



COLD WAR

US vs. USSR propaganda

Petra Vejvodová

vejvodov@fss.muni.cz

Cold War

- A new type of conflict emerged – contest of ideologies, battle of nerves, which divided world for the next 40 years
- Bi-polar competition (Soviet-American relations became focal point)
- War of words
- Erection of Berlin wall in 1961 = perfect symbol of a divided world separated by the „Iron Curtain“

Truman Doctrine 1948 – black and white confrontation

- *„One way of life is based upon the will of the majority, and is distinguished by free institutions, representative government, free elections, guarantees of personal liberty, freedom of speech and religion and freedom from political repression.*

The second way of life is based upon the will of a minority imposed upon the majority. It relies upon terror and repression, a controlled press and radio, fixed elections, and the suppression of personal freedoms.“

[US propaganda]

- Cultural propaganda = dissemination of literature, films, promotion of language teaching, visiting speakers, student exchange
- Coca-Cola, Levi jeans, McDonalds, Hollywood films and American music
- Hollywood as Marshall plan of ideas (1950: in 115 countries 72 % of the films were American)

[US propaganda]

- **VOA (Voice of America)** – official external broadcasting, in 1950 transmitting daily in 23 languages, big ally in the BBC
- **Radio Free Europe** – for Eastern Europe
- **Radio Liberation** (later Liberty) – for Russian audience

[US propaganda - education]

- Focusing on American ideologies of freedom and democracy and presenting the Soviet Union as the enemy who held opposing viewpoints such as communism

US propaganda - Education of children

- comic books, textbooks used
- 1951: *Children's Crusade Against Communism*
bubblegum cards
- Educational videos – „*Duck and cover*“ (1951)

<https://www.youtube.com/watch?v=IKqXu-5jw60>

CHILDREN'S CRUSADE AGAINST COMMUNISM

23. Ghost City

The picture is an artist's idea of what an atom bomb could do to a great American city. The Reds like us to think of this. They think it will make us afraid. But actually, we are growing stronger by realizing that this *could* happen to us. We are working to make America stronger day by day, week by week. We must continue to work for peace through the United Nations and in every possible way. But an America fully prepared to defend itself is not likely to be attacked. The Reds understand this language.



CHILDREN'S CRUSADE AGAINST COMMUNISM

72. Olga And Ivan

A knock at the door — and the typical Russian family fears the worst. They are told where to work, where to live and what subjects they must master at school. Their daily routine insists on absolute obedience to their leaders and following Communist doctrine. A simple anti-communist remark by anyone of them could result in a visit by the police. An explanation will be demanded. Prison without fair trial or appeal faces all. This is life under Communism!



US propaganda

- Movies: science fiction films from 1950s (enemies as invaders e.g. *Them!*; nuclear themes (Stanley Kubrick: *Dr Strangelove, or how I learned to stop worrying and love the bomb* (1964))
- Spies in the movies: James Bond



US propaganda – film/television

- Movie posters as propaganda pieces



The Red Menace (1949), R.G. Springsteen

The Girl in the Kremlin (1957),
Russell Birdwell

US propaganda – film/television

- Hollywood dealt with the theme of American paranoia during the Cold War period, and storylines very often revolved around the idea that anyone – your husband, your son, your daughter, etc. – could turn into a Communist.



US propaganda – film/television

- TV as a tool of propaganda – mini documentaries about what it was to be a true patriotic citizen or how to recognize a communist:

<https://www.youtube.com/watch?v=AWeZ5SKXvj8>

- The early 1950s film *Red Nightmare*

[US propaganda – print media]

- Newspapers, posters and books
- testimonials and interviews with people who were American spies in the Soviet Union or who revealed their experiences as residents of communist Russia



1
I
don't want my children
to grow up in
SOVIET
RUSSIA

When Karl Alexiev, Soviet Embassy attaché in Mexico, refused to return to Russia, Americans wondered why. His wife here reveals the shocking reasons in an article that cuts deep behind the Iron Curtain.

