

THE HISTORY OF PROPAGANDA FUNCTION OF RADIO IN THE WORLD

Dünyada Radyonun Propaganda İşlevinin Tarihçesi

Associate Prof. Mihalıs KUYUCU¹

Reference: Kuyucu, M.. (2020). "The History Of Propaganda Function Of Radio In The World", *International Journal of Disciplines Economics & Administrative Sciences Studies*, Vol:6, Issue:17; pp:251-260.

ABSTRACT

With a hundred years of history, radio is one of the oldest electronic media tools in the world. Radio, which is still one of the most popular media mass media today, has been called with different functions in different periods. The radio channel, which started broadcasting with commercial broadcasting activities in the USA, was first used for informative and educational purposes, then it was used for entertainment purposes and today it has turned into a music box. Although radio is seen as a music and entertainment medium today, it has attracted attention with its propaganda function due to the fact that its news - information feature has been at the forefront in the past. Radio was the most popular news media of the second world war. Radio, which is the most popular and common mass media in the Second World War, was used as a propaganda tool. In this study, a research was carried out on the historical use of the propaganda function of the radio. In the study, in which the propaganda function of the radio came to the fore, a review was made from the findings obtained through literature research about this function of the radio. As a result of the literature search, the propaganda function of the radio was divided into three main periods such as Nazi Germany period, the use of radio in America in propaganda and the cold war period. As a result of the study that emphasizes that radio propaganda function should be examined in three main periods in the historical process, it was underlined that the radio was the most important propaganda tool of the twentieth century and that radio' this function was replaced by digital media in the twenty first century.

Key Words: Radio, Propaganda, History, Radio History, Cold War, Nazi Propaganda

ÖZET

Yüz yıllık geçmişiyle radyo dünyanın en eski elektronik medya araçlarından biridir. Günümüzde hala en popüler medya kitle iletişim araçlarından biri olan radyo farklı dönemlerde farklı işlevlerle anılmıştır. ABD'de ticari yayıncılık faaliyetleri ile yayınlarına başlayan radyo mecrası önce haber verme ve eğitim amaçlı kullanılmış, daha sonra ise eğlence amaçlı kullanılmış ve günümüzde bir müzik kutusuna dönüşmüştür. Bugün radyo her ne kadar bir müzik eğlence mecrası olarak görülsede geçmişte haber - bilgi verme özelliğinin ön planda olması nedeniyle propaganda işleviyle dikkatleri çekmiştir. Radyo özellikle ikinci dünya savaşının en popüler haber verme medyası olmuştur. İkinci dünya savaşı döneminde en popüler ve en yaygın kitle iletişim aracı olan radyo bir propaganda aracı olarak kullanılmıştır. Bu çalışmada radyonun propaganda işlevinin tarihsel kullanımına yönelik bir araştırma yapılmıştır. Radyonun propaganda işlevinin ön plana geldiği dönemlerin incelendiği çalışmada radyonun bu işlevi ile ilgili literatür araştırması yapılarak elde edilen bulgulardan bir derleme yapılmıştır. Yapılan literatür araştırması sonucunda çalışmada radyonun propaganda işlevi Nazi Almanyası dönemi, Amerika'nın propagandada radyo kullanımı, soğuk savaş dönemi gibi üç temel döneme ayrılarak incelenmiştir. Radyonun propaganda fonksiyonunun tarihsel süreç içinde üç temel dönemde incelenmesi gerektiğine vurgu yapan çalışmanın sonucunda radyonun yirminci yüzyılın en önemli propaganda aracı olduğu, yirmi birinci yüzyılda ise radyonun yerini daha çok dijital medyaya bıraktığı konusunun altı çizilmiştir.

