

U.S. Election Propaganda

Post-WWII Japan

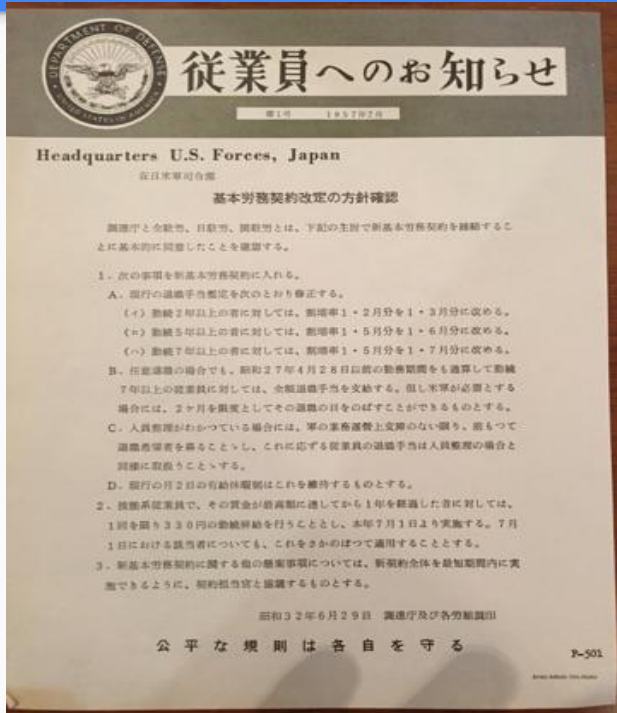


Overview/Background

- Post WW2 Japan - Allied Occupation from 1945-1952
- Democratization was a major objective of the occupation - first free elections held in 1946
- July 1, 1957 - Reorganization of US forces in Pacific leads to creation of USARJ
- Materials all related to participation in upcoming elections, mostly local
- US effort to engender voter participation and solidify democracy in Japan



Public Bulletins



- Almost all materials we reviewed would have been posted in public places around Japan
- An informative bulletin: this form discusses the terms of a new master labor contract guaranteeing more rights to Japanese workers
- Flyers intended to inform/excite people and create buzz regarding political changes taking place in Japan

White Propaganda + Engineering of Consent

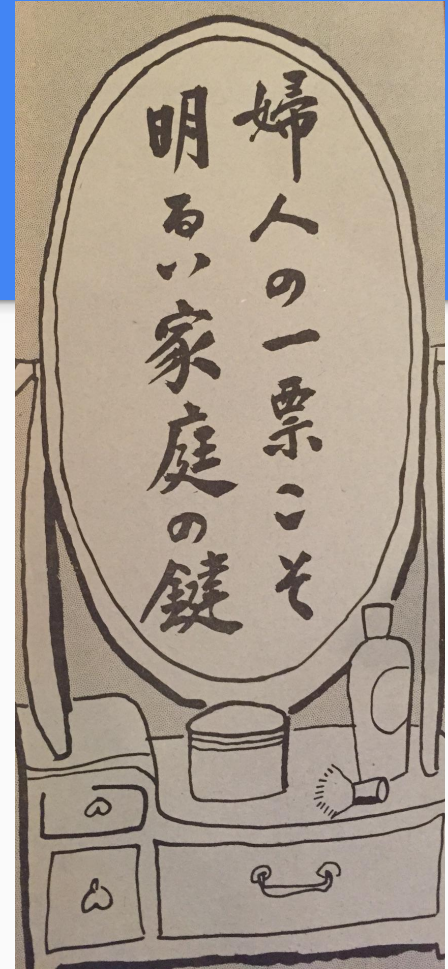
“Intentional suppression of potentially harmful information and ideas, combined with deliberate promotion of positive information or ideas to distract attention from problematic events”

“Official use of communication campaigns to reach ‘good’ ends”

Glittering Generalities

“Each woman’s vote is a key to a brighter home life.”