By Nina L. Alexieiev

READING TIME—15 MINUTES TO 20 MINUTES

NEW! Did my husband, Karl Alexiev, visiting newspaper attaché of the Soviet Embassy in Mexico City, and his family had returned to Mexico by Russia and were making headquarters in the United States under conditions in late 1949. He did the student of the Soviet Embassy in Washington to

have an extended for attention. Americans naturally emphasize about our system. There could say of them that the most objective of our times, as far as I am concerned, was the fact that I didn't want my children to grow up in the Soviet Union!

Karl and I both belonged to the relatively privileged group of Soviet social consciousness standing together

from free to ten times as much as the average skilled worker under our system. Our lives had been an overwork, an unrelenting pace that the existence of a social working-class atmosphere family as we have observed it here since liberation by capitalism. I could not bring myself to visualize my two children in the face of Soviet under Soviet conditions. The price seemed

184277



LOOK
The Atomic Bomb
in Nagasaki

A FIRST BLOW An atomic bomb struck Nagasaki with more warning than Hiroshima. It hit first. After the first blast, the second blast (right) will come in the second hour. The atomic bomb will strike Nagasaki in the third hour. The atomic bomb will strike Nagasaki in the fourth hour.

We Can Lose the Next War in Seven Days

By NAI S. FINNEY

WASHINGTON, D.C. (AP)—The atomic bomb will be the decisive factor in the next war. Victory or defeat will depend upon the nation's readiness to withstand an enemy's first attack without demoralization and collapse, and upon its ability to strike back instantly. . . . The responsibility really was placed upon General of the Army Douglas H. MacArthur's feet when he spoke these words to a group of congressmen at a Washington dinner. . . . E. A. Tamm's Chief of Staff became convinced the secret was split over the very fact of military life. . . . We must watch his lips because understand it is no pleasant job to be responsible for planning America's defense in the next war. . . . We cannot hope in which the United States must, because of its constitutional democracy, avoid an enemy's first blow before it can strike. . . . (Continued on next page.)



I LEARNED ABOUT COMMUNISM THE HARD WAY

By PAUL RUEDEMANN

The steps and strength step by step account of how a Russian puppet state stole a \$100,000,000 building, captured the American manager—the author—his daughter, and forced him to sign a "confession" before paralyzing her in prison.

A Russian intelligence had a better opportunity than any other to capture the American manager. . . . The author, through which the American agent, after the author's daughter, and forced him to sign a "confession" before paralyzing her in prison. . . . The author, through which the American agent, after the author's daughter, and forced him to sign a "confession" before paralyzing her in prison. . . . The author, through which the American agent, after the author's daughter, and forced him to sign a "confession" before paralyzing her in prison. . . .

A Post Double-Length Article Complete in This Issue

USSR propaganda

- Newspapers, books
- Television: from 1949, massive tool from 1970s (1960 – 1981 the number of domestic TV sets rose from 5 mil to 75 mil, from 5 to 90 percent of population), rigorously controlled by the state
- State radio network GOSTELRADIO

USSR animated propaganda

- Against American imperialism
- Against capitalism
- Against American racism

- Children poem „Mister Twister“ (depicting Westerners as money-hungry industrialists and racist)
<https://www.youtube.com/watch?v=B4gUI9VUi4k>