Anahtar Kelimeler: Radyo, Propaganda, Tarih, Radyo Tarihi, Soğuk Savaş, Nazi Propaganda

1. INTRODUCTION

There can be no denial of the fact that the radio has been one of the most powerful mediums of mass communication from the time of the inception of the technology. One needs to reckon the fact that the radio was used as a major medium of communication for spreading propaganda at a time when the television had not come to the forefront as a mode of spreading messages to the masses. Radio as a medium of mass communication, being characterized by massive outreach among the communities, has been historically chosen by various powers as a means of spreading messages to the common people sans any such hassles. To gauge the manner in which radio emerged as a

¹ Istanbul Aydın University

leading way of influencing the public, one needs to delve into the concept of radio propaganda. The term radio propaganda can be described as the propaganda that is aimed toward shaping the perspective or belief of the common people toward a specific position or cause. The radio broadcast plays the role of impacting the psyche and perspective of the common people with all the impetus (Soules, 2015).

It goes beyond saying that the radio propaganda emerged to be so significant due to the revolutionary nature of the medium. The medium enabled the dissemination of information or data without much waste of time among huge number of people, undermining the barriers of geography. Prior to the advent of television, radio went on to function as the most effective manner in which social transformation could be promoted or prevented. The low of radio broadcast is low, but the reach of the broadcast can be described as vast in nature. It is comprehensible that a propagandist could broadcast his voice with all the persuasive strength to gazillion of people. While the medium of mass communication has been historically utilized as a propagandist tool, the effectiveness of radio even in the present times cannot be undermined in any way. The omnipotence of radio broadcast as propagandist apparatus was supplemented by the fact that radio ignored the national boundaries, making enemy lines very much accessible.

While in the present times various other mediums of mass communication get utilized for the purpose of spreading propaganda among the people, one can take into consideration the scenario in the previous century when the internet had not taken the world by a storm. It should be reckoned that while the omnipresence of the internet and the convergence of media in the present era have enabled the propagandists to reach out to the common people with much ease, radio played a leading role in undermining various impediments to spread the messages in auditory form in the previous times. Also, while the common people are now engaged in using various forms of mass communication for getting news or information, previously the commoners were largely dependent on the radio broadcast for having access to information from all around the globe. As such, the major powers comprehended the immense potential of radio broadcasts to include it in the roadmap for spreading their notions and perspective among the common audience, and thereby enhance their own public support over the course of time.

2. NAZI PROPAGANDA THROUGH RADIO

The Nazis were not far behind in exploring the use of radio broadcasts to spread propaganda in other nations. The Nazi regime arranged for broadcasts to United States highlighting the impact of Jews in the United States and the negative impact of Roosevelt's presidency in the country and its internal dynamics. On the other hand, another broadcast went on to allege the wives of army personnel of infidelity. The propaganda would also focus on the loss of lives of American soldiers due to the aggression of the United States, thereby endeavouring to evoke the public sentiment against war. While United States was targeted by the Nazi propaganda to evoke public sentiment or emotions against the actions of President Roosevelt during the Second World War, the country of France also went on to receive radio broadcasts so as to influence the common's people view in favor of the Nazi ideology. After the Nazis came to occupy France with brute force, establishments like Radio-Vichy and Radio-Paris came to the forefront as primary channels of spreading propagandist messages among the common people of the country. The Nazi regime made sure that well-known far-right individuals came to the stations on a regular basis and spoke in favor of the Nazis, thereby trying to validate their actions among the common people of the society (Horten, 2002).

Apart from this, the Nazi regime also made sure that radio programs were utilized in the best possible way for the cause of getting support from people living in Belgium. A broadcaster named Ward Hermans engaged in speaking in favour of the Nazi regime on a regular basis. On the other hand, anti-Semitic views were propagated from a base established in Munich in the country of Italy as well. Thus, while the American government used radio as a medium of mass communication and

spreading propaganda in their own country to garner support, the Nazis too recognized the potential of this medium and engaged in vehement efforts to gain more public support within the national boundaries as well as outside. Even in the region of North Africa, propagandist messages in support of the Nazis were disseminated in Arabic. The contextual radio broadcasts went on to point a finger at the Jews only, while the other Semites were not targeted. Moreover, the programs went on to undermine the operations of Mussolini in the region, while highlighting the positive aspects of the Axis powers' stand against any efforts of colonialism (Horten, 2002).

