

Image, leadership and propaganda

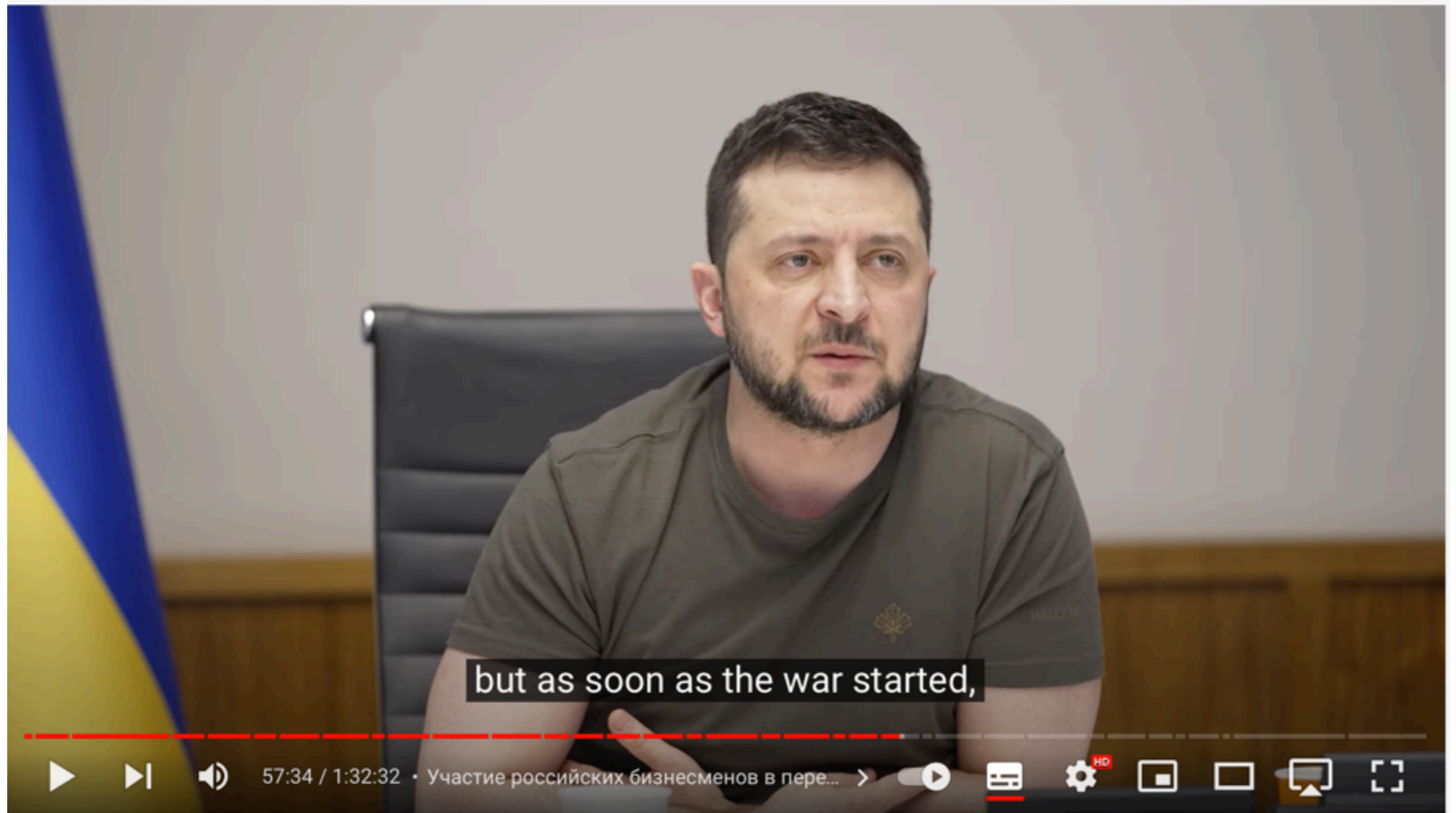
March 30 - April 6, 2021 Anna Shavit



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<https://www.youtube.com/watch?v=n0jyxLQ2Z5o>

de-nazification?
de-militarization?



Do you understand the
current war narrative?



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1) Propaganda - what it is?

2) What type of communication it is?

3) What is the communication goal?



