

Comparative analysis of War Propaganda: Words Stronger than Guns

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ABSTRACT

This paper analyzes propaganda leaflets in different wars. The importance of propaganda and its use and creation in different wars indicates its significance in terms of success. Every war has used certain different tactics and strategies in wars to win and influence the people through their war strategies and different types of leaflets. Following wars are discussed with their powerful propaganda during the war. For instance, the Korean war propaganda leaflets, German propaganda leaflets, Franco-Prussian War 1870 propaganda leaflets, Vietnam war 1954-75 propaganda, World War I Propaganda, and Spanish American War Propaganda. Propaganda has been used in these wars through different method either through leaflets, posters, music, through women, or yellow journalism etc. diverse impact of different propagandas were witnessed on the civilians and soldiers in these wars. That means that propaganda has remain an important element of war and has its strong crucial role in the winning war.

Introduction

Propaganda is information that is spread to promote a specific thought or cause. Propaganda is also utilized in battles to win support from different nations. It infects an instrument for keeping up with solidarity and kindness among partners grouped together in a typical exertion. It is sometimes powerful in acquiring assessment neutral states over to one or other side. Also, in the battle zones it serves to keep up the assurance of the ones who are doing the real battling job. Every war has shown the results of the propaganda used during the war time. Similar as World War II pamphlets were a significant apparatus in the purposeful publicity and mental fighting strategies in different wars. Furthermore, Propaganda has been used for decades of years by various nations during battles to acquire monetary and social means through modern propaganda tends to utilize a wide range of mediums to spread information including, press, banners, radio, books, social applications and many more.

Korean War Propaganda Leaflets

During the Korean War (1950-1953), one of the essential methods for impacting North Korean soldiers and citizens was the development of propaganda leaflets, called “ppira”. Not exactly a day after U.S. President Harry Truman decided to send American soldiers to help the UN and South Korean forces on the Korean Peninsula, the first “ppira” were planned, printed, and dropped from an airplane over the fight region. Forthright Pace, then, at that point, United States Secretary of the Army, firmly embraced mental activities, empowering his men to “bury the adversary with paper.”¹ Pace accepted that the Korean situation offered an extraordinary chance for profoundly beneficial abuses of psychological warfare. Leaflets were made at the Operations Research Office, established in 1948 by the U.S. Armed force and oversaw under agreement by Johns Hopkins

¹ <https://blogs.loc.gov/international-collections/2017/09/korean-war-propaganda-leaflet-collection-at-the-library-of-congress/>

University. They were in size from 3×5 inches to the size of a paper and were conveyed regularly via airplane in an exceptional bomb with a pivoted side that brushed off after a foreordained measure of time (Hoh 2017).²

The utilization of leaflets by the Communist forces, particularly during the underlying half year period, is generally accepted to have been restricted, basically considering their failure to control the airspace. According to reports that the American intelligence group tracked down 46 diverse Communist leaflets at the initial period of the conflict and in January of 1951. Except for a few dropped via air in July and November of 1950, most of the 46 leaflets are believed to have been conveyed manually. Precisely the number of various leaflets were utilized by the different parties of the Korean conflict stays a slippery inquiry. The quantity of various leaflets delivered by the U.N. forces, for instance, is ambiguously depicted in the different sources as adding up to "a few hundreds." In the U.S., the most complete assortment of leaflets delivered by all parties is by all accounts, for clear reasons, those created by the U.N. forces in the Korean and Chinese dialects. moreover, a set number of leaflets created by the North Korean Army (NKA) and the Communist Chinese Forces (CCF) appear to be spread around in different military exhibition halls and government archives (Kim 1993).³

Types of Leaflets in the Korean War

Contingent upon explicit military circumstances under which leaflets were intended to perform determined functions, the Korean War period leaflets are usually classified into three types.

1. *Strategic leaflets*

Strategic handouts endeavor to accomplish the broadest convincing objective among three sorts of Propaganda. With their drawn-out targets of breaking the adversary's will to battle and at last achieving military and political triumph, these presents target causing dispute in the enemy organization circle, scorn of people against their political or military leaders, doubts about the motivations of foreign fighters working in the objective areas or hosing of the rival encountering genuine wartime condition of different nature.