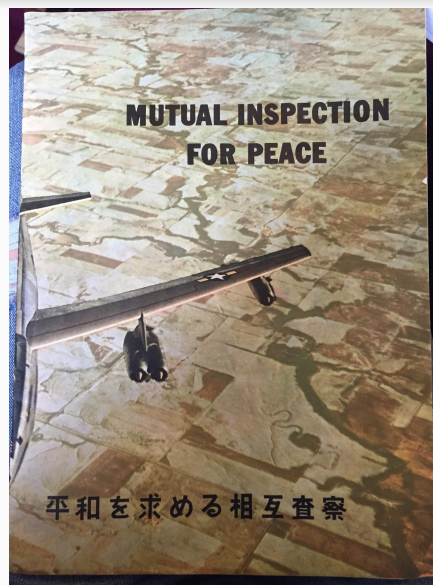
- Appealing language
- No supporting information or reason



Testimonial

"I've been searching my heart and mind for something that I could say here that would convince everyone of the great sincerity of the United States in approaching this problem of disarmament."

President Eisenhower at Geneva Four Powers Summit, 1955



1955年7月ジュネーブにおける
ブルガーニン・ソ連首相とアイゼン
ハワー米大統領

1955年9月19日アイゼンハワー大統領宛の書翰

「我々の提案する管理方式——大港都、鉄
道連絡点、幹線自動車道路及び飛行場に管理
所を設置すること——は、軍隊や兵器を集中
する危険を防止するためであります。」

ブルガーニン首相

1955年10月11日ブルガーニン首相宛の書翰

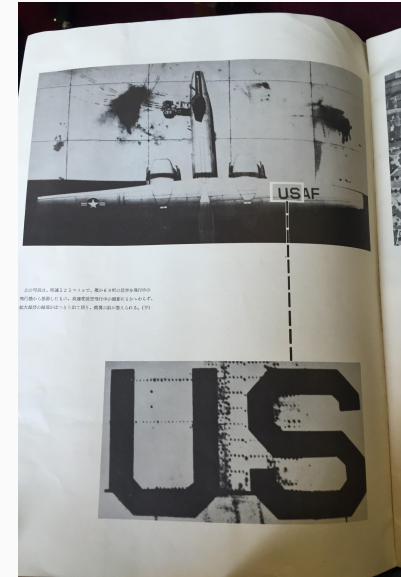
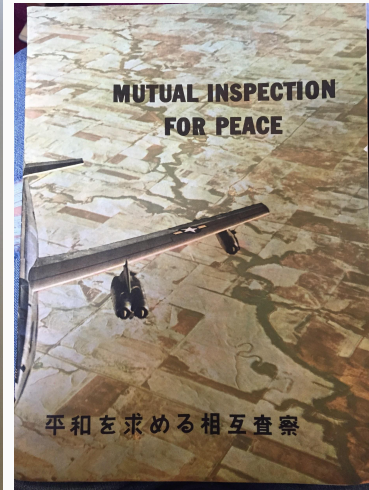
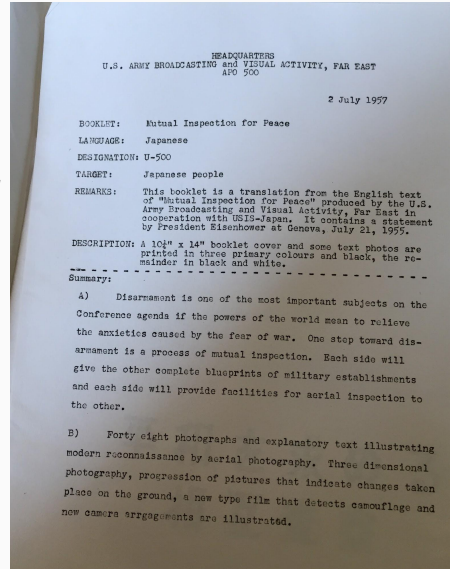
「私は、我々各国の枢要地点に査察団を駐
屯させるという貴下の御提案を忘れて居りま
せん——我々はそれを受諾できるものと存じ
ます。」

アイゼンハワー大統領

Transfer

US Army Broadcasting and Visual Activity pamphlet

“One step towards disarmament is a process of mutual inspection. Each side will give the other complete blueprints of military establishments and each side will provide facilities for aerial inspection of the other.”



