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9:00 - 9:15	Bienvenida Welcome	
9:15 - 10:15	Charla inaugural Keynote JULIETTE DUMONT Paris 3 Sorbonne Nouvelle, France <i>Sinfonía del Nuevo Mundo: emergencia de América Latina en el escenario de la diplomacia cultural (años 1920-1940)</i>	moderadora chair Sylvia Dümmer Scheel
10:15 - 10:30	Pausa Break	
10:30 - 12:15	Panel 1 Soft Power en perspectiva internacionalista y transnacional Soft power in internationalist and transnational perspectives	moderadora chair Camila Gatica Mizala
	PELLE VAN DIJK European University institute, Italy <i>Internationalism on Display: The soft power of the League of Nations</i>	comenta comments: Leone Sallusti
	ENRICO CIAPPI University of Pavia, Italy <i>Think Tanks and informal diplomacy: the case of the Council on Foreign Relations</i>	comenta comments: Ariane Knüsel
	LEONE SALLUSTI Pontificia Universidad Católica, Chile <i>Solidaridad Internacional A Escala Global: La aplicación del soft power en la lucha diplomática por los salvosconductos del Chile de dictadura (1973 –1975)</i>	comenta comments: James J. Fortuna
	JAMES J. FORTUNA University of St Andrews, Scotland <i>Power and the Coming of the Second World War: Axis Europe, Latin America and the Good Neighbor Policy, 1936-41</i>	comenta comments: Erico Ciappi
	ARIANE KNÜSEL University of Fribourg, Switzerland <i>Switzerland and Soft Power in the Cold War</i>	comenta comments: Pelle van Dijk

12:15 - 12:30	Pausa Break	
12:30 - 13:30	Panel 2 Género y Soft Power Soft power and gender	moderadora chair Charlotte Faucher
	JAVIERA FERMANDOY Pontificia Universidad Católica, Chile <i>Entre lo transnacional y lo local: el soft power y la formación de masculinidades híbridas en Chile y China en contextos post-autoritarios</i>	comenta comments: Kelly Ricciardi Colvin
	KELLY RICCIARDI COLVIN Worcester Polytechnic Institute, US <i>Bikini Bodies: Soft Power and the Creation of a Global French Feminine Ideal in the 1950s and 1960s</i>	comenta comments: Cecilia Tossounian
	CECILIA TOSSOUNIAN Universidad de San Andrés, Argentina <i>La propaganda fascista en Argentina: consumo, género e italianidad</i>	comenta comments: Javiera Femandoy

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9:00 - 10:40	Panel 3 <i>Herramientas del Soft Power: medios, cultura, comida Tools of Soft Power: media, culture, food</i>	moderadora chair Camila Gatica Mizala
	STEVE WESTLAKE University of Bristol, UK <i>Unwrapping 'Britain's Greatest Gift to the World in the Twentieth Century': The BBC World Service and the Globalization of British Soft Power, 1965-2000</i>	comenta comments: Kira Álvarez
	CLAUDIA BORRAJO DEL TORO Universidad Autónoma de Baja California, Mexico <i>La censura mexicana de cine extranjero como estrategia de diplomacia cultural (1913-1950)</i>	comenta comments: Kaete O'Donnell
	KAETE O'CONNELL Southern Methodist University, US <i>Prestige and Propaganda: U.S. Food Diplomacy in Cold War Germany</i>	comenta comments: Steve Westlake
	MARICIÓN JANUÉ I MIRET Universitat Pompeu Fabra, Spain <i>Caesura and adaptation in the Postwar: the reconstruction of the Spanish-German cultural diplomacy (1945-1958)</i>	comenta comments: Claudia Borrajo del Toro
10:40 - 10:50	Pausa Break	
10:50 - 12:15	Panel 4 <i>Intelectuales, redes y diplomacia persona a persona Intellectuals, networks and people-to-people diplomacy</i>	moderadora chair Sylvia Dümmer Scheel
	MARIA MONTT STRABUCCHI Pontificia Universidad Católica de Chile <i>Viajero, receptor y agente: El viaje a la RPC durante los sesenta</i>	comenta comments: Marisol Villela Balderrama

	CYRIL CORDOBA University of Lausanne, Switzerland <i>Soft power or propaganda? China's 'people-to-people' diplomacy during the Cold War</i>	comenta comments: Matías Allende Contador
	MARISOL VILLELA BALDERRAMA University of Pittsburgh, USA <i>Bringing Latin America to China: Jose Venturelli's Mural Camilo Cienfuegos (1962) and the Representation of Cuba and Chile for a Chinese Audience</i>	comenta comments: Cyril Cordoba
	MATIAS ALLENDE CONTADOR Universidad de Chile <i>La presencia de Francia en la formación de las instituciones de extensión cultural de la Universidad de Chile</i>	comenta comments: María Montt Strabucchi
12:15 - 12:25	Pausa Break	
12:25 - 13:50	Panel 5 <i>Soft Power, raza e imperialismo Soft power, race and imperialism</i>	moderadora chair Charlotte Faucher
	MICHAEL L. KRENN Appalachian State University, USA <i>Race for Power: The International Scientific Debate on Humanity in the Mid-19th Century</i>	comenta comments: Drew Flanagan
	ADAM C. HILL Sterling College, USA <i>"Deep Diplomacy": British Archaeology and Cultural Relations with Egypt, 1922 - 1945</i>	comenta comments: Michael L. Krenn
	FULYA ÖZKAN Akdeniz University, Turkey <i>The Use of Soft Power by the Ottoman Empire in the 19th Century</i>	comenta comments: Adam C. Hill
	DREW FLANAGAN University of Pittsburgh at Bradford, USA <i>Propaganda and "Orientation vers l'Occident" in the French Zone of Occupied Germany 1945-55</i>	comenta comments: Fulya Özkan
13:50 - 14:00	Cierre Concluding remarks	