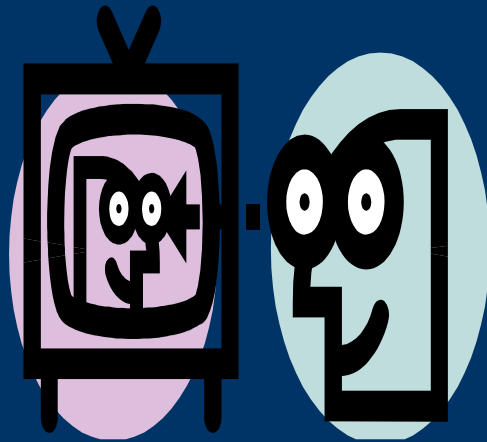


Cold War Culture



Cold War Culture

- The National Museum of the USAF is not endorsing any product.
- Due to difficulties with obtaining and interpreting Russian resources, some examples may be biased.

Cold War History

- Reparations of WWII
- Divisions of Berlin
- Berlin Blockade 1948
- Bay of Pigs 1961
- Cuban Missile Crisis 1962
- End of Cold War 1989?
- Recent information

Cold War Culture

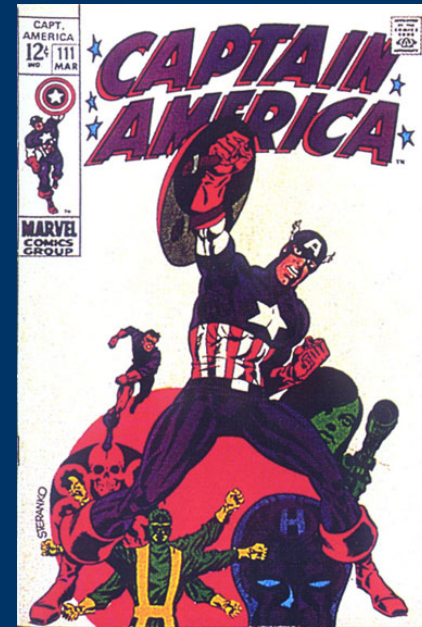
- To understand the Cold War culture you must understand the role propaganda played and how to spot it.

What is Propaganda?

- Propaganda can be written, spoken or communicated through television, radio, or computer.
- The purpose of propaganda is to change or reinforce existing opinions.
- Successful propaganda will lead to change.
- Propaganda is not the absence of truth.