- What is the elite?
- How they influence society?
- What is their most important role?
- What best and worse can elites do for our society?



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DIRECTED BY
TERENCE
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EON
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The Soviet Propaganda

Russia in 1917: The rise of Communism

session outline

- Revolution 1917
- Soviet Propaganda
- Role of art
- Stalinist Propaganda

the revolution



Bolsheviks* assumed power in 1917.

Since then the world was divided in two ideological camps.

The communist and the capitalist.

* a minor party with 200,000 members

the revolution

The Bolshevik Revolution may well have taken Russia out of the First World War

propaganda became a fact of everyday life (an essential ingredient in the ideological war against capitalism and the struggle for world revolution.)

The role of propaganda is:

- to capture hearts and minds of (soviet) masses with disinformation (internal)
- to help to keep high the spirit of (soviet) people in tough times (internal)
- to secure the power and maintain it (internal)
- to help to take the right view (of the issues) (internal/external)
- to divide people from its leaders (to break the support for government) (external)

Vladimir Iljic Lenin



- very skilled oratorical
- he had great opportunity to study the propaganda battles of WW1 (in exile in Switzerland)
- ...

revolutionaries = great publicists

Iskra

- *"From a spark a fire will flare up"*
- 40k copies
- Lenin/Plekhanov
- too intellectual

ИСКРА

Pravda

- Trockij
- simple and readable style
- 9x closed by authorities
- 100k copies

Российская Социально-Демократическая Рабочая Партия
ПРАВДА
ОРГАНЪ
Центрального Комитета
Петроградского Совета
Р. С.-Д. Р. П.

Izvestia

- 400k copies
- official newspaper of the soviet government

ИЗВѢСТІЯ

great obstacle to Lenin

the illiteracy (3/5) of the mass of the Russian people

>>>

relatively limited role which newspapers could play

>>>

solution?

propaganda poster



∨
∨
∨



Proletariat, you didn't fear heavy weapons -- don't fear heavy labor. The workers' country is built by labor.

...work in progress...

as the Civil War dragged on, food shortages in the cities led to requisitioning, and this merely alienated the peasantry. The Bolsheviks responded with increased 'education' >>> Commissariat of Enlightenment was formed to supervise public readings for the illiterate peasants, workers, and soldiers.

>>> agit-ships and agit-trains, agit-points

Komsomol

Communist Union of the Youth

= communist incubator:

the youngest members were 14, the upper limit was set on 28, Komsomol functionaries could be older

little influence on "official" policies/communist party

mobile pool of labor and political activism



the most important art

**...the
cinema**

film as educational device - for political education

the cinema

nationalization of the Russian film industry: August 1919

film propaganda didn't play significant role itself in determining the final outcome of the revolution:

- lack of (technical) equipment
- lack of stuff (fled the revolution)
- shortages of electricity

exporting the revolution

Trotsky's theories of world/permanent revolution: a serious threat to established regimes suffering from the intense socio-economic and political chaos caused by the First World War

>>> primary target - British empire

Calls for the workers of the world to unite were made with the aid of the new medium of radio.



