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Lecture Outline

Communist Propaganda

I. Introduction

- A. Propaganda as tool or technique of Communist strategy.
  - 1. End goal of Communist strategy - world revolution.
  - 2. Shift of tactics to meet with the given situation.
  - 3. Propaganda helps the Communists in carrying out tactical maneuvers.
- B. Intelligence value of a knowledge of propaganda.
  - 1. Allows us to make predictions as to future Soviet and Communist moves.
  - 2. We can gain an understanding of their previous moves and establish new patterns of activity.
  - 3. We can determine the strong and weak points of the USSR and the current interpretation of theory.
  - 4. We can adjust our policies and defenses to their strengths and weaknesses.
  - 5. Through a study of their material we can develop our propaganda and [REDACTED].

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II. Communist concepts of and the value of propaganda and agitation

- A. Lenin believed that Socialist state rested on twin pillars of support - coercion and the formation of mass opinion.
- B. Lenin stated that a Soviet state came into being through propaganda, agitation, and organization.
  - 1. Communist distinction between the terms agitation and propaganda.
    - a. The need for developing the thinking of the masses which coincide with the aims of the Communist Party.
    - b. The selection of potential leaders and thorough indoctrination with Marxist-Leninist-Stalinist theory.
    - c. Education of the potential leaders is called propaganda.
    - d. Communist definition of propaganda: "Training or indoctrination in the teachings of Marx-Lenin-Stalin, and in the history of the Bolshevik party."

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- e. Agitation is the education of the masses, or the swinging of mass support behind the party.
- f. Agitation is designed to win over those who are opposed or neutral, and to negate active opposition.
- g. Plekhanov's distinction - "A propagandist presents many ideas to one or a few people, an agitator on the other hand presents only one or a few ideas to a mass of people.
- h. Term "agitation" is falling into disuse in the USSR because of complete control over media of communication and education.

### III. Aims of Communist propaganda

#### A. Domestic

1. To educate the Soviet people in the Communist way of life thus strengthening the monolithic structure of the Soviet state.  
of
  - a. The merging of a divergent population into a unified group.
  - b. The instilling of a feeling of national pride in the people so that an attack on the regime is an attack on the people.
  - c. The depiction of life in the Soviet Union as being close to ideal.
2. To increase the material power of the Soviet state by ~~the~~ improving the productivity of the worker by technical training.
  - a. The rationalization of contradictions within the Soviet economic system.
  - b. The outlining of plans for the future, thereby holding out to the masses a hope in the future.

#### B. External or foreign aims.

1. The spreading of the idea of world revolution outside the Soviet Union.
2. The breaking up of all attempts of coalition against the Soviet Union by exploiting differences between would-be allies.
3. The weakening of individual non-Communist countries by sowing discord and discontent.
4. Paralyzing the will of the opposition by presenting the Soviet Union as an invincible power based on the invincible concept of Marxism.

### IV. Techniques of Propaganda

- A. The use of slogans, or the "canonical" method.
- B. The method of proceeding from the particular to the general.
- C. The method of presenting a biased selection of facts.

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- D. The method of comparison and contrast.
  - E. Defense by attack.
  - F. The method of invention.
  - G. The silence-suppression method.
  - H. Semantic association and stereotyping.
- V. The responsibility for the dissemination and direction of propaganda.
- A. The International level.
    - 1. The Cominform organized in 1947 charged with two responsibilities:
      - a. Collection of information from Communist parties.
      - b. Publication of a policy directing newspaper, For A Lasting Peace, For A Peoples Democracy.
    - 2. National Communist parties contain a unit charged with the direction of propaganda which extends throughout all echelons of the party.
  - B. In the Soviet Union, responsibility rests in both the CP and government.
    - 1. The government has a Ministry of Culture which implements propaganda policies through a direction of the media of communications and education.
    - 2. Control of propaganda in the CPSU rests with AGITPROP whose main functions are:
      - a. To unify and give central direction to the whole propaganda program.
      - b. To reflect the general line of the party's Presidium.
    - 3. AGITPROP consists of several sectors charged with different responsibilities.
      - a. The Propaganda sector deals mainly with party membership and non-party intelligentsia, and polices ideological correctness.
      - b. The Mass Education sector has as its primary function the mobilization of mass opinion.
      - c. Other sectors are Cultural Enlightenment, Central Press, Local Press, Film, Radio, Art, Science, Education.

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VI. Use of the Media of Communications.

- A. Front groups are used extensively externally.
- B. The use of the newspaper and magazine on the national level and within the Soviet Union.
- C. The use of films as a media for propaganda.
- D. The use of radio as a media for propaganda.

VII. Description of the content of the exhibit to the students.

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