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Centro Siciliano Sturzo

INTERNATIONAL CONFERENCE  
**SYNCHRONIZING HISTORY**

The Transplantation of European Ideas  
in the Americas



PALERMO, 18-21 SEPTEMBER 2024

The background features a large, semi-transparent globe with a grid of latitude and longitude lines. The globe is surrounded by faint, historical-style illustrations. In the upper left, a figure in a crown and orange robe holds a white bird. In the lower left, another figure in a red and gold robe looks up at the globe. At the bottom, a lion's head is visible. The globe itself has various Latin labels such as 'AMERICA SEPTENTRIONALIS', 'MEXICANA', 'MARE PACIFICUM', and 'MARE MEDITERRANEUM'.

INTERNATIONAL CONFERENCE

# SYNCHRONIZING HISTORY

The Transplantation of European Ideas in the Americas

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— BOOK OF ABSTRACTS —

**Isabel Chumbo**

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***From the Portuguese 20th Century Dictatorship to the Americas. The Role of Translated Propaganda.***

The Portuguese New State regime lasted for 41 years and throughout the period spanning from 1933 to 1974 its propaganda endeavours held notable significance. Operating as a B-nation with limited influence in global diplomatic affairs but harbouring considerable aspirations, Portugal executed a series of initiatives categorized as soft power practices. These initiatives, conducted in foreign languages, were strategically devised to disseminate the ideals and propaganda of the New State. This trend extended beyond geographical confines, with the Americas serving as no exception.

This paper focuses on the foundational years of the regime, specifically the 1930s and 1940s, when the speeches of Prime Minister António de Oliveira Salazar were translated into Spanish and disseminated in Chile and Argentina. While the Portuguese regime's choice of such a course of action may appear peculiar and far-fetched, studies (Beired, 2010; Pinto, 2022) have affirmed that numerous right-wing ideologies emanating from European nations found receptive audiences and were embraced by political movements and intellectual circles in the Americas during the 1930s. In this context, Salazar's regime was even regarded as an alternative within the era of fascism.

The translation of Portuguese propaganda has been scarcely studied and, as such, this approach is innovative and will allow an insight into how the process occurred and into its intricacies as an event in itself. Besides delving into the archives to analyse the files concerning the two volumes of speeches published in Chile and Argentina, we will also concern ourselves with a document authored by the director of the Portuguese Propaganda Office entitled “Plan for a campaign of Portugueseness throughout America, specially in Brazil”.

The exploratory nature of this archival study is geared towards elucidating and comprehending how the regime effectively communicated its ideas and principles to a foreign audience, with a specific focus on the Americas.

**Sebastián Martínez Fernández**

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***Reception of Fascism and National socialism in South America.***

European fascism and national socialism in the first half of the 20th century emerged as movements where the local-national aspect was central. The concepts of *Volk* and *Popolo*, for example, played a fundamental role in the rhetoric and propaganda of the German and Italian regimes, respectively. Likewise, anti-liberalism, racism and anti-Semitism were, as the specialized literature indicates, characteristics of European fascism and National Socialism.