Examples of Propaganda

- CARTOONS AND COMICS

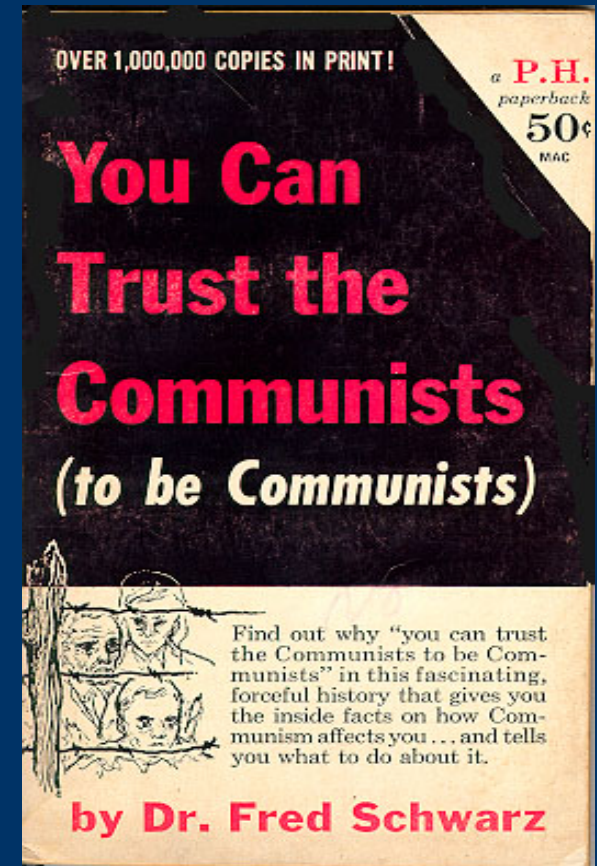


More examples of Propaganda

- TELEVISION, MOVIES,
MUSIC AND LITERATURE

<http://www.youtube.com/watch?v=5CaMUfxVJVQ>

http://www.youtube.com/watch?v=1_I4WgBfETc



Propaganda Techniques

- NAME CALLING

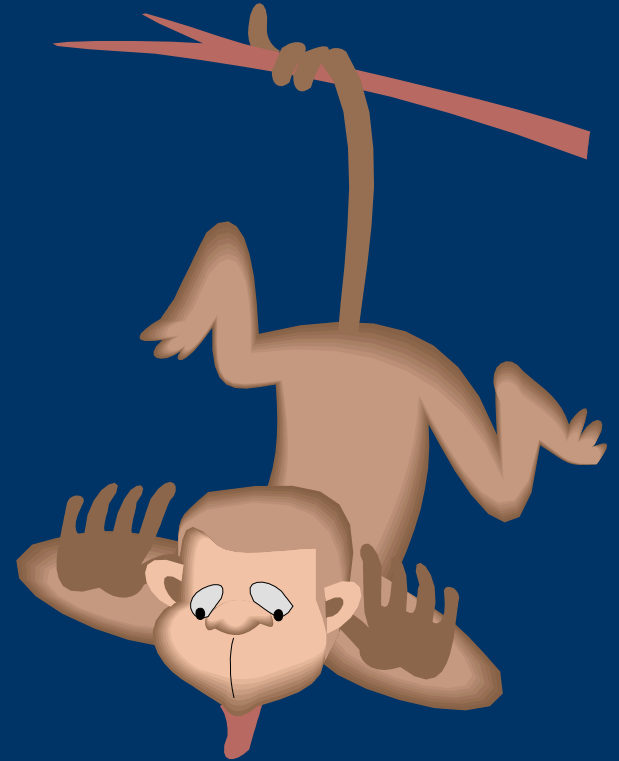
- » BUM

- » PIG

- » FASCIST

- » COMMIE

- » YUPPIE



More Propaganda Techniques

- EUPHEMISMS
 - WORDS THAT ATTEMPT TO MAKE THE UNPLEASANT WORDS OR ACTIONS MORE ACCEPTABLE.





Such as...

- FABRICATION = LIE
- OVERFLIGHT = ILLEGAL AIRCRAFT ENTRY INTO ANOTHER COUNTRY
- APPROPRIATE = TO STEAL
- BREAK OFF HOSTILITIES = RETREAT OR RUN AWAY



More techniques



- TRANSFER
 - FALSE CONNECTION. THE PERSON OR THE POINT BEING PROMOTED ARE NOT LINKED TO THE ARGUMENT.
 - This technique could result in scapegoating.

More techniques

- GLITTERING GENERALITIES

<http://www.youtube.com/watch?v=4ZVATFGNzYA>

- RELYING ON WORDS THAT HAVE DEEP SET VALUES

- GOOD
- BAD
- DEMOCRACY
- PATRIOTIC

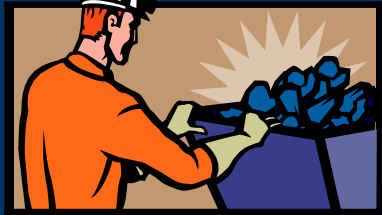
More techniques

- TESTIMONIAL
 - RELYING ON A SOURCE, EITHER QUALIFIED OR UNQUALIFIED FOR ENDORSEMENT OR PROOF

<http://www.youtube.com/watch?v=wxfACsnRQrE>

More techniques

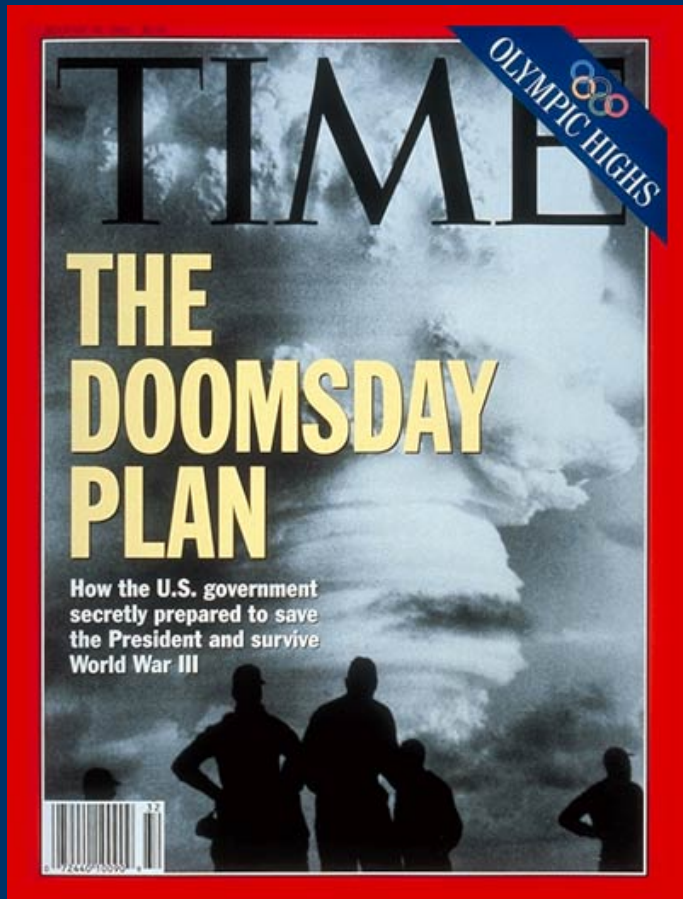
- PLAIN FOLKS



– ATTEMPTS TO
CONVINCE THE AUDIENCE
THAT THE IDEAS BEING
COVEYED ARE THOSE OF
“COMMON, EVERYDAY”
PEOPLE



Finally...



FEAR

RELYING ON WORDS
THAT EVOKE FEAR OR
DANGER

Bad Logic vs. Propaganda?

- FOR EXAMPLE:
 - Premise 1: All teachers are brilliant
 - Premise 2: I am a teacher
 - Conclusion: Therefore, I am brilliant



Propaganda?

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

Propaganda?

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defense
against**

FALLOUT

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