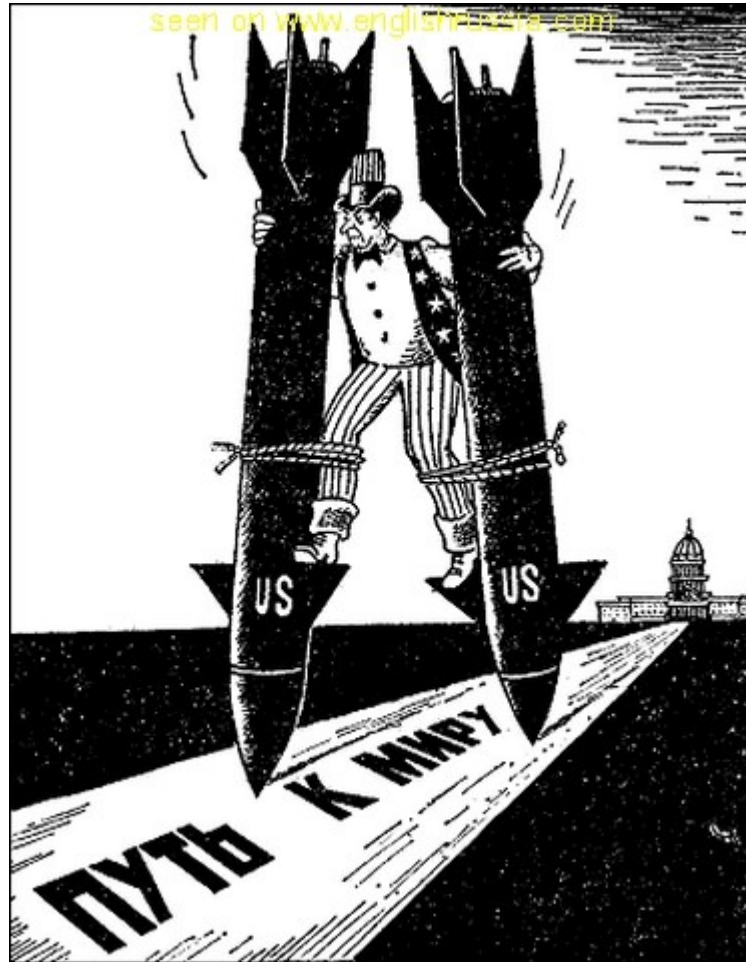
- Romanticizing the USSR and promising utopian future of universal well-being

USSR propaganda posters



- Here is Uncle Sam in his ring of nuclear bomb switches and from the loudspeaker it is said that "Soviet Union offers to stop nuclear weapon tests".

[USSR propaganda posters]



“A Road To Peace”

[USSR propaganda posters]



“Humanitarian Help to
Starving Ones in American
Way”

Secret services

- Great game between CIA and KGB to discredit the other side

Examples:

- AIDS
- plundering children from the Third World countries by wealthy Americans

Potatoe beetle battle

- In 1950 the East German government claimed the Americans were dropping potato beetles out of planes over Eastern European fields in an attempt to sabotage their crops





