



Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad

Kenneth Osgood

Download now

[Click here](#) if your download doesn't start automatically

Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad

Kenneth Osgood

Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad Kenneth Osgood

When President Dwight Eisenhower spoke of waging "total cold war," he was proposing nothing less than a global, all-embracing battle for hearts and minds. His wide-ranging propaganda campaign challenged world communism at every turn and left a lasting mark on the American psyche.

Kenneth Osgood now chronicles the secret psychological warfare programs America developed at the height of the Cold War. These programs—which were often indistinguishable from CIA covert operations—went well beyond campaigns to foment unrest behind the Iron Curtain. The effort was global: U.S. propaganda campaigns targeted virtually every country in the free world.

Total Cold War also shows that Eisenhower waged his propaganda war not just abroad, but also at home. U.S. psychological warfare programs blurred the lines between foreign and domestic propaganda with campaigns that both targeted the American people and enlisted them as active participants in global contest for public opinion.

Osgood focuses on major campaigns such as Atoms for Peace, People-to-People, and cultural exchange programs. Drawing on recently declassified documents that record U.S. psychological operations in some three dozen countries, he tells how U.S. propaganda agencies presented everyday life in America to the world: its citizens living full, happy lives in a classless society where economic bounty was shared by all. Osgood further investigates the ways in which superpower disarmament negotiations were used as propaganda maneuvers in the battle for international public opinion. He also reexamines the early years of the space race, focusing especially on the challenge to American propagandists posed by the Soviet launch of Sputnik.

Perhaps most telling, Osgood takes a new look at President Eisenhower's leadership. Believing that psychological warfare was a potent weapon in America's arsenal, Ike appears in these pages not as a disinterested figurehead, as he's often been portrayed, but as an activist president who left a profound mark on national security affairs.

Osgood's distinctive interpretation places Cold War propaganda campaigns in the context of an international arena drastically changed by the communications revolution and the age of mass politics and total war. It provides a new perspective on the conduct of public diplomacy, even as Americans today continue to grapple with the challenges of winning other hearts and minds in another global struggle.

 [Download Total Cold War: Eisenhower's Secret Propaganda Bat ...pdf](#)

 [Read Online Total Cold War: Eisenhower's Secret Propaganda B ...pdf](#)

Download and Read Free Online Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad Kenneth Osgood

From reader reviews:

Austin Lawrence:

Do you have favorite book? If you have, what is your favorite's book? Publication is very important thing for us to understand everything in the world. Each reserve has different aim or goal; it means that e-book has different type. Some people really feel enjoy to spend their a chance to read a book. They may be reading whatever they acquire because their hobby will be reading a book. How about the person who don't like studying a book? Sometime, particular person feel need book if they found difficult problem or exercise. Well, probably you will want this Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad.

Charles Montiel:

This Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad tend to be reliable for you who want to be described as a successful person, why. The reason why of this Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad can be on the list of great books you must have will be giving you more than just simple reading food but feed you with information that probably will shock your previous knowledge. This book is actually handy, you can bring it almost everywhere and whenever your conditions at e-book and printed ones. Beside that this Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad forcing you to have an enormous of experience including rich vocabulary, giving you tryout of critical thinking that we know it useful in your day activity. So , let's have it appreciate reading.

William McClanahan:

The book untitled Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad contain a lot of information on it. The writer explains her idea with easy technique. The language is very simple to implement all the people, so do not worry, you can easy to read the idea. The book was authored by famous author. The author will take you in the new period of literary works. You can read this book because you can read on your smart phone, or program, so you can read the book throughout anywhere and anytime. In a situation you wish to purchase the e-book, you can wide open their official web-site along with order it. Have a nice go through.

Ronald Canty:

A lot of reserve has printed but it is different. You can get it by internet on social media. You can choose the top book for you, science, amusing, novel, or whatever through searching from it. It is known as of book Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad. You can contribute your knowledge by it. Without leaving the printed book, it could possibly add your knowledge and make you actually happier to read. It is most important that, you must aware about guide. It can bring you from one place to other place.

**Download and Read Online Total Cold War: Eisenhower's Secret
Propaganda Battle at Home and Abroad Kenneth Osgood
#4G8DSOP6VLM**

Read Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad by Kenneth Osgood for online ebook

Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad by Kenneth Osgood Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad by Kenneth Osgood books to read online.

Online Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad by Kenneth Osgood ebook PDF download

Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad by Kenneth Osgood Doc

Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad by Kenneth Osgood Mobipocket

Total Cold War: Eisenhower's Secret Propaganda Battle at Home and Abroad by Kenneth Osgood EPub