2. *Tactical leaflets*

Tactical pamphlets were utilized principally to help explicit, fast approaching (or on-going) military activities by making a desired mental effect. More brief result oriented, tactical pamphlets join those that urge surrender, enlighten enemy troops that they are feebly enclosed or undermine with the case that their weapons are far below average contrasted with our own. (Wook 2004).⁴

3. *Consolidation leaflets*

Consolidation leaflets were brought in when a tactical achievement or occupation requires that municipal request be reestablished and supported in the different fields of urban life- - e.g., reproduction, economy, schooling, wellbeing, or guerrilla exercises.

Indeed, even after the armistice was endorsed as an envoy for peace on July 27, 1953, the two sides to the contention kept on sending a great many propaganda flyers by balloon, utilizing greater paper with photos or cartoons imprinted on it. During the cold war after the World War II to 2000 they were not successful for any peace agreement between them. Finally, both North and South Korea quit spreading flyers in 2004 because of an agreement of the North–South Joint Declaration was taken on between heads of North Korea and South Korea in June 2000 after different strategic gatherings between the North and South reached in 2000, fifty years after the Korean War broke out (Hoh 2017).

² Korean War Propaganda Leaflet Collection at the Library of Congress | 4 Corners of the World: International Collections and Studies at the Library of Congress (loc.gov)

³ <https://library.ndsu.edu/ndsuararchives/sites/default/files/Themes-in-Korean-War.pdf>

⁴ 02+â€¹³¹® 4Á¤¿ è±¹ (accesson.kr)

German propaganda leaflets⁵

It cannot be contradicted that Hitler and the Nazis had extraordinary power and command over Germany in the 1930's. This power was accomplished and kept up with by an enormous propaganda campaign all through Germany because the German was successful in influencing people. Propaganda is characterized as the spreading of data to influence individuals of your perspective to achieve, increase or keep up with power. This can positively be seen all through Hitler's extraordinary endeavors to accomplish and keep up with power. This purposeful propaganda included numerous merciless and unjustifiable laws and missions like the Nuremberg Laws (The Nuremberg Laws were anti-Semitic and bigoted laws that were enacted in Nazi Germany on 15 September 1935). Hitler was enough popular that he utilized propaganda as far as he might be concerned was probably his most prominent resource, he was an exceptional public speaker and tactfully chose numerous resources like airplane, films and indeed, even amplifiers from trucks. Hitler employed different individuals to help these endeavors counting, Joseph Goebbels as a Minister for Propaganda and Leni Riefenstahl as a maker of Nazi propaganda films. It can't be rejected that these endeavors in the utilization of publicity enormously added to the achievement of the Nazi party in the 1930's. Hitler employed Joseph Goebbels to focus on the space of promulgation. Goebbels was already a strong individual from the Nazi Party who had an incredible appreciation for Hitler, even composing 'Adolf Hitler, I love you' in his journal on various events. Goebbels even utilized publicity prior to being delegated the job. He altered his own paper 'Der Angriff' in request to spread Nazi thoughts regarding Jews and socialists. He additionally coordinated public gatherings and exhibits in Berlin to promote Nazi convictions and policies (Stout 2011).⁶

Women in Nazi Propaganda

The Nazi ideology that considered ladies as compliant to men⁷, implied that ladies as allies to the reason must be influenced into accepting that the Reich was working for them as well. During the last part of the 1920s up until 1940, Germany was a country, regardless of cases to instances of monetary steadiness, was made with disturbance and monetary modifying due to the Depression in 1929, and common inhabitants making the decision of just with whom does the occupant adjust themselves in the political arena. The timeframe between the World Wars can be viewed as a forerunner for the progressions to public activity in Germany from all avenues of daily existence. The role of women in this timeframe is no exception (Moch 2011).⁸

Franco-Prussian War Propaganda Leaflets

The utilization of airborne leaflet propaganda during times of contention was first found in the 1870 Franco-Prussian War, when the defenders of Paris dropped leaflets over the attacking German soldiers from a hot air balloon, announcing their defiance. However, hot air balloons and so forth were slow and inconvenient, and it wasn't until the First World War that the capability of airborne leaflet propaganda could be appropriately acknowledged by dropping leaflets from planes balloons, and letters from Paris were a desired souvenir to send home. On that occasion the liberal and patriot Minister Gambetta becomes liable for the conflict outside Paris, he utilizes one of Nadar's balloons to make a staggering break from the barricaded capital. At eleven o'clock he got off the ground in a balloon named Armand-Barbes from the Place Saint-Pierre at the foot of Montmartre,

⁵ German Propaganda Leaflets: G-2 Section, VI Corps: Free Download, Borrow, and Streaming: Internet Archive

