

Title

Image of West-Berlin: From the search for its own identity to the commander of the front town, Willy Brandt

Abstract

The post-war development of West Berlin was influenced by demographic and economic problems, but also by the fact that the city became a battlefield of the Cold War, where two political systems competed with each other. West Berlin undoubtedly had a symbolic value for the West and this fact provided the city with security guarantees. However, if West Berlin did not want to be satisfied with mere survival, it had to focus on an image policy that would make it a self-confident and attractive city. The aim of the thesis is to analyse the process of image building and at the same time try to interpret this development with the help of the concept of soft power. The hypothesis assumes that the main creator of the city's image was its mayor, Willy Brandt. Since the concept of image is not very methodically anchored in history as a field of study, the thesis combines findings from secondary literature from various fields and supplements them with Brandt's speeches, letters and articles from the newspaper *Der Spiegel*. The thesis concludes that the process of image building was already started during the war through the narrative of freedom, and Willy Brandt played an important role in it at the time when the Berlin Wall was constructed, and it was necessary to attract the attention of the West. Brandt succeeded in this and thus possessed soft power in this respect. In the case of West Berlin, it is no longer so obvious. Although the city tried to make itself attractive in the eyes of the West and thereby gain its support, the West also benefited from the aid to West Berlin, so in this context it is not possible to talk unequivocally about soft power.

Keywords

Image, West-Berlin, Willy Brandt, cold war, communication strategy, media communication, soft power