

DISTINGUISHED MEMBER OF THE PSYCHOLOGICAL OPERATIONS REGIMENT



2LT MORRIS JANOWITZ

Inducted
May 2015



2LT Morris Janowitz served as an enlisted man and officer in the United States Army from 1943 until 1945 as a member of the Office of Strategic Services (OSS) Research and Analysis branch specifically tasked to conduct intelligence research in support of psychological warfare against Nazi Germany.

Dr. Janowitz's relationship with psychological warfare, however, began before active service working for the Library of Congress and the Department of Justice Special War Policies Unit analyzing German propaganda. Then private Janowitz was assigned to the Research and Analysis Branch of the Office of Strategic Services and worked for the Psychological Warfare Division at the Supreme Headquarters of the Allied Expeditionary Forces in London. "Janowitz's later sociological studies of the military, mass communications, and propaganda were ultimately rooted in the interests he developed and the early training he received during the war."

A reading of his intelligence analysis documents reveals the foundations of current target audience analysis processes and keen insights into target audiences. As operations in Europe progressed his analysis began to recommend long term considerations in psychological warfare in support to pending occupation and de-nazification of Germany, anticipating the Special Operations Imperatives of understanding the operational environment, recognizing political implications, and consider long-term effects. As a result of his superior analytical efforts he received a field commission as a 2d Lieutenant on 17 April 1945. He received a Bronze Star Medal for Meritorious Service from 1 September 1944- 8 May 1945 on 17 June 1945 and continued to conduct psychological warfare analysis until his discharge on 3 November 1945.

2LT Janowitz conducted his analytical activities for the OSS first in London and then operating out of OSS offices in Paris. While conducting analysis of German broadcasts in London on 30 June 1944, he was working in the second basement of a building that was hit by a V-1 Buzz Bomb. The explosion blew him away from his desk, shattered his glasses into his. He told his daughter the thing he remembered most was a female British corporal, also blasted away from her desk, pushing a typewriter off of herself, setting it back on the desk and continuing with her mission. For his wounds and injuries he was awarded the Purple Heart on 14 August 1944.



His service to OSS and PSYWAR continued after WWII as a temporary civilian analyst until January 1946. In 1951 Dr. Janowitz, at the behest of MG Robert A. McClure, then Chief of the Office of Psychological Warfare in the Army G-3, began acting as a consultant in support of the Johns Hopkins University Operational Research Office (ORO) in developing a series of PSYWAR studies in support of professionalizing the training, and development of PSYWAR personnel, PSYWAR intelligence research and analysis, PSYWAR measures of effectiveness analysis and other U.S. Army Psychological Warfare capabilities. The USAJFKSWCS PSYOP Doctrine Division uses the results of these studies today as foundational documents.

Dr. Janowitz graduated from New York University. He earned his doctorate (PhD) in sociology from the University of Chicago and began his professional career there in 1948. From 1951 to 1961 he was a professor of sociology at the University of Michigan where he organized the still extant Inter-University Seminar on the Armed Forces and Society.

His greatest achievement in support of PSYOP is found in his work along with William Daugherty in compiling and editing "A Psychological Warfare Casebook". This initiated as an ORO project with the support of MG Robert A. McClure as a tool to instruct Army PSYOP personnel, but ballooned into a comprehensive study across agencies and nations to look at all levels of psychological warfare. It is the most quoted reference in PSYOP, psychological warfare and propaganda studies. It is the standard desk reference for all PSYOP professionals and was the basis for the 1976 Department of the Army Pamphlet Number 525-7-1, The Art and Science of Psychological Operations.



Other PSYOP relevant Government service includes serving in 1955 as a government expert supporting the Office of the Chief of Psychological Warfare. From 1956-83 he provided expert support to Office of the Assistant Secretary of Defense (OASD) for Research and Analysis in support of Special Operations, to the United States Information Agency Office and to the U.S. Arms Control and Disarmament Agency Advisory Board on Social Sciences.



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Dr. Janowitz's focus on the military in a democratic society led to his writing of *The Professional Soldier, a Social and Professional Portrait*. This book spurred interaction throughout DoD on the role of the military in society and the professional development of Soldiers. He worked with human resource agencies in DoD and provided congressional testimony critical to the formation of the all-volunteer Army. He participated in Air University and Army War College seminars and at the United States Military Academy on these subjects. In 1986, Dr. Janowitz was named to be the first SLA Marshall chair for the U.S. Army Research Institute for Behavioral and Social Sciences and has included senior scholars in the study of armed forces and society and intended to further their work in writing about military manpower.



Dr. Janowitz received countless academic accolades throughout his life. He was also awarded the Department of the Army Decoration for Distinguished Civilian Service on 29 December 1976 for his long standing contributions to the Department of Behavioral Sciences at the United States Military Academy at West Point.

Dr. Janowitz's love for Soldiers was demonstrated in his last writing effort, a Guide for New Soldiers for U.S. Army Recruiting Command. He wrote the forward of this booklet with Dr. Charles Moskos. Dr. Janowitz requested burial at the military cemetery at Fort Sheridan Illinois. In recognition of his work in support of the United States he was interred at Fort Sheridan upon his death on 7 November 1988.

Dr. Janowitz served Psychological Operations, the United States Army, the Department of Defense, and other United States Governmental bodies with the utmost distinction throughout his life. His body of academic work still serves not only as the intellectual foundation of much of PSYOP and how our Army and personnel policy has been shaped. His induction as a Distinguished Member of the Psychological Operations Regiment is a fitting memorial to this gifted academic and he will serve as a role model to our Soldiers.