✠ 1924

Joseph Stalin

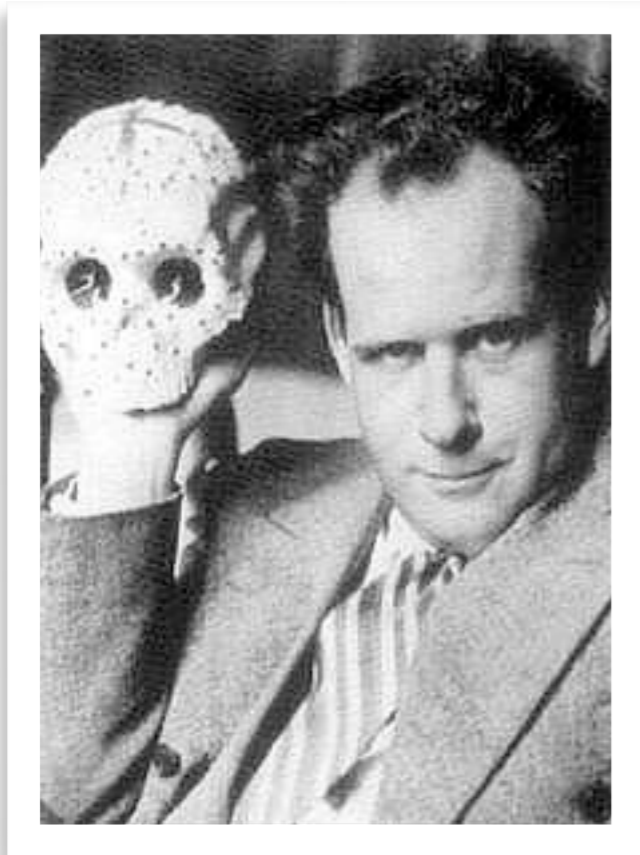


- replaced Lenin in the head of the state
- launched five-year plans and massive industrialisation and collectivisation
- ...

Sovkino - national production company

- founded in 1925
- 1928: 13 studios, 123 movies
- Virtually all the films were made to serve the State

sergei eisenstein



- revolutionary film theorist and director
- the master of montage

battleship potemkin (1925)



- acclaimed critically worldwide
- based on historical events
- what started as protest strike ended as riot
- the red flag was raised in Odessa...



...next movies...



- **October**
- 1927
- Eisenstein



- **End of St
Petersburg**
- 1927
- Pudovkin

etc.

usage of animated spots

clear and entertaining manner

short political clips shown in cinemas
everywhere they encouraged people to
create collective farms and join the
communist party or support the ideology

Soviet Toys by Dziga Vertov

- 1st soviet animated movie (?)
- based on political caricatures by V. Deni
- Vertov did this film to advertise the production abilities of the new advertising agency/filmmaker Goskino, for whom he had just gone to work

animation... against whom?

-USA

- tried to convince Russian people they live in the best country in the world
- Americans are evil racists (no right for blacks)
- (**Black and White** based on *Mayakovsky's* poem and drawings)

!!! but not the whole country is bad !!!
(there is something worth to save)

Vladimir Mayakovsky



- influential Russian poet
- passion for Marxist literature
- Bolshevik member
- Because of political activities he was expelled from the Moscow Art School in 1914
- witnessed October revolution in Petrograd
- after return to Moscow worked in ROSTA - posters
- "Communist futurism"

animation... against whom?

-Germany

- on June 22nd 1941 nazi germany broke the non aggression pact signed just 2 years earlier
- Germans haven't been depicted in the animated propaganda films in the 20s and 30s
- they became immediately the ideological enemy of soviet masses

what is the difference?

Maxim Gorki - the aircraft



- Tupolev ANT-20 (largest in the 1930s)
- 40th anniversary of Gorki's literary and public activities
- equipped with a powerful radio set called **Voice from the sky**, printing machinery, radiostations, photographic laboratory, film projector with sound for showing movies in flight, library etc.
- crashed on *May 8, 1935*