It is comprehensible that the propaganda by the Nazis left no stone unturned to propagate the ideology of the Nazi regime with all the impetus among the people of the society. Also, the vehement propaganda was aimed at portraying the enemies of the Nazis as the negative forces of the society. The propagandist messages went on to demonize the communists as well as the Jews through the radio broadcasts, thereby endeavouring to shape the psyche and perspective of the common people in a planned manner. The Nazis looked for utmost public support for their actions and ideology, and thus radio went on to function as a key apparatus for them during that time in the human society. The Nazi propaganda was not just limited to radio as they ventured in films for the purpose of spreading propagandist ideas as well. However, radio was the easiest way in which the Nazis could try to mobilize the common people in their favour. As such, the propagandist messages also targeted the intellectuals and capitalists in a strong manner. The propaganda campaign was the strongest against the Jewish people of the society, and this could be described as a result of Adolf Hitler on the policy of the Nazi regime.

The Nazis made sure that their propagandist machinery was active in propagating all the values that were asserted by the Nazi Party during that time. Thus, the notions of heroic demise, principle of leadership, soil and blood, and community was promoted with all the impact among the listeners of radio during that era. Apart from this, the powerful propaganda machinery played a very important role in maintaining the aura and image of Adolf Hitler in the best possible manner indeed. The common people would receive messages about the greatness and visionary leadership of Hitler, thereby projecting him as the supreme power in the society who should be looked upon with awe by one and all. The radio broadcasts were also actively utilized for the purpose of shaping the public opinion in favour of the annexation of the areas where the people spoke in the German language. Thus, one can understand that the Nazis had focused very strongly on the aspect of propaganda. In fact, it can be opined that the Nazis understood the importance of propaganda in the society and implemented it with all the effectiveness quite prior to the United States who finally started to shape the public opinion around the Second World War. The Nazis already had properly functional propagandist machinery by the time the Second World War started. As such, they could use their resources with all the strategic aggression to spread the world against the enemies of the nation. The propaganda during that time went on to aim the United Kingdom, the United States, as well as the Soviet Union. The common people were encouraged through the radio broadcasts to support the stand of the Nazi army at that juncture, and they were urged to take part in total war in favour of their motherland and ideology.

3. THE USE OF RADIO FOR PROPAGANDA In USA

With regard to the case of America's utilization of radio broadcast, one should reckon that the country ventured into radio broadcast at an international level in the year 1940 when the Nazis were triumphant in Europe in the course of the Second World War. It was a time when the American government was highly concerned about the impacts of Nazi propagandist machinery among the common people of the world as well as the country of America itself. At this juncture, an Executive Order was passed by the President of The United States, Roosevelt, for the purpose of setting up the Office of Coordination of Commercial and Cultural Relations that was meant to deal with catapulting the utilization of private and government radio. This development soon provided American radio broadcasts with immense impetus, and within 1942, a program called "Voice of America" emerged as the most well-known radio broadcast that was being aired overseas. Also, the

government had set up the Office of the Coordinator of Information that voluntarily disseminated news about the new to the commercial radio stations in the country. The aim of this action was to make the common people of the country much more informed about the news or occurrences of the war. One can understand that when the people started to receive such information on a regular basis, it was meant to shape their perspective about the opponents in the warfare in a certain way, and thereby strengthen the government's stand and popularity while it utilized all its resources in combatting against the enemy.

