

# CONTENTS

List of abbreviations	11
Introduction	15
I. Wars of ideas: American international information services	23
1. 25 <sup>th</sup> February 1942: on the air (p. 23) – 2. Words as weapons (p. 25) – 3. A ‘full and fair picture’ of the United States (p. 38)	
II. Selling America to the Italian people	53
1. From the Psychological Warfare Branch to the USIS (p. 53) – 2. Magazines and news bulletins in Rome (p. 72) – 3. «Radio all’ombra dei grattacieli»: Voice of America’s production for Italy (p. 89)	
III. Witches fighting for the truth	101
1. The creation of a new agency: the USIA (p. 101) – 2. From intelligence to propaganda: a new language for public diplomacy (p. 119)	
IV. «Show them that the red star points to slavery»	141
1. Win over the working class to defeat the reds (p. 141) – 2. News and pictures for Italian readers (p. 156) – 3. «Packets» from the USA: appeal to families, but do not forget labour (p. 171) – 4. A radio set in every house? (p. 183) – 5. Nourish the American dream on shortwave (p. 194) – 6. Voice of America’s «Ora italiana» (p. 204) – 7. Let’s show them some figures: «Evidence of effectiveness» (p. 218)	
V. Seducing the intellectuals	223
1. Clare Boothe Luce and the USIS’ turning point (p. 223) – 2. A magazine for intellectuals: <i>Mondo Occidentale</i> (p. 245) – 3. The USA goes to university (p. 251) – 4. Come see America: the cultural exchange programmes (p. 254) – 5. American voices on the RAI (p. 268) – 6. Conclusion: the limits of ‘Americanization’ (p. 280)	

Appendix I: USIA Foreign Service Lists for Italy	287
Appendix II: Voice of America's scheduling in Italian	293
1. VOA on short and medium wave, 1945-1949 (p. 293) – 2. Programmes aired with the RAI, 1945-194 (p. 296) – 3. VOA's scheduling on its own frequencies and on the RAI, 1950-1953 (p. 299)	
Bibliography	303
Index	317