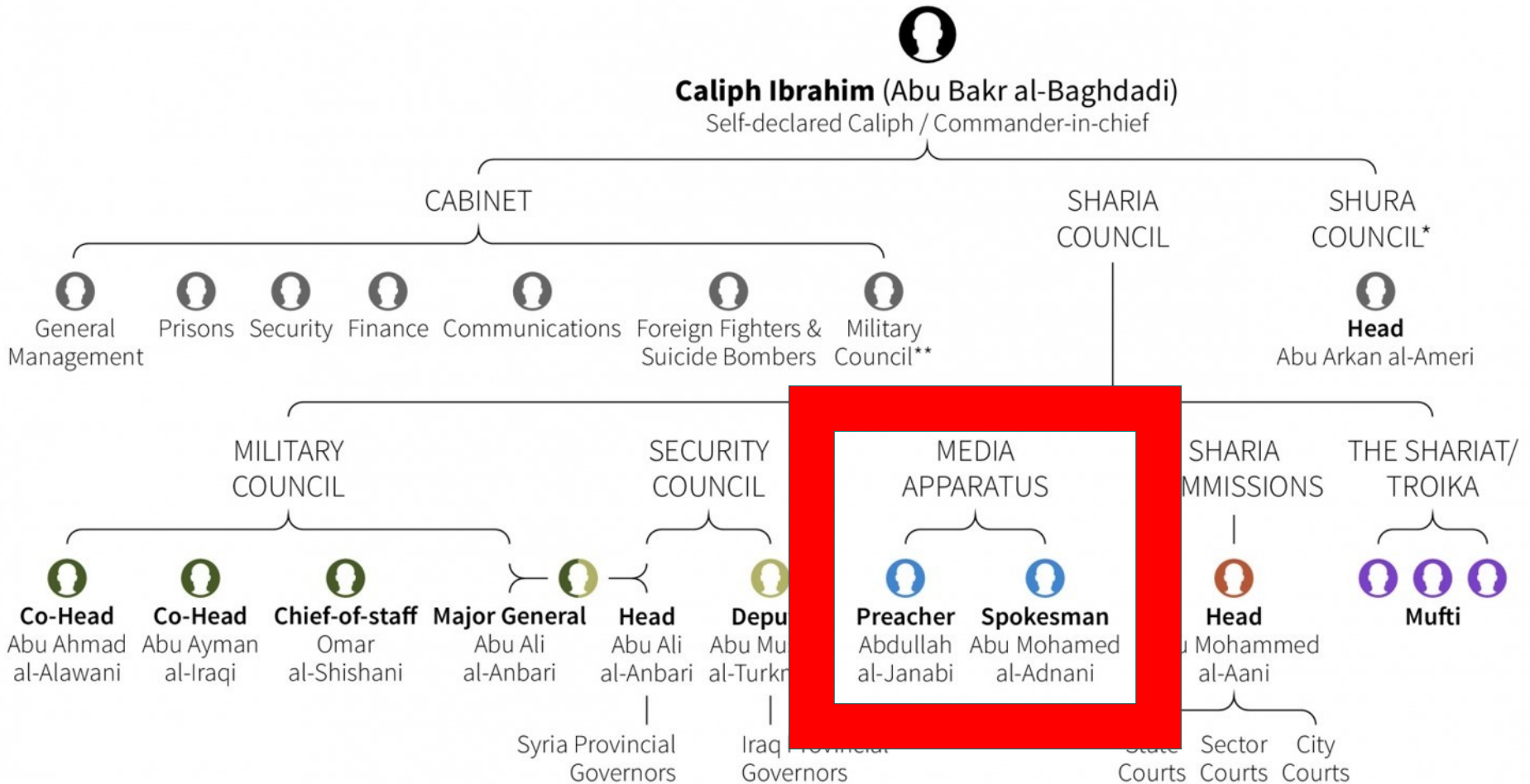
Islam fundamentalist
propaganda

Islam fundamentalist propaganda

- Terrorists use propaganda as well
- Using of same practices available to everyone
- Having impact even without using direct violence
- Case of ISIS/Daesh (self-claimed state)

Islamic State's leadership structure

Overview of how the militant group is organised based on research by the Terrorism Research & Analysis Consortium.



* The Shura Council nominates and appoints governors; theoretically the council can depose of the Caliph. They are usually religious leaders appointed by Baghdadi.

** Abu Abdul Rahman al-Bilawi was killed in a military raid in June.

Sources: Terrorism Research & Analysis Consortium (TRAC); news reports.

[ISIS]

- Al Furqan Foundation for Media Production (2006)
- Al-I'tisam Media Foundation (2013)
- Anjad Foundation for Media Production (2013)
- Al Hayat Media Centre (2014)

“The IS propaganda is unusually slick, they broadcast in over 23 languages.” (James Comey, former FBI Director)



Channels of propaganda

- Besides journals, radio...
- Facebook
- Twitter
- WhatsApp
- Telegram
- Websites

[Target audience]

- Not only poor, less educated or weak people
- Not just a small part of angry young Muslim men
- They attract former criminal, teenager, doctors, intellectual and skillful people (IT, chemistry, engineering etc.)
- Young frustrated, lonely men hoping for better future
- Young women searching for love, respect, sisterhood, family
- Audience which must be feared by ISIS

→ Particularly ingenious system of adaptive and personalized propaganda

Narratives

- Image of strenght and victory (recruitment)
- Fearing the enemy (executions, children as warriors)
- Showing West as evil
- Caliphate as a paradise
- Fueling conflict between Sunni and Shia (rival groups)
- Jihadist adventure and camaraderie
- Newly: to fight for virtual Caliphate back in countries of residency



Recruitment by using pop-culture

<https://www.youtube.com/watch?v=7lwiEn7CXts>





Russian propaganda today

[Russian propaganda today]

- <https://www.youtube.com/watch?v=0-AmXt8u9LE> (Putin`s Propaganda Machine)
- <https://www.youtube.com/watch?v=o0JPvidjQvs> (One like Putin)