Propaganda in the Period of Cold War
1945–1955
GERMANY
At the beginning 1945
Definition

COLD WAR
The conflict between the Western powers led by the United States of America and the East bloc led by the Soviet Union, (fought 1947 to 1989) without any weapons but by propaganda is called the "Cold War". Germany was a main field of confrontation during this period.

PROPAGANDA
If there is a conflict between groups or states, enemy images can arise or they are produced deliberately. Goals and aspirations of the own group are lawful and "good", meanwhile the other side will be devalued.
The other one as an enemy

the U.S.S.R for the US: 

The USA for the U.S.S.R:

„capitalists bring it all together“
The post-war period

At the Potsdam Conference, the United States, Great Britain and the Soviet Union were negotiating the future of Germany.

Germany was divided by the victorious powers (USA, UK, France and the Soviet Union) into four occupation zones. Common objectives were to demilitarization, denazification and democratization.

Differences between the Western powers and the Soviet Union quickly escalates. The Cold War divided Germany into two states.

On the western side were capitalism and democracy, while the Soviet Union socialism prevailed as a form of government in Central and Eastern Europe and the occupied countries made dependent on them.

It came as a system confrontation between capitalism and communism in appearance.
The Iron Curtain
The tides of events in Germany

1945 – 1955

While denazification and re-education of the Germans to Democrats were very important for the Americans and the British, the French and the Soviets placed special emphasis on dismantling and reparations.

The goal of all peace conferences was a peace treaty.

In view of the blockade of the Soviet Union succeeded the British, who had favored merging the Western zones for some time to drew the Americans on their side. The British idea was to put the shackles in the Western zones of occupation to immunize the population living there. They were against the Soviet influence and improve especially in massive economic problems.

It came to the formation of democratic parties in West and East Germany. First, it created four parties: Socialists (SPD), Christian conservatives (CDU, CSU), Communists (KPD) and the Liberals (FDP). In the Soviet zone antifascist democratic parties were allowed (KPD and SPD)
The USSR and the United States accused each other of imperialist intentions.

In April 1949 it came to the formation of a "Trizone" (UK, US, FR) because of economical as well as political reasons.

Efforts for unification of East and West of the country failed.

The Americans and English ensured the free market system. The Truman Doctrine and the Marshall Plan brought the three Western zones together.

After the founding in May 1949 the Federal Republic of Germany was still suffering from the impact of war. Flats and labor were missing. Industrial output has continued slowly.

The German Democratic Republic (East Germany) was founded in October 1949.

1952 Stalin offered the Western Powers to the reunification of Germany.

The assurance of peace and freedom had to be built before the reunification of Germany.

1955, West Germany joined the NATO and got a sovereign state.
British caricature of U.S.S.R
The post-war period in Germany in the propaganda

- Up to the end of the war the allies put back her ideological differences. Also in question of the treatment of Germany after the war were found (formula) compromises.

→ occupation zones began to develop in different directions because of different ideology and political aims of USA and USSR:

**Western side:** capitalism, democracy  
**Soviet Union:** communism, state directed economy

→ Differences between the Western powers and the Soviet Union quickly escalates  
→ USSR and the United States accused each other of imperialist intentions

⇒ system confrontation between capitalism and communism
The post-war period

- Efforts to unit east and west of the country failed
- Americans and Englishman ensured the market economy
- Truman Doctrine and the Marshall Plan welded the three western zones together

→ Untill 1949 political conflicts divided Germany into two states

formation UK, US, FR to the West Zone

USSR to the Sovjet Zone
FRG and GDR

FRG = West-Germany

GDR = East Germany
GDR and FRG

- **GDR:**
  - German Democratic Republic
  - Soviet Union: communism, state directed economy
  - still suffering from impact of war
  - flats and labor were missing
  - industrial output continued slowly

- **FRG:**
  - Federal Republic of Germany
  - Western side: capitalism, liberal democracy
  - successful politics and economy
  - → opposite of the GDR

- **1952:** Stalin offered the Western Powers the reunification of Germany
  - assurance of peace and freedom had to be built before the reunification of Germany

- **1955**
  - Federal Republic → NATO = confident
"Allow free play to the Marshall's Plan"

We do not need any Marshall's Plan, we boost the economy by ourself
"...war pact with washington brings misery and death. friendship with the Soviet Union peace and bread"
Fear Appeal
FRG

- persuasive messages that attempts to arouse fear in order to divert behavior through the threat of impending danger or harm.
In July, 1950 the propaganda boss of the GDR, Gerhart Eisler, brought out a pamphlet in which was maintained, the Americans would have thrown down potato beetle over the GDR to disturb the potato care of the GDR.
Sources

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