



AGENDA

Milton Wolf Seminar 2017

The Marshall Plan and the Yearning for Transformative Visions

Vienna, Austria
April 25 - 27, 2017

DAY ONE: TUESDAY, APRIL 25

6:00 – 8:00 PM Welcome Reception and Registration

Diplomatic Academy Vienna

DAY TWO: WEDNESDAY, APRIL 26

9:00 – 10:00 Welcome & Introduction

The conveners will introduce the Milton Wolf Seminar and panelists and participants will introduce their work and backgrounds.

- **Monroe Price**, Professor, Annenberg School for Communication
- **Katharine Eltz-Aulitzky**, Director, American Austrian Foundation
- **Wolfgang Petritsch**, President, Austrian Marshall Foundation
- **Markus Kornprobst**, Professor, International Relations, Diplomatic Academy of Vienna
- **Amelia Arsenault**, Assistant Professor, Georgia State University

10:00 – 12:00 Session 1: *Legacies of the Marshall Plan*

This introductory panel will use the 1947 Marshall Plan as a starting point to set the stage for the two days of discussions. The Marshall Plan represented one of the most compelling and ambitious visions for reconstructing and reforming society. Key to its success, were promotional efforts designed to elicit the support and participation of countries and citizens across Europe.

Session 1 will feature scholars and other experts who have thought conceptually about the use and disuse of “visions” as organizing principles for mobilization and government effectiveness.

Discussions will also consider the role that these visions, or what some refer to as “grand narratives,” play in facilitating societal cohesion and pathways to globalism and multilateralism to nationalism. Through a focus on the historical lessons of the Marshall Plan and analogous visions for society, panelists will help to lay the groundwork for subsequent panels.

- **Monroe Price**, Professor, Annenberg School for Communication (Chair)
- **David W. Ellwood, PhD**, Senior Adjunct Professor of European and Eurasian Studies, Johns Hopkins, SAIS, Bologna
- **Barbara Stelzl-Marx**, Deputy Director at the Ludwig Boltzmann Research Institute for the Consequences of War, Austria
- **Dr. Ivan Kurilla**, Professor of History and International Relations, European Univ. of St. Petersburg
- **Dr. Hans Petschar**, Director, Photo Archives and Graphics Department, Austrian National Library

12:00 – 1:30 Welcoming Lunch

1:30 – 3:15 Session 2: *The Strains on the Consensus: The European Project and the Waning of the Marshall Vision*

This session focuses on current debates concerning Europe as a metaphorical guide to 21st century proposals that are influenced by the Marshall Plan or are in reaction to it. Long considered an important globalization milestone, the Plan facilitated economic and political transformations in Europe and strengthened the US-European Trans-Atlantic partnership. In particular, panelists will consider the journalistic and political framing of the European project as it affects the future of the European Union and the ramifications of this debate for the implementation of large scale visions globally.

- **Eric Frey**, Managing Editor, *Der Standard* (Chair)
- **Ilaria Poggiolini**, Associate Professor of International History at the University of Pavia
- **Hans Peter Manz**, Former Austrian Ambassador to the United States
- **Altug Akin**, Associate Professor at Izmir University of Economics, Turkey (*via Skype*)

3:15 – 3:30 Tea Break

3:30 – 5:30 Session 3: *The Locus of New Visions*

The Marshall Plan emerged from the post-World War II world of diplomacy and distribution of power. This session examines the evolution of comparable contemporary visions in the context of the geopolitical and cultural realities of the early 21st Century. Panelists in Session 3 will examine a series of case studies of state and non-state actors seeking to challenge the status quo. Panelists will consider current and historical visions for local, regional, and global change that undermine dominant paradigms and how dominant paradigms are reimagined and reinterpreted at the local and regional level. Case studies include: the rise of ISIS and the establishment of a “caliphate,” the role of development actors in realizing visions, the 2016 German proposal for a Marshall Plan for Africa, and the Iranian model of “soft war.”

- **Peyman Majidzadeh**, Doctoral Candidate in Law, Politics, and Development at Scuola Superiore Sant’Anna in Pisa, Italy; visiting scholar at Georgetown University (Chair)
- **Sina Odugbemi**, World Bank, Senior Communication Officer (Policy) in the Operations Communication Department, External and Corporate Relations Vice-Presidency of the World Bank Group
- **Ariya Hagh**, Ph.D. Student in Government, Georgetown University
- **Seyed Ali Alavi**, Ph.D Candidate, Department of International Politics, SOAS, University of London

6:15 *Bus to Heurigen (Pick-Up Location: Diplomatic Academy)*

7:00 Heurigen Fuhrgassl Huber (a traditional Austrian establishment that features “new wines” and classic Viennese food located in the Viennese vineyards), co-hosted by the City of Vienna and the AAF.

