## Contents

List of Illustrations	viii
Acknowledgments	x
Introduction. Disempowering a Dictatorship: Media and Consumer Culture in East Germany	1
<b>Chapter 1</b> . Successful Media Campaigns in East Germany in the 1960s and 1970s: The Vietnam War and the 1972 Olympics	19
<b>Chapter 2</b> . Fade Out: Hollywood Movie Imports and the Cultural Surrender of the GDR Film Control in the 1970s and 1980s	54
<b>Chapter 3</b> . The Westernization of East German Television in the 1970s and 1980s	88
<b>Chapter 4.</b> Fighting against All Odds: GDR Popular Music and Youth Radio in an International Context	123
<b>Chapter 5</b> . Western Consumer Culture or Bust: Intershops and East German Consumption Policies in the 1970s and 1980s	160
<b>Epilogue</b> . Out with the Old—in with the New? <i>Wende, Ostalgie,</i> and the Serpentine Unification	199
Bibliography	229
Index	251

