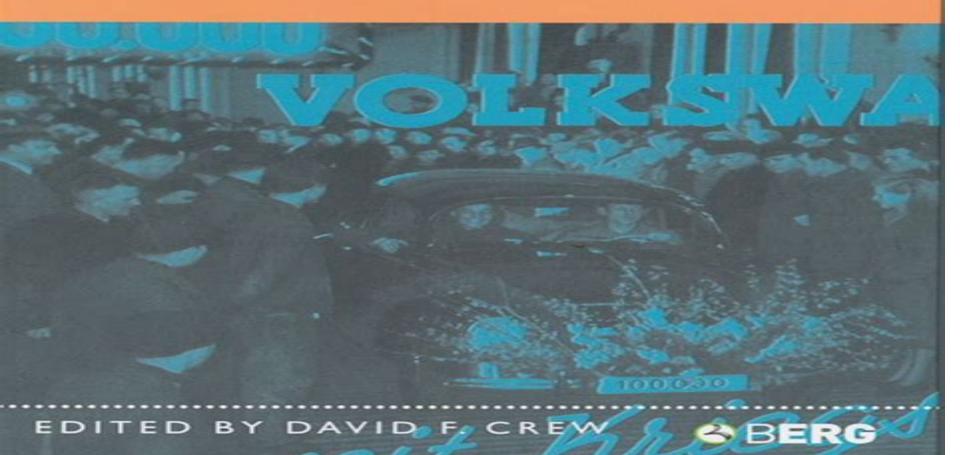
# CONSUMING CONSUMING CONSUMING CONSUMING COLD WAR



## **Consuming Germany In The Cold War Leisure Consumption And Culture**

Jan Logemann, Gary Cross, Ingo Köhler

#### **Consuming Germany In The Cold War Leisure Consumption And Culture:**

Consuming Germany in the Cold War David F. Crew, 2003-09-01 Sitting in the ruins of the Third Reich most Germans wanted to know which of the two post war German states would erase the material traces of their wartime suffering most quickly and most thoroughly Consumption and the quality of everyday life quickly became important battlefields upon which the East West conflict would be fought This book focuses on the competing types of consumer societies that developed over time in the two Germanies and the legacy each left Consuming Germany in the Cold War assesses why East Germany increasingly fell behind in this competition and how the failure to create a viable socialist consumer society in the East helped lead to the fall of the Berlin Wall in 1989 By the 1970s East Germans were well aware that the regime s bombastic promises that the GDR would soon overtake the West had become increasingly hollow For most East German citizens West German consumer society set the standards that East Germany repeatedly failed to meet By exploring the ways in which East and West Germany have functioned as each other s other since 1949 this book suggests some of the possibilities for a new narrative of post war German history While taking into account the very different paths pursued by East and West Germany since 1949 the contributors demonstrate the importance of competition and highlight the connections between the two German successor states as well as the ways in which these relationships changed throughout the period By understanding the legacy that forty plus years of rivalry established we can gain a better understanding of the current tensions between the eastern and western regions of a united Germany **Cold War Cultures** Annette Vowinckel, Marcus M. Payk, Thomas Lindenberger, 2012-03-01 The Cold War was not only about the imperial ambitions of the super powers their military strategies and antagonistic ideologies It was also about conflicting worldviews and their correlates in the daily life of the societies involved The term Cold War Culture is often used in a broad sense to describe media influences social practices and symbolic representations as they shape and are shaped by international relations Yet it remains in question whether or to what extent the Cold War Culture model can be applied to European societies both in the East and the West While every European country had to adapt to the constraints imposed by the Cold War individual development was affected by specific conditions as detailed in these chapters This volume offers an important contribution to the international debate on this issue of the Cold War impact on everyday life by providing a better understanding of its history and legacy in Eastern and Western Europe The Cold War and Entertainment Television Lori Maguire, 2016-08-17 An essential dimension of the Cold War took place in the realm of ideas and culture While much work exists on cinema relatively little research has been conducted on this subject in relation to television despite the latter being a technology and popular cultural form that emerged during this period This book rectifies that absence by examining the impact of the Cold War on entertainment television and underlines the comparative aspect by studying programs from both blocs without forgetting of course the outsize impact of American television Although most of the focus is on the two main protagonists the US and the USSR chapters also consider

