

INTER-OFFICE CORRESPONDENCE

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Propaganda

FROM: JM

DATE: December 16, 1947

TO:

JHW		gaw

COMMENTS:

JUN 23 1948

SUBJECT:

Mention of McCloy's interest in studies of propaganda suggest that in talking with him you might wish to refer to earlier grants for this purpose under Humanities program.

You doubtless recall a series of such grants at the time the war began, all of them directly relating to wartime propaganda. The following were the principal studies supported:

Princeton University - for the establishment and operation of a listening post to cover short-wave broadcasts from Europe - \$32,500 over the period from October 26, 1939, to June 1, 1941

Stanford University - for the establishment and operation of a listening post to cover short-wave broadcasts to the Far East - \$8,250 over the period from November 7, 1940, to December 31, 1941

(Personnel and experience of these posts were largely taken over by the Federal Communications Commission in establishing a Government listening post about the time the war broke out.)

New School for Social Research - for studies of German propaganda under the direction of Drs. Ernst Kris and Hans Speier summarized in a book published by the Oxford University Press, German Radio Propaganda: Report on Home Broadcasts during the War - \$19,740 over the period from April 1, 1942, to March 31, 1943.

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Library of Congress - for studies of wartime propaganda under the direction of Harold Lasswell (principally the development of techniques of content analysis, resulting principally in a number of technical reports) - \$33,000 over the period from May 15, 1942 to December 31, 1943

It should be noted perhaps that these studies grew out of Humanities interest in studies of radio audience, and more particularly out of a series of discussions which took place in 1939 and 1940 under Foundation auspices as to what should be done as the study of mass communication developed.

Unless I am very much mistaken, I should think that these studies would provide a good deal for further work in this field, particularly perhaps as to techniques of analysis which can be utilized.

It might also be noted that during this period we consistently declined requests for such frontal attacks on the problem of propaganda as those attempted by the so-called "Institute for Propaganda Analysis" under the direction of Clyde Miller of Teachers College. The general position then was that such studies tended in themselves to be a kind of counter propaganda and that the only properly objective approach was to deal with propaganda as an aspect of the general study of mass communication.

jm

JM:EDT