COLD WAR PROPAGANDA

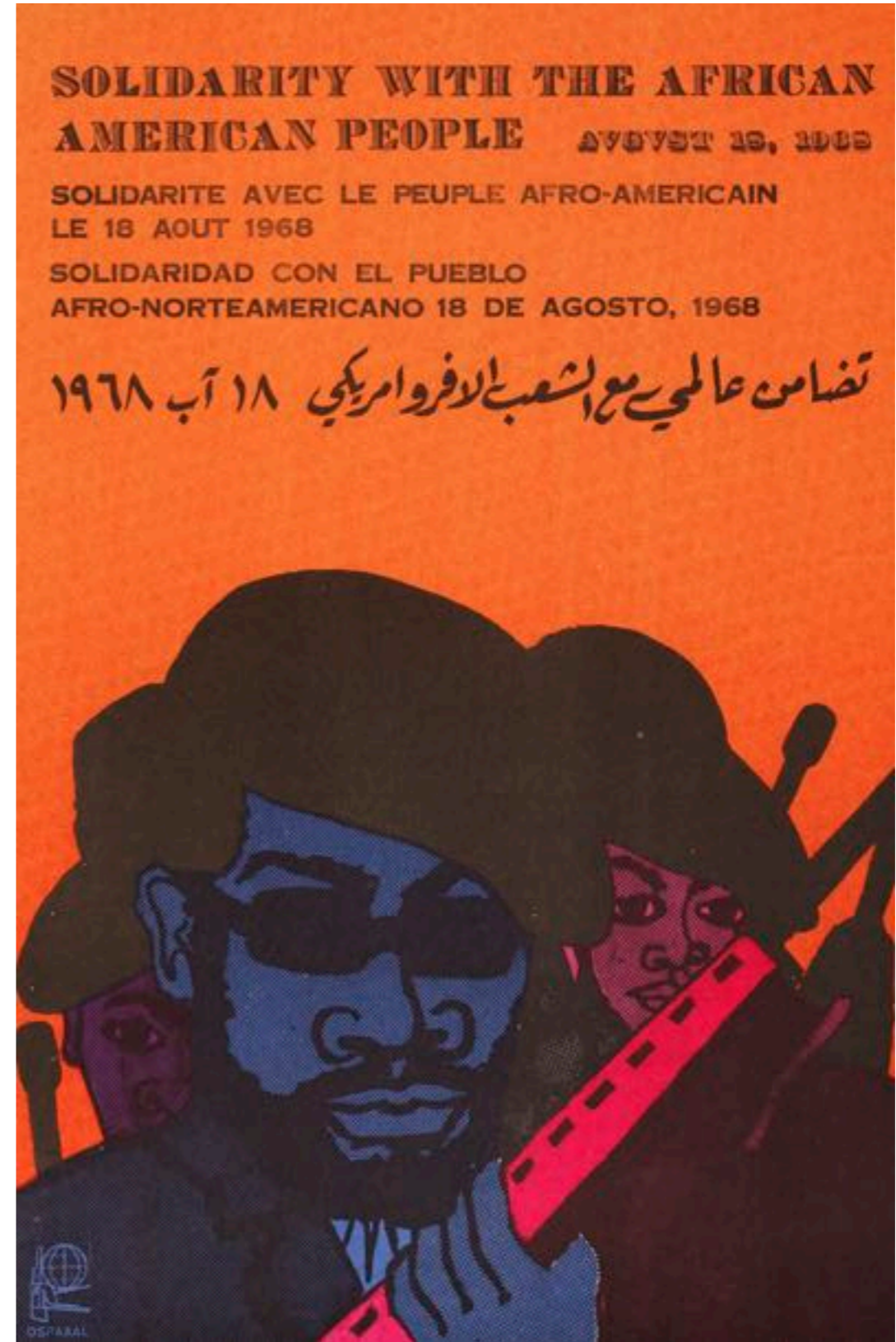
SAVESAVESSSSPLANET!PLANET
SAVESAVEOOOOPLANET!PLANET



save our cities

Guillermo O'Donnell

- Cold War 1945-1989 (90, 91)
- Conflict between communist and capitalist world
- Psychological, information war
- Propaganda
- Anti and pro communism







Czechoslovakia 1948/1989

SE SOVĚTSKOU
ARMÁDOU
NA STRÁŽI MÍRU



DEN ČS. ARMÁDY - 6. X. 1951





NAŠÍ VESNICÍ AMERICKÝ AGENT NEPROJDE
SPOLEČNĚ S NÁRODNÍ BEZPEČNOSTÍ CHRAŠTE SVOJE JZD PŘED ZÁPADNÍMI IMPERIALISTY

basis of communist propaganda

1)

2)

3)

4).....



division - iron curtain

Cold war early 50s

- Jalta conference
- IIWW
- Truman propaganda and psychological warfare “Campaign of Truth”
- april 1951 Psychological Strategy Board

How to operate behind the iron curtain CIA

- CIA attempt to detach Albania from Kremlin grip
- paramilitary operations (involving US trained émigrés from Russia and Eastern Europe)
- agency most famous form of Anti-soviet propaganda - Radio Free Europe and Radio Liberty - staffed by exiled political leaders, journalist, emigrants from the region
- CIA also conducted clandestine propaganda

- the agency subsidized noncommunist labor unions, journalists, political parties, politicians and students groups
- in western Europe the CIA conducted a secret program of cultural and ideological propaganda through the Congress of Cultural Freedom - private organization (funded by CIA)
- through the cold war - various of successful and non/successful campaigns called “political actions”

Domestic situation in US

- red scare
- McCarthyism
- antibolshevism, anticommunism
- H-bomb

Cultura Propaganda?

- forms of cultural propaganda?
-
- movies?
- heroes?
- enemies

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Secret operation

- Operation Gold / Berlin 1955 SIS and CIA operation
- many others

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