programming from the UK Czechoslovakia Romania and both East and West Germany This book represents a contribution to the debate about the cultural Cold War through a rigorously comparative analysis of the two blocs. For this reason the approach used is thematic The study begins by considering the subject of censorship and then goes on to look at the very particular case of the two Germanys A series of comparative genre studies follow including police and war variety shows and documentaries and docudramas Perhaps surprisingly the similarities are often greater than the differences between television in the two blocs. **Encounters in the Rubble** Erica J. Lansberg, 2025-08-12 The US occupation of Germany after World War II was a time in which encounters between American soldiers and young German civilians were especially ubiquitous Overall German children and youth played a fundamental role in the US occupation impacting both personal and political relations Using a blend of sources ranging from German children's diaries to official US military records this work provides a wide reaching examination of the youngest civilians under occupation in the postwar aftermath of the Nazi regime It centers on the personal experiences of both German children and American military personnel during the occupation and also examines the ways that young Germans impacted transatlantic policies especially in the context of the emerging Cold War including during the Berlin Airlift This work thus considers the youngest members of the occupied German population as important historical actors during a time of major transition from war to peace marked by encounters made in the rubble

The Oxford Handbook of Postwar European History Dan Stone, 2012-05-17 The postwar period is no longer current affairs but is becoming the recent past As such it is increasingly attracting the attentions of historians Whilst the Cold War has long been a mainstay of political science and contemporary history recent research approaches postwar Europe in many different ways all of which are represented in the thirty five chapters of this book As well as diplomatic political institutional economic and social history The Oxford Handbook of Postwar European History contains chapters which approach the past through the lenses of gender espionage art and architecture technology agriculture heritage postcolonialism memory and generational change and shows how the history of postwar Europe can be enriched by looking to disciplines such as anthropology and philosophy The Handbook covers all of Europe with a notable focus on Eastern Europe Including subjects as diverse as the meaning of Europe and European identity southern Europe after dictatorship the cultural meanings of the bomb the 1968 student uprisings immigration Americanization welfare leisure decolonization the Wars of Yugoslav Succession and coming to terms with the Nazi past the essays in this Handbook offer an unparalleled coverage of postwar European history that offers far more than the standard Cold War framework Readers will find self contained state of the art analyses of major subjects each written by an acknowledged expert as well as stimulating and novel approaches to newer topics Combining empirical rigour and adventurous conceptual analysis this Handbook offers in one substantial volume a guide to the numerous ways in Cinema of Collaboration Mariana which historians are now rewriting the history of postwar Europe Ivanova, 2019-10-03 From their very inception European cinemas undertook collaborative ventures in an attempt to cultivate

a transnational Film Europe In the postwar era it was DEFA the state cinema of East Germany that emerged as a key site for cooperative practices Despite the significant challenges that the Cold War created for collaboration DEFA sought international prestige through various initiatives These ranged from film exchange in occupied Germany to partnerships with Western producers and from coproductions with Eastern European studios to strategies for film co authorship Uniquely positioned between East and West DEFA proved a crucial mediator among European cinemas during a period of profound **Gender History in Practice** Kathleen Canning, 2006 The eight essays collected in this volume examine the practice of gender history and its impact on our understanding of European history Each essay takes up a major methodological or theoretical issue in feminist history and illustrates the necessity of critiquing and redefining the concepts of body citizenship class and experience through historical case studies Kathleen Canning opens the book with a new overview of the state of the art in European gender history She considers how gender history has revised the master narratives in some fields within modern European history such as the French Revolution but has had a lesser impact in others Weimar and Nazi Germany Gender History in Practice includes two essays now regarded as classics Feminist History after the Linguistic Turn and The Body as Method as well as new chapters on experience citizenship and subjectivity Other essays in the book draw on Canning's work at the intersection of labor history the history of the welfare state and the history of the body showing how the gendered social body was shaped in Imperial Germany The book concludes with a pair of essays on the concepts of class and citizenship in German history offering critical perspectives on feminist understandings of citizenship Featuring an extensive thematic bibliography of influential works in gender history and theory that will prove invaluable to students and scholars Gender History in Practice offers new insights into the history of Germany and Central Europe as well as a timely assessment of gender history's accomplishments and challenges The Thaw Denis Kozlov, Eleonory Gilburd, 2013-01-01 The period from Stalin's death in 1953 to the end of the 1960s marked a crucial epoch in Soviet history Though not overtly revolutionary this era produced significant shifts in policies ideas language artistic practices daily behaviours and material life It was also during this time that social cultural and intellectual processes in the USSR began to parallel those in the West and particularly in Europe as never before This volume examines in fascinating detail the various facets of Soviet life during the 1950s and 1960s a period termed the Thaw Featuring innovative research by historical literary and film scholars from across the world this book helps to answer fundamental questions about the nature and ultimate fortune of the Soviet order both in its internal dynamics and in its long term and global perspectives