The program named Voice of America of VOA was supplemented by the United States authorities with all the required facilities so that it could reach out to the common people from various parts of the globe. It was the official foreign broadcast of the federal government of the country. Over the course of time, the investment and efforts put into VOA only got catapulted so that the propagandist messages could be disseminated with all the impact to various cultures and communities across the globe. The program aimed to promote the ethos of a democratic society and freedom. Apart from this, the VOA aimed to shape the perspective of the common people outside the country by making them have a positive view of America and its ideals as a nation. During the span of 1942-45, the contextual program was conducted by the Office of War Information, and the details about the Second World War would be broadcast from the program to educate and inform the common people beyond the national borders of the United States about the incidents and developments of war. From the year 1945 to 1953, VOA emerged with all the impact among the audience under the State Department of the country's administration. It was in the year 1953 that the program was placed under the USIA, and it was conducted by USIA all through the years till 1999. Taking into consideration the aspect of functioning of the program, one can definitely comprehend the primary importance of VOA in the overall propagandist policy of the United States. The immense popularity and effectiveness of VOA was utilized at various junctures of recent history for the ultimate benefit of the United States by influencing public opinion at an international level in the best possible manner indeed (Snow, 2008).

In fact, President Roosevelt himself performed in a government radio program about war. This show was titled "Fireside Chats", and the common audience of this program had access to hearing the leader of the nation with regard to the on-going war on a regular basis. It is comprehensible that such a program enabled Roosevelt to spread his views and perspective about the conflict, thereby making the radio broadcast work as an effective propaganda for his government. Apart from this, there were two other well-known radio programs that were titled "On the Declaration of War with Japan" and "On National Security", and these programs would disseminate the government's propagandist messages to the common people as well. In his direct address to the common people of the country through the radio program, President Roosevelt went on to promise America's help to the United Kingdom in its combat against the Nazis. The American President declared with vehemence that the government would help the United Kingdom with all the necessary military supplies, while the country itself would stay away from engaging in direct combat against the Nazis. One should note that this declaration was made by the President about a year before Pearl Harbor was attacked. This was a time when the majority of Europe was under the control of the Nazi Germany with the United Kingdom being threatened by the enemy. As such, it is not hard to comprehend that even before the conflict against the opposing forces reached its climactic point after the Pearl Harbor attack, the government was actively engaged in making the American people realize the socio-political and moral need of the country to stand by the powers that were actively opposing Nazi Germany in their aggressive advancement.

Just on the next day of the horrific attack on Pearl Harbor, President Roosevelt went on to deliver his well-known speech to the common people of America. This speech was broadcast on radio for facilitating maximum outreach among the civilians. In his arousing speech, the President made a formal declaration of going to war with Japan. This speech by Roosevelt was brief yet powerful in its persuasion and declaration. Within a short span of seven minutes, the President could make it

clear to the common people that the country and her interests were in serious jeopardy at that juncture of the conflict. This persuasive stand by the President made it clear to audience that the government wanted to cease the isolationist perspective with regard to the war. This speech can surely be described as one of the most significant propagandist disseminations during that time in history. The President never attempted in his speech to communicate about the immense damage that had occurred to the country's armed forces. Rather, he engaged in highlighting the immense strength of the country to undermine the challenge that was being posed by Japan by the armed attack on Pearl Harbor. Thus, one can understand that this radio broadcast played the key role of making the American audience realize that it was the need of the hour to stand up against the opposition with utmost resolution and confidence so that the safety, security, and pride of the nation could be upheld in front of the rest of the world. One should note that the scope of directly addressing the people of the nation through radio broadcast was a major step forward toward gathering public support for such major decisions on the part of the government during such testing times (Snow, 2008).

The declaration of war by the United States as can be seen as a major turning point in the process of utilization of radio for the purpose of propaganda campaigns among the common people. The United States started using the medium of communication with all the more emphasis after the Pearl Harbor attack. Soon after Pearl Harbor incident the country of America entered the war, and the American government started to disseminate wartime programs on radio on a regular basis for reaching out to the people. An intriguing aspect of radio broadcast about war by the United States was the fact that the programs were accessible from Germany. The propaganda program would start with the pledge about informing the common people across the American border with the truth of incidents during the war, irrespective of their being good or bad in nature. On the other hand, the American government also urged the Armed Forces Radio Service to start many radio programs for the GIs who were outside the national boundaries to fight in the war. Such radio shows were also broadcast from foreign lands like Agra in India that was meant to counter the propaganda of Tokyo Rose with all the impetus. Thus, one can very well comprehend the fact that the radio was used in the best possible manner by the United States to enhance the support of the public for the war. The war led to major drainage in the exchequer, and it also led to bloodshed and security issues. As such, it was imperative for the American government to have ample support so that it could tread on the path of combatting against the external forces with utmost might.

