

Simona Samuilova

**ESTABLISHMENT AND DEVELOPMENT OF INTERNATIONAL
EDUCATIONAL EXCHANGE PROGRAMMES OF THE UNITED
STATES IN THE 1930S – 1960S: OBJECTIVES OF CULTURAL
DIPLOMACY**

(Summary)

The purpose of this article is to examine the establishment and trace the development of educational exchange programmes in the United States during the first four decades of their existence. During this period, educational exchanges became an integral part of public and cultural diplomacy of the United States and thus a major element of their relations with other countries. The International exchange programs in Washington appeared in the 1930s. They were created in response to the threat of Nazi penetration in Latin America and a corresponding decrease of the American influence in the region. Cold War further politicized cultural and educational exchange, considering it an important element of opposition to the Soviet cultural propaganda. Concerns about the national security helped to unify the activities of public and private sector in the promotion of American power and influence around the world. This aspiration defined the objectives of cultural diplomacy, namely restraining the communist influence; strengthening the strategic position of the United States in the world; disseminating democratic values, and creating influence among the political elite of other countries.