

Секция «Реклама в США и Великобритании: настоящее и перспективы развития»

US propaganda against the Third Reich. IIInd World War.

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<p>-Until the middle 40s of the 20th century Americans have little perceived political propaganda.
-People believed the propaganda is hostile, non-American way.
-They identified the propaganda with the Nazis and fascists.
-When England and France went to war with Germany in 1939, most Americans wanted to stay away from this.
-Journalist Jay Alan said: "In the Midwest you have a sense that men with hunting rifles want to shoot the first propagandist who mentions Belgian babies".
-The U.S. President Franklin D. Roosevelt was the first politician, who realized the danger to America of the totalitarian regimes that emerged in Europe.
-Henbsp; knew that in order to convince their compatriots will take time, tact and patience.
-In a radio address to the American people 1939 he said that everyone wanted to hear: "This nation will remain neutral but after describing the crisis that led to war, he added: "I still can not ask every American to remain neutral in his thinking. Even the man adhering to neutrality, cannot be asked to close his head to conscience".
-According to surveys 84victory of the allies, but this does not guarantee that they are ready to take up arms.
-President Roosevelt in the war for the minds of powerful force was opposed by isolationists.
-Many people from different political groups wanted the U.S. governmentnbsp; to stay away from war.
-They worked with one of the first advertising agencies "Baton, Barton, Dursten and Osborne". -They organized a propaganda campaign against military aid to England.
-The most talkative of the isolationists was father Cougling.
-Every week he spoke on the radio to 3.5 million Americans. (He spoke of the treachery of Englishmen and Jews, and President Roosevelt was called a warmonger by him. Father Cougling also edited the "Social Justice" magazine, which was in great demand. There were many parties that were against the U.S. entered the war. For example: the Communist party, party of veterans of the first world war, "American crusaders etc.)
-President Roosevelt in 1940 (after France was defeated) has faced many challenges. At least, that Americans did not treat Germany did not mean that they should be nice to her enemies.
-To convince his countrymen that England at any cost should be saved for the safety of America, is extremely difficult.
-In 1940nbsp; President Roosevelt organized Propaganda Departametnbsp; and its task was to tell the truth, may be a little embellished.
-This was the key difference between US propaganda and propaganda of the Third Reich. The princip of Joseph Goebbels's propaganda was to create a monstrous lie, whereas the US propaganda just prettified truth.
-A turning point in information warfare on their territory, to F. D. Roosevelt was the attack on pearl Harbor.
-In 1941nbsp; Departamet of psychological war was organized.
-If Germany successfully completed its campaign in Europe, its new target would be America.
-Playwrighter Robert Sherwood said: "If Britain would be defeated, quicklynbsp; a new war will follow and it will be done in our hemisphere.
-In USA also as in England departments of propaganda often fought with each other, not with the enemy.
-However, in two areas of advocacy Americans has reached an astonishingly high level: the dissemination of leaflets and cinema.
-During the war, when the border is closed, leaflets dropped from aircraft, were the surest way to affect the morale of the population of a hostile country.
-American flyers day after day talked about the facts that the government concealed from the people.
-American aircraft literally filled the enemy with paper.
-7 million leaflets were delivered to occupied Europe everyday.
-Some leaflets were in the form of a security certificate, wich encouraged enemy soldiers to desert.

In mid-1944 leaflet dropped in Germany said "11 December 1941 Hitler declared war on the USA". In addition to flyers, with planes dropping small Newspapers, which were filled exclusively with factual material. Leaflets often contain vital information for the safety of the civilian population. Another means of combating the enemy were films. Sidney Rogerson wrote: "The great power of propaganda, which ever saw the world, is the American film industry. Movies-mostly American art and craft. One important man from Hollywood said, "the Influence of Hollywood is focused on the thoughts and emotions of 120 million Americans. Hollywood wears today, tomorrow all Americans will wear. The games now played in all the salons of the great Hollywood, will be a favorite pastime throughout America. Everything that Hollywood makes today, will be to imitate the inhabitants of large cities and the Soaps of America". It is known that its influence in our time circulated not only in America but throughout the world. A formidable weapon of propaganda was necessary to put at the service of Motherland. Hollywood produced between 600 or 700 films a year. Any military propaganda in movies was to entertain people, so they continued to come to the cinema. Directors easily remade movies based on the ordinary cliché. The bad guy gangster turned into the bad guy Nazi. Good guy American turned into a good guy an English soldier. Comic and unsophisticated stories never were so prevalent. Propaganda in America is now largely developed thanks to the film industry. Stories about the bad Nazis are still used today. Flyers were used for external propaganda, film was a tool for internal propaganda. But there are two areas which we have not covered: these are propaganda posters and radio. Because the Americans were not very receptive to overt propaganda posters were not widely used and did not differ intricate plots. Speaking of radio, we should also mention "Conversations at the fireplace" of President Roosevelt. They became the basis of the political relations of those times and gathered a large audience. American political propaganda began in the 20th century and nowadays it is widespread around the world and everywhere bearing fruit.

Источники и литература

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