**Smoke Signals** Penny Tinkler,2006-10 Women smoking and visual culture 1880 1980 an introduction Invisible women smokers 1880 1919 The feminization of smoking 1920 1950 Modern and emancipated women The sexual promise Respectable smoking a class act Look at me smoking revealing portraits Mixed messages 1950 1980 *Communism Unwrapped* Paulina Bren,Mary Neuburger,2012-09-20 Communism Unwrapped is a collection of essays that unwraps the

complex world of consumption under communism in postwar Eastern Europe featuring new work by both American and European scholars writing from variety of disciplinary perspectives. The result is a fresh look at everyday life under communism that explores the ways people shopped ate drank smoked cooked acquired exchanged and assessed goods These phenomena the editors argue were central to the way that communism was lived and experienced in its widely varied contexts in the region Consumption pervaded everyday life far more than most other political and social phenomena From design to production to retail sales and black market exchange Communism Unwrapped follows communist goods from producer to consumer tracing their circuitous routes In the communist world this journey was rife with its own meanings shaped by the special political and social circumstances of these societies In examining consumption behind the Iron Curtain this volume builds on a new field of study It brings dimension and nuance to our understanding of the communist period and a new perspective to our current analyses of consumerism American Book Publishing Record, 2003 Escapes Cathleen M. Giustino, Catherine J. Plum, Alexander Vari, 2013-03-01 During much of the Cold War physical escape from countries in the Eastern Bloc was a nearly impossible act There remained however possibilities for other socialist escapes particularly time spent free from party ideology and the mundane routines of everyday life The essays in this volume examine sites of socialist escapes such as beaches campgrounds nightclubs concerts castles cars and soccer matches The chapters explore the effectiveness of state efforts to engineer society through leisure entertainment and related forms of cultural programming and consumption They lead to a deeper understanding of state society relations in the Soviet sphere where the state did not simply dictate from above and inhabitants had some opportunities to shape solidarities identities and Turizm Anne E. Gorsuch, Diane P. Koenker, 2018-09-05 In the Soviet Union and the eastern bloc the idea of meaning vacation was never as uncomplicated as throwing some suitcases in the car and heading for the beach The emphasis was on individual self improvement within the framework of the collective an approach manifest in everything from the scheduling of physical exercise to the group tours organized for factory workers Party cadres and other segments of society Like other Soviet style utopian projects socialist tourism which was often heavily laden with rules and prescriptions was a consciousness raising project part of the vast effort to forge new socialist men and women Turizm is the first book to examine the history of tourism in Russia and eastern Europe from the tsarist period to the age of Soviet and east European mass tourism in the 1960s and 1970s The contributors to this volume address topics including the roots of socialist tourism the role of tourism in the making of nations and maintenance of empire and ways in which the men and women of the margins of Europe understood themselves in relation to Europe Especially interesting are chapters that show how individuals pursued their own consumerist goals within the framework of collective tourism obliging the regimes to adapt Illustrated with period photographs and promotional materials Turizm will appeal not only to historians of the region but also to anyone with an interest in consumer culture travel leisure and nation building Caviar with Champagne Jukka Gronow, 2003-10-01 Life