4. COLD WAR AND PROPAGANDA

One cannot undermine the fact that the Cold War between the Soviet Union and the United States was heavily characterized by the spread of propaganda. After the end of the Second World War, it became very much conspicuous that these two mentioned nations did not have the same post-war vision with regard to collaborative measures for the purpose of restoration and maintenance of peace in Europe. Soon, a propaganda war found its inception, and radio took the primary position in this propagandist conflict. It was in the year 1948 when the Soviet Union went on to form the Communist Information Bureau with the aim of uniting the Communist states in the conflict against the imperialism tendencies of the English and the Americans. As such, it is noteworthy that the conflict was more of a war of notions with the countries standing in opposition to one another in their ideology and worldview. On the other hand, the propagandist radio broadcasts of the United States had already proven their effectiveness. The RIAS or Radio in the American Sector was set up in the year 1946 with the aim of serving West Berlin's American sector. It was during the Berlin blockade in 1948 that the importance of this station got catapulted significantly. The station went on to disseminate the words about Allied resolution toward resisting the Soviet challenge.

In the eastern region of Germany, the radio broadcasts included commentary, news, as well as cultural aspects. These things were not available in the media of German Democratic Republic as it was characterized by utmost control of the authorities. It should be noted that the broadcasts by the RIAS included themes of democracy as well as the subversion of the barriers of international

communication that were created by the Communist forces of the land. These radio broadcasts were aimed at certain populations living in East Germany. The broadcasts aimed to impact the psyche and perspective of the women, youngsters, as well as farmers. One can note that the broadcast undermined the barrier between East and West Germany with all the effectiveness. There was no way in which the Communist regime could thwart the radio broadcasts. The common people had the liberty of listening to the programs on a regular basis without any hassle whatsoever, and they could shape their own views about the occurrences of their society and country. The propaganda that was being spread among the inhabitants of the place could raise an alarm among the authorities as it was beyond their control in all the possible ways (Schlosser, 2015). This can also be taken as a prime example of how radio broadcasts emerged as a strong apparatus for affecting the common public of the enemy territory with well-planned messages that would have a major psychological effect over the course of time.

While the RIAS played its part in spreading the propagandist messages all across the foreign lands with all the effectiveness, Voice of America also started to broadcast in the year 1947 as a part of propaganda. As such, the very essence of American worldview was propagated in the Soviet Union as well as other nations through this medium of mass communication. One can comprehend that the manner in which the American propagandist apparatus penetrated into the land and population of Soviet Union was quite alarming for the authorities of the country. The authorities of the Soviet Union took immediate notice of the practice by America and responded with all the aggression and resolution. The authorities started using electronic jamming of the radio broadcasts of Voice of America. As such, one can very well opine that the matter of dissemination of propaganda messages in the country was of serious impediment in the process of advancing the ideology and cause of the Soviet Union, and the transformation in people's perspective toward the decisions and stand of the Soviet Union could lead to complications in the socio-political dynamics of the sovereign nation (Woodard, 2010).

Propagandist messages being spread through radio broadcasts can be described as a major instrument related to foreign policy of a country. It was during the times of the Cold War that the foreign policy of the United States went on to institutionalize propaganda as a major instrument. Indeed, the focus on such propagandist message disseminations through radio had a detrimental effect on the on-going conflict between the United States and the Soviet Union. As a result, the Soviet Union enhanced its aggression, and it took over the land of Czechoslovakia. Also, the Soviet Union endeavored to take total control of the city of Berlin. These actions on the part of the Soviet Union made it conspicuous that it could not be seen as an ally anymore, and this led to the formation of the North Atlantic Treaty Organization in the year 1949. It was resolved that Communism had to be contained as the utmost priority of the organization. As such, the Cold War finally found a major escalation, and the propaganda of the United States surely played an enormously positive catalytic role in this escalation (Whitton, 1951).

