecole des Hautes Etudes en Sciences Sociales, Paris) and at the University of Konstanz.