10:00 *Bus Return to Hotel Johann Strauss*

DAY THREE: THURSDAY, APRIL 27

9:00 – 10:30 Session 4: *New Technologies, New Narratives: Geography, Sovereignty, and Global Information Flows*

The Marshall Plan unfolded in a world of nation states defined by clearly demarcated (if contested) physical territories. This panel will explore the complex and multifaceted role of new technologies in the articulation of grand narratives for society. The distributed and multi-modal global information system is a central battlefield in the war of contemporary visions. Panelists will explore how communication technologies provide new pathways for the promulgation of and resistance to grand narratives as well as new developments in legal, technical, and social dimensions of public diplomacy and propaganda surrounding those narratives.

- **Michael Freund**, former head of Media Studies at Webster University, journalist at *Der Standard*, board member Marshall Foundation (Chair)
- **Ben O'Loughlin**, Professor of International Relations and Co-Director of the New Political Communication Unit at Royal Holloway, University of London
- **Andrei Richter**, Professor, Senior Advisor, Office of the OSCE Representative on Freedom of the Media
- **Jim Rutenberg**, Media Editor, *New York Times*
- **Anja Kaspersen**, Head of Strategic Engagement and New Technologies, International Red Cross, Former Head of Geopolitics and International Security, World Economic Forum

10:30 – 10:45 *Tea Break and Group Photo*

10:45 – 12:15 Session 5: *Great Powers and Visions in the 21st Century*

While Session 3 examined grassroots movements and challenges to dominant paradigms, Session 5 examines how contemporary great powers are seeking to rearticulate and reimagine “visions” for society. It features four case studies: Russia, the United States, China, and the European Union. Panelists will also explore how these powers are leveraging changes in the media and new technologies in service of the promotion of these visions.

- **Amelia Arsenault**, Assistant Professor, Georgia State University (Chair)
- **Anbin Shi**, Professor of Media and Cultural Studies, Tsinghua University
- **William Burke White**, Professor, University of Pennsylvania Law School
- **Alexey Fenenko**, Associate Professor at the Faculty of World Politics, Moscow State University
- **Christian Strohal**, Special Representative for Austria's OSCE Chairmanship, OSCE Permanent Council

12:15 – 1:30 *Lunch*

1:30 – 3:30 Session 6: *The Darkness of Mirrors and the Narrow Capacity for Optimism*

As the gears of international relations shift measurably, as alliances alter and *détentes* are reinvented, are rough equivalents of the Marshall Plan, possibly narrower and surgical, still possible? What are the sources of such initiatives: religion, political forces, and the new communications technologies? This panel will reflect on the previous sessions and consider the implications for scholarship, journalism, and diplomacy.

- **Monroe Price**, Professor, Annenberg School for Communication (Chair)
- **Bobo Lo**, Independent analyst and Associate Research Fellow at Russia/NIS Center
- **Shawn Powers**, Executive Director, US Advisory Commission on Public Diplomacy in the U.S. Department of State
- **Andras Sajó**, Vice-President and Judge, European Court of Human Rights; University Professor, Central European University
- **Ambassador Ali Asghar Soltanieh**, former Iranian Ambassador to the IAEA

3:30 – 4:00 *Tea Break*

4:00 – 5:00 Presentation of Emerging Scholars Research

- **Marcia Allison**, PhD Candidate, Annenberg School for Communication and Journalism, University of Southern Carolina
- **Zane Cooper**, Doctoral Student, Annenberg School for Communication, University of Pennsylvania
- **Ariya Hagh**, PhD Candidate, Georgetown University
- **Axel Hellman**, Graduate Student, St. Antony's College, Oxford
- **Constanze Jeitler**, Graduate Student, Central European University (CEU) in Budapest
- **Yuval Katz**, PhD Student, University of Michigan's Department of Communication Studies
- **Kyung Sun (Karen) Lee**, PhD Candidate, University of Texas, Austin
- **Mykhailo Shmatov**, Master Degree Student, Diplomatic Academy of Ukraine
- **Fabien Théofilakis**, Assistant Professor, University of Paris 1 Panthéon Sorbonne
- **Alisa Valentin**, Doctoral Student, Howard University

5:45 *Bus to Embassy Dinner (Pick-Up Location: Diplomatic Academy)*

6:30 – 9:00 Dinner hosted by and at the Residence of the Chargé d'Affaires ad interim of the U.S. Embassy in Austria, Eugene Young

9:00 *Bus Return to Hotel Johann Strauss*