

# ***Americanizing Denmark and the Danes***

## **Syddansk Universitet, Odense, Denmark**

### **September 21-22, 2011**

The conference will take place at the conference section of the university situated very close to the main entrance – the *hovedindgang* (see maps of the university, parking facilities and the surroundings here:

<http://vejviser.sdu.dk/vejviser/servlet/Main?level=1&map=74a359f2-9d5e-4d76-96f5-41bb3f301bb2>

<http://www.sdu.dk/servicenavigation/left/Vejviser/Odense/ParkeringerIndgangeCampusvej.aspx>

<http://www.sdu.dk/servicenavigation/left/Vejviser/Odense/KrakIFrameCampusvej.aspx> ). The university is easily accessible by bus. Bus number 40-41 leaving from the central train station every 10 minute during the day will take you to the university in 20-25 minutes.

### **Wednesday, September 21, at U100**

**13.45-14.15: Registration, Sandwiches and Coffee**

**14.15-17.30: Transnational America Abroad: The many faces of Americanization**

14.15: Welcome: Nils Arne Sørensen

14.20: David Ellwood, Bologna: *Case Studies in the Politics of Americanization, 1900s to 2000's*

15.10: Harm Schröter, Bergen: *Americanization in the economy and beyond*

16.00: Coffee

16.15: Rob Kroes, Amsterdam: *The Americanness of American Culture: A Revisit.*

17.05: Discussion

17.30: Break

## **17.45-18.30: Americanizing Denmark & the Danes**

Morten Bendix Andersen, Odense: *The Americanization of Danish Advertisement before World War 2.*

18.30: Drinks & Snacks

19.15: Dinner at the University Restaurant

## **Thursday, September 22, at U95**

### **9.30-17.00: Americanizing Denmark and the Danes**

9.30-10.20: Sissel Bjerrum Fossat, Odense, *American lessons in mass production and mass consumption – Danish study visits to the US under the Technical Assistance of the Marshall Plan.*

10.20-11.10: Rasmus Rosenørn, Aarhus, *Jitterbug and revival jazz – Presentations and forms of engagement, adaption and transformation of American popular culture into Danish youth culture in the post WWII era.*

11.10-11.25: Coffee Break

11.25-12.15: Dorthe Gert Simonsen, Copenhagen, *Affect and Americanization: The blue jeaned body 1950s-1960s.*

12.15-13.15: Lunch at the University Restaurant

13.15-14.05: Søren Hein Rasmussen, Aarhus, *The American and the Western European debates on comics in the fifties*

14.05-14.55: Klaus Petersen, Odense, *An Americanized Welfare State?*

14.55-15.15: Coffee

15.15-16.05: Nils Arne Sørensen, Odense, *Transatlantic travels. A study of public and private exchange programmes, ca. 1950-1970*

16.05-17.00: Conclusions

19.00: Dinner at restaurant in the center of Odense