Plain Folks

“You hold the one vote towards a prosperous administration”

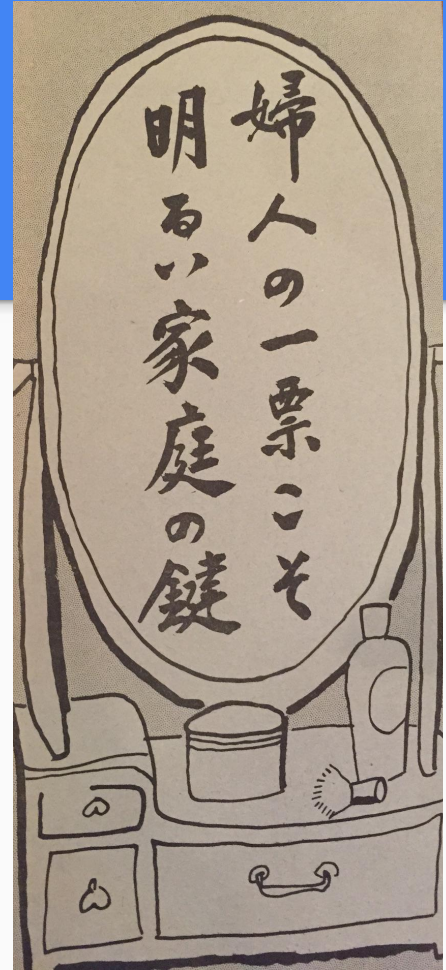
- Relies on imagery of the common citizens
- Promotes ideas that should be perceived as “of the people”



Bandwagon

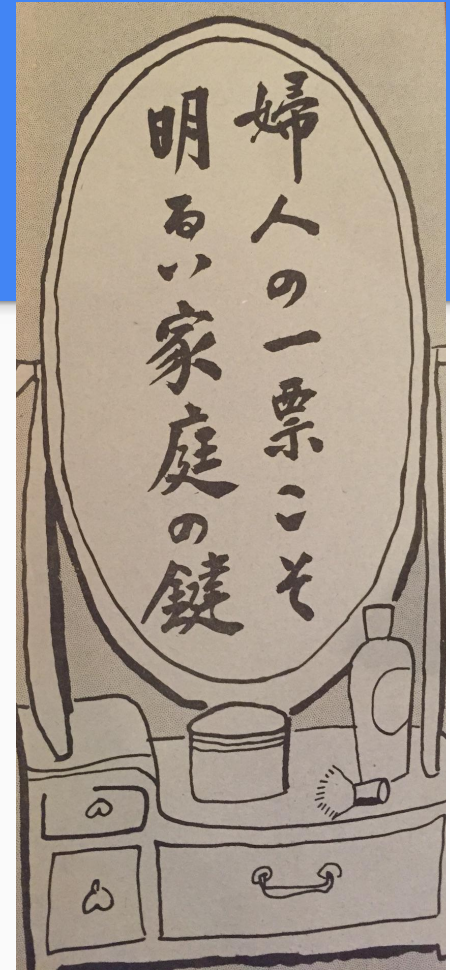
"Each woman's vote is a key to a brighter home life."

- Nothing to support this claim, convinces you that the best homes have voting women
- Text placed in a mirror to suggest to the Japanese woman that these thoughts are her own



Card-stacking

- Many examples of card-stacking
- “You hold the one vote toward a prosperous administration.”
- “Each woman’s vote is the key to a brighter home life.”
- These examples stack the cards against those with opposing views



Works Cited

Baran, Stanley J., and Dennis Davis. *Mass Communication Theory: 7th Revised Edition: Foundations, Ferment, and Future*. Belmont, CA: WADSWORTH CO, 2014. Print.

Brugioni, Dino. *Eyes in the Sky: Eisenhower, the CIA, and Cold War Aerial Espionage*. Naval Institute Press, 2011.

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