The major escalation on the part of the Soviet Union and its opponents further triggered the interest of the United States in its information and broadcast policy. Now, since the entire world was treading toward a new dawn of international relations after the end of the Second World War, the United States came to the decision that the country required to make major advancements in its information program so as to combat with the aggressiveness and ideological opposition of the Soviet Union. President Truman was fully in favor of catapulting the activities of the United States in spreading propaganda about subversion, economic warfare, underground resistance, as well as psychological warfare with regard to the Soviet Union. Radio emerged as one of the safest and most effective ways in which these activities could be performed with efficiency on a regular basis. So, one can understand propaganda via radio held the leading position in the list of priorities of the policy makers of the nation. The initial success of the propaganda messages paved the way for more development and impetus for the cause of uprooting the mass support of the Soviet Union in the region. In fact, the setting up of Radio Liberty and Radio Free Europe can surely be seen as major

steps toward advancing the anti-Soviet propagandist machinery at that time in history. The two establishments went on to broadcast in the region of Eastern Europe on a regular basis. The two stations were aimed at spreading the word against the Communist ideology as well as the Soviet Union as a major Communist power in region. The broadcasts portrayed the Soviet Union and Communism as nefarious forces that could disintegrate the society and pose serious hindrance to the well-being of common people of the land (Sosin, 2010).

Radio Liberty and Radio Free Europe were actively funded by the US Congress. The broadcasts from these two establishments were aimed at disseminating information, news, as well as detailed analysis to various countries where the free dissemination of information was controlled or banned by the authorities or not properly developed. One should remember that the establishments were developed with the notion that the best way to combat against the Soviet Union was to use political machinery and tactics rather than the armed forces or engage in bloodshed. So, the United States engaged in using the CIA for funding various projects so that the appeal and ideology of the Communist forces could be curbed with adequacy in the European region and the developing parts of the globe. One should note that the ambition of RL or RFE was quite different from that of VOA. While the VOA was aimed at spreading the notion about America among the common people of the world by enlightening them about the information and news from all across the world as well as the foreign policy of the United States, RL or RFE adhered to the target of initiating non-cooperation in the countries ruled by Communist forces through shaping the public's view and stand about issues. So, it should be clear that VOA and RL/ RFE played very key roles in spreading American propaganda to the world, thereby strengthening America's position in the hierarchy of power dynamics in the emerging domain of international relations during that time in world history. The country of America was, thus, leading with its propagandist aims, and using radio as a state apparatus (Sosin, 2010).

It was in the year 1950 that President Truman of the United States declared that the nation would launch a program named "Campaign of Truth." According to his vision, the campaign would pave the way for establishment of good international relations. Also, the campaign was aimed at portraying the United States in a proper manner, in opposition to the various misrepresentations by the country's opponents. It was also on the agenda of the program to impede the process of encroachment of Soviet Union, portraying how the United States was committed to the cause of peace even after being prepared for warfare. Apart from this, the program was also meant to undo the influence of the Soviet Union with all the resolution and commitment, thereby making the people from various parts of the globe identify with the vision of the West. This would also lead to the weakening of the Soviet army's morale, thereby strengthening the non-Communist powers of the world. As such, one can comment with clarity that the United States was truly serious about integrating propaganda into its foremost policies with regard to the relationship with the outside world at this juncture of history.