⁶ The effectiveness of Nazi propaganda during World War II (emich.edu)

⁷ Women in Nazi Germany (alphahistory.com)

⁸ Women In Nazi Propaganda (wou.edu)

however there was no reasonable plan: the group basically desires to land where there were no Germans. His and a subsequent balloon were shot upon as they got over Prussian lines, including by the very first enemy of airplane weapons utilized ever. Gambetta was daintily injured on the hand; however, the French press misrepresents with cases of 100,000 shots discharged (RTH 2021).⁹

Vietnam War Propaganda

During the Vietnam War, a strategy utilized more was propaganda to influence people. All in all, manipulating information to impact individuals was propaganda. The Vietnam War was the most exposed conflict in history because the measure of propaganda utilized in the North and South of Vietnam, and in America¹⁰. Many kinds of propaganda included parodies of cash utilized in Vietnam, against war music, and numerous trademarks and banners advancing various perspectives of the conflict at that time (Chandler 2020).

In North Vietnam, banners were utilized a ton on the grounds that the Viet Cong (officially known as the National Liberation Front of South Vietnam) didn't have planes to drop leaflets from the sky. This leaflet specifically has a message that says, "Deny this conflict, return home now alive", and an image of a U.S Soldier tossing down his rifle. What makes this leaflet is an illustration of publicity and it utilizes the strategy for move, which is a message that is more visual utilizing pictures/images with statements that summon feeling from the crowd. Crowd for that situation was U.S troops. The motivation behind this banner was to make the U.S troops mull over being in the conflict. This poster proposed? that the Viet Cong are certain they will rule the U.S, and the Americans endeavors to be pointless. So, they didn't have a very remarkable choice to return home or not. Vietnamese propaganda leaflets went a lot farther than by advancing harmony, supporting instruction, and tackling the nation's business and farming possibilities (Blasberg 2018).

Music as propaganda method in Vietnam war

Music was additionally a method that was viewed as propaganda since Americans utilized music as a dissent against Americans being drafted to Vietnam. Greater part of Americans was anti-war at that time and well-known vocalists have meant for America's history with their melodies during this timeframe making this type of publicity extremely powerful. Like "Blowing in the wind" by Bob Dylan, "imagine" by John Lennon, "all along the Watchtower" by Jimi Hendrix, and some more. These songs designated Americans and spreading the message of harmony all through the nation, rather made more struggle on the grounds that many individuals addressed why Americans must be associated with war, when it isn't their conflict to fight. "war" by Edwin Starr states how Americans felt about war. Paying attention to the melody the verses state "Who wants to die?" (Carrillo 2014).¹¹

World war I Propaganda

As the World War I broke out in 1914, the "War Propaganda Bureau" was set up in Great Britain with the essential aim of enlisting people for the military and naval force. They produced propaganda banners to fortify the morale of the soldiers at the front and to urge individuals at home to commit their time and energy to the conflict. Purposeful publicity was utilized to advance what political leaders needed individuals to accept and believe. The US entered war in 1917 and not long after, their Panel of Public Information took over as their principal promulgation office. The American government were confronted with civilians who were not anxious

⁹ [Rise of Guerrilla Warfare & Daring Balloon Escapes - The Franco-Prussi - RTH - Real Time History GmbH](#)

¹⁰ [The Vietnam War \(alphahistory.com\)](#)

¹¹ https://scholarworks.utep.edu/cgi/viewcontent.cgi?article=2596&context=open_etd

to enter war, so a lot of exertion was placed into their publicity campaign. A portion of these missions included the notable and iconic portrayal of Uncle Sam for enrolling banners. The adversary was depicted as an evil force that must be battled. Propaganda banners regularly designated women empowering them to join the work force and to inspire their husbands, children, and siblings to enlist in the military (Reinthal 2014).¹²

Perhaps, the most compelling man behind purposeful publicity in the United States during World War I was President Woodrow Wilson. In one of Wilson's most popular assertions, he laid out the "Fourteen Points" which he said the United States would battle to defend. Aside from the rebuilding of opportunity in European nations smothered by the force of Germany, Wilson's Fourteen Points called for absence of transparency regarding conversation of political issues, free route of the oceans both in harmony and war time, and equivalent exchange conditions among all countries. The Fourteen Points would fill in as an outline for world harmony to be utilized for harmony agreement after World War I. Wilson's points motivated people all throughout the world and significantly fortified the conviction that Britain, France, and America were battling for honorable objectives. Atrocity propaganda was a type of advertising utilized during World War I which zeroed on and embellished without a doubt the most violent demonstrations did by the German and Austro-Hungarian militaries. The Germans and Austro-Hungarian fighters were portrayed as insensitive savages with their barbarity being underlined as a method for giving support to the conflict (Lasswell 1927).