has become more joyous comrades Josef Stalin 1936Stalin's Russia is best known for its political repression forced collectivization and general poverty Caviar with Champagne presents an altogether different aspect of Stalin's rule that has never been fully analyzed the creation of a luxury goods society At the same time as millions were gueuing for bread and starving drastic changes took place in the cultural and economic policy of the country which had important consequences for the development of Soviet material culture and the promotion of its ideals of consumption The 1930s witnessed the first serious attempt to create a genuinely Soviet commercial culture that would rival the West Government ministers took exploratory trips to America to learn about everything from fast food hamburgers to men s suits in Macy's The government made intricate plans to produce high quality luxury goods en masse such as chocolate caviar perfume liquor and assorted novelties Perhaps the best symbol of this new cultural order was Soviet Champagne which launched in 1936 with plans to produce millions of bottles by the end of the decade Drawing on previously neglected archival material Jukka Gronow examines how such new pleasures were advertised and enjoyed He interprets Soviet styled luxury goods as a form of kitsch and examines the ideological underpinnings behind their production This new attitude toward consumption was accompanied by the promotion of new manners of everyday life The process was not without serious ideological contradictions Ironically a factory worker living in the United States the largest capitalist society in the world would have been hard pressed to afford caviar or champagne for a special occasion in the 1930s but a Soviet worker theoretically could assuming supplies were in stock The Soviet example is unique since the luxury culture had to be created entirely from scratch and the process was taken extremely serio The Consuming Temple Paul Lerner, 2015-04-09 Paul Lerner explores German anxieties about the department store and the widespread belief that they posed hidden dangers both to the individuals and to the nation as a whole Pleasures in Socialism David Crowley, Susan E. Reid, 2010-10-31 This volume shows how the rise of consumer culture took a unique form in Eastern Europe It investigates the ways in which pleasurable activities were both a space in which these communist governments tried to insinuate themselves and thereby further expand the reach of their authority

Consumer Engineering, 1920s–1970s Jan Logemann, Gary Cross, Ingo Köhler, 2019-05-29 In the middle of the twentieth century a new class of marketing expert emerged beyond the familiar ad men of Madison Avenue Working as commercial designers consumer psychologists sales managers and market researchers these professionals were self defined consumer engineers and their rise heralded a new era of marketing To what extent did these efforts to engineer consumers shape consumption practices And to what extent was the phenomenon itself a product of broader social and cultural forces This collection considers consumer engineering in the context of the longer history of transatlantic marketing Contributors offer case studies on the roles of individual consumer engineers on both sides of the Atlantic the impact of such marketing practices on European economies during World War II and after and the conflicted relationship between consumer activists and the ideas of consumer engineering By connecting consumer engineering to a web of social processes in the

twentiethcentury this volume contributes to a reassessment of consumer history more broadly The Book Review Digest Post-Cold War Europe, Post-Cold War America Ruud Janssens, Rob Kroes, 2004 This volume explores how we can .2006 meaningfully relate today s world to the end of the Cold War The over all picture is one of flux Many changes will be the outcome of longer term trends eg Internet Undeniably though many other changes are direct consequences of the end of the Cold War An important aspect is the way Europeans and Americans have begun to redefine each other in response to a creeping alienation that has affected public opinion and public discourse on both sides of the Atlantic Time to restore a more Histories of Leisure Rudy Koshar, 2002-04-01 In the wake of the American and French revolutions balanced view European culture saw the evolution of a new leisure regime never previously enjoyed Now we speak of modern leisure societies but the history of leisure its experiences and expectations its scope and variability still remains largely a matter of conjecture One message that has emerged from a multiplicity of disciplines is that research on leisure and consumption opens up a hitherto untapped mine of information on the broader issues of politics society culture and economics How have leisure regimes in Europe evolved since the eighteenth century Why has leisure culture crystallized around particular practices sites and objects Above all what sorts of connections and meanings have been inscribed in leisure practices and how might these be compared across time and space This book is the first to provide an historical overview of modern leisure in a wide range of manifestations travel entertainment sports fashion taste and much more It will be essential reading for anyone wishing to know more about European history and culture or simply how people spent their free time before the age of television and the internet

Decoding Consuming Germany In The Cold War Leisure Consumption And Culture: Revealing the Captivating Potential of Verbal Expression

In a time characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "Consuming Germany In The Cold War Leisure Consumption And Culture," a mesmerizing literary creation penned with a celebrated wordsmith, readers embark on an enlightening odyssey, unraveling the intricate significance of language and its enduring impact on our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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