It was in the year 1950 when the two stations, Radio Liberty and Radio Free Europe started appointing foreign staff for broadcast. The two stations went on to hire journalists for different languages of service, and also made arrangements for making the broadcast material timely in nature. The growth of these establishments along with the policy decision of the United States proved to be a major problem for the Communist forces that became all the more determined and aggressive in effort to stop such broadcasts within the territories controlled by the authorities. Hence, the authorities went on to utilize radio jamming techniques in a substantial manner indeed. In fact, the Communist regime went on to spend much more for the purpose of jamming than the United States' expenditure for the purpose of radio broadcasting in the foreign lands. Apart from placing jamming equipment in place for not allowing the radio broadcasts reach the common people within the territories, the Soviets also went on to place their spies in the radio stations that were run by the United States' funding (Woodard, 2010). The placement of spies was meant to enable disruption of the process of sharing of information as well as for the cause of furthering the counter-

propaganda activities. Also, the spies enabled the Soviet Union to have the possibility of accessing the higher officials who had the scope of providing useful information that was under the control of Western intelligence or media houses. Thus, propaganda via radio broadcasts had emerged as powerful machinery and mechanism in itself, and it became closely intertwined with the Cold War with both the sides paying huge importance to this aspect.

One cannot deny the fact that the attempt of spreading propaganda was closely intertwined with the act of psychological warfare during this time of world history. It was during the Second World War that the countries started seeing psychological warfare as just a supplement to operations of the army. However, during the era of the Cold War, the aspect of psychological warfare came to the forefront as one of the most significant ways in which the public opinion could be manipulated for the purpose of advancing a country's foreign policy or other interests. The predominance of psychological warfare can be described as the proper reflection of the fact that the conflict between the West and the Soviet Union was characterized by ideological combat and cultural intrusion for finding support among the common people, thereby shaping the public opinion with all the impact. Thus, there was a tectonic shift in the manner of seeing propaganda spread through radio from the time of the Second World War to the Cold War era (Whitton, 1951).

After President Kennedy came to the office, the United States administration went on to exude much more interest in this domain. It was in the year 1961 that Nikita Khrushchev made it clear that the Communist regime would adhere to limited conflict with the United States in the times to come. At this juncture, the American administration analyzed this decision of the Soviets as a positive sign that was quite encouraging for the utilization of psychological ways of influencing the public opinion to the major advantage of the United States. But, since the administration under President Kennedy came to a sudden end, the plans about propagandist measures were postponed by the Americans. So, it is not hard to comprehend that the radio as a medium of mass communication was utilized ideologically and strategically by the various governments for the purpose of imbibing the minds of the common people with the state policies and views. The radio broadcasts were not bound by national borders, and this was the safest way in which a side could reach out to the public staying within the territory of its opposition without the chance of any violence or armed conflict.

The rise in hierarchy of importance by radio broadcasts as propaganda is the most conspicuous sign that proves that propaganda spread via radio proved to be very effective for the purposes of the broadcasting side. From the 1940s to the 1970s, the medium of mass communication had proven to reign over vast stretches of land and huge communities of common people. This was a time when radio proved to be a state apparatus rather than being a medium of entertainment for the masses. The historical significance of the contextual medium of mass communication would remain in a position of utmost importance since it proved to the world that psychological warfare was one of the most powerful forms of combat that involved intellectual inputs and strategic planning on the part of the opposing sides. The omnipotence of radio as a propagandist medium of mass communication also shows how technology could be used for the cause of raising an alarm in the minds of the opposition. Also, the impact of such propaganda effectively diluted the impact of impenetrable national borders that would be heavily guarded. The enemy could simply passively communicate with the general public within a nation state, thereby endeavoring to uproot the very public support of the government as in the case of the United States and the Soviet Union that has been discussed in detail.