During World War I, purposeful publicity was used on a worldwide scale. This resulting present day wars expected publicity to activate scorn against the rival to persuade the number of inhabitants in the justness of the reason to enroll the active support and collaboration of unbiased nations and to fortify the help of allies. Though during the 1920s and 1930s, propaganda was viewed as best as a weapon to be utilized against the adversary's homegrown populace, by winning perspective on critical propaganda in the First World War is that it was immovably associated with more broad political strategies. Different composed types of propaganda were also distributed by British offices during the conflict. These were in forms of books, handouts, official distributions, clerical talks, or imperial messages. They were designated at compelling people, like writers and lawmakers, rather than a mass crowd (Kingsbury 2010).

Spanish American War Propaganda

Throughout the entire history of propaganda, the Spanish-American War is an important event. It may have been begun generally because of the impact of propaganda and the act of yellow journalism. From the very starting point of the second Cuban rebellion against to Spanish rule 1895. Both the yellow press and the honest press hurried to send journalists to report the hoisting level of dynamic aggression in Cuba. Regardless just a modest number really came to Cuba and among the rebels. Yellow journalism arose as another type of purposeful publicity during the Spanish American War. This assumed a huge part in the extension of the U.S. general assessment on war. Yellow journalism was sensationalized stories in which journalists overstate and even make up stories to acquire readers consideration. By late nineteenth century writers started understanding that readers interest in newspapers was declining. They believed that to acquire their readers consideration and increase sales they would need to enliven their stories. This implied exaggerating feelings, heartfelt connections, and overstated language. It is said that one of the main stories managing sensationalist reporting was in 1896 when Cuba battled for autonomy from Spain. Even though these stories were bogus they changed the popular assessment. One of the most well-known parts of yellow journalism was the point at which the Maine, an American boat, detonated in Havana's harbor. The writer promptly searched for somebody to pin the blast on, and they started printing stories blaming the Spanish for the annihilation for the ship. Generally, readers upheld the conflict dependent on their insight from yellow journalism and propaganda (Brydon 2021).

¹² | [WANT YOU – Propaganda during World War I – bridgeman blog \(bridgemanimages.com\)](https://www.bridgemanimages.com/blog/want-you-propaganda-during-world-war-i)

Historically one of the most scandalous episodes as to the impact that yellow journalism rehearses had on the Spanish-American War is a short dialogue between William Randolph Hearst and his recruited illustrator/Cuban reporter, Frederick Remington. Upon his appearance in Cuba in January of 1897, Remington saw that gigantic, announced fights were not really occurring. He cabled to Hearst: 'Everything is quite'. There is no difficulty. There will be no conflict. I wish to return." Supposedly, although he denied it a short time later, he immediately wired back: "If it's not too much trouble, remain. You furnish the photos and I'll furnish the conflict." While this story could possibly be valid, it became one of the principal factors that assisted with spreading the legend that the conflict was made exclusively by the newspapers. While it appears to be entirely likely that propaganda utilized as yellow journalism impacted people in general and the American government to go into the Spanish-American War, it is sure that it was anything, but a conflict made for the sole reason for media publicity (Kennedy 2019).¹³

Conclusion

The tremendous volume and power of war promulgation today with the circumstance in battles of different periods, what is happening currently is an advanced peculiarity. Purposeful publicity or the like had, it is valid, been utilized in fighting for decades. But all the social, financial, modern, and military factors that make publicity a huge scope part of battle in 1944 first made themselves genuinely felt in World War I. In that conflict, purposeful publicity interestingly turned into extremely significant and formal part of government. It is in current occasions that we have gotten comfortable with such administrative organizations as the British Ministry of Information, the German Ministry of Propaganda and Public Enlightenment, the American Committee on Public Information (in World War I), the Office of War Information (in World War II), and their partners in numerous different nations. All the historian conflicts or wars discussed above are the proof that how much is propaganda role was crucial in influencing people and soldiers. And what was the long-term aim or goal to achieve through these strategies or tactics used in war in the form of propaganda and leaflets.

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¹³ <https://www.history.com/news/spanish-american-war-yellow-journalism-hearst-pulitzer>

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