5. VARIOUS POWERS USING RADIO

The discussion has made it conspicuous that various major powers of the world resorted to the use of radio during the span of 1940-1970. The powers varied from one another in strength, ideology, vision, as well as mission. However, the consensus or commonality in comprehension of the primary importance of radio as a medium through which propaganda could be spread proves the effectiveness of the broadcasts. It is true that all the discussed world powers took different

approaches toward utilizing radio or thwarting the endeavour of the enemy in its utilization of radio, but what emerges as the main message is the fact that radio was among the highest priorities of strategic importance for all the world powers, irrespective of their ideology or military strength. While psychological warfare has emerged as one of the most important ways in which conflicts are advanced in the present era, it goes beyond saying that the era of the Cold War paved the way for making one and all understand how psychological warfare could impact policy decisions apart from influencing the civilians in a major way, thereby making things easier for the opponent to advance its ideology and target. The case of the United States and the Soviet Union can be seen as an archetypal importance as it has set a major example for all the world powers in this regard. The psychological warfare that has been rampantly going on since the last few decades can be seen as a result of the immense success of the same during the Cold War era. However, in the present times, the internet, television, and other forms of mass communication are also used by the powers to influence the common people and their psyche.

6. CONCLUSION

One can conclude by saying that all through the world radio was used as a very effective medium of propaganda and mass communication during the 20th century. The use of radio as a propagandist medium was all the more popular before the advent of television and the internet. Through the discussion, it has been highlighted how the various major powers of the world resorted to the utilization of radio to spread their respective views and ideas to their own national citizens as well as the rest of the world. The radio broadcast establishments were set up in a planned manner in regions that were of strategic importance to the major powers. The radio broadcasts were used to incite the common people of a foreign land in such a manner that would be beneficial to the broadcasting power. The mentioned practice continued from the 1940s till 1970s with all the vehemence. During the time of the Second World War, the medium was used as an accessory to the military pursuits and attacks. Thus, radio supplemented the cause of national interest during that time in history. Again, after the end of the war, the major powers focused on the strategic importance of psychological warfare, thereby catapulting radio as a medium of mass communication to a position of primary significance. All through the Cold War, radio played the most significant role in shaping public opinion and pressurizing the opponent. As such, explication and exploration of the aspects of spreading propaganda via radio has the capacity of enlightening an individual about a very important aspect of human history of the last century that was characterized by conflicts and ideological clashes.

REFERENCES

- Horten, G. (2002). *Uneasy Persuasion: Government Radio Propaganda, 1941–1943*. In *Radio Goes to War: The Cultural Politics of Propaganda during World War II* (pp. 41-65). Berkeley; Los Angeles; London: University of California Press. Retrieved February 29, 2020, from www.jstor.org/stable/10.1525/j.ctt1pn9kz.7
- R. (Eds.), *Cold War Broadcasting: Impact on the Soviet Union and Eastern Europe* (pp. 51-63). Central European University Press. Retrieved February 29, 2020, from www.jstor.org/stable/10.7829/j.ctt1282v9.9
- Schlosser, N. (2015). *Radio Propaganda During The Occupation, 1945–1949*. In *Cold War on the Airwaves: The Radio Propaganda War against East Germany* (pp. 13-46). University of Illinois Press. Retrieved February 29, 2020, from www.jstor.org/stable/10.5406/j.ctt17t75vb.6
- Snow, N. (2008). *US PROPAGANDA*. In Halliwell M. & Morley C. (Eds.), *American Thought and Culture in the 21st Century* (pp. 97-112). Edinburgh: Edinburgh University Press. Retrieved February 29, 2020, from www.jstor.org/stable/10.3366/j.ctt1r1z4h.11

Sosin, G. (2010). Goals of Radio Liberty. In Ash T. (Author) & Johnson A. & Parta R. (Eds.), *Cold War Broadcasting: Impact on the Soviet Union and Eastern Europe* (pp. 17-24). Central European University Press. Retrieved February 29, 2020, from www.jstor.org/stable/10.7829/j.ctt1282v9.7

Soules, M. (2015). Propaganda and War. In *Media, Persuasion and Propaganda* (pp. 119-140). Edinburgh: Edinburgh University Press. Retrieved February 29, 2020, from www.jstor.org/stable/10.3366/j.ctt1g09zzm.12

Whitton, J. (1951). Cold War Propaganda. *The American Journal of International Law*, 45(1), 151-153. doi:10.2307/2194791

Woodard, G. (2010). Cold War Radio Jamming. In Ash T. (Author) & Johnson A. & Parta