The Shaping of Popular Consent

A Comparative Study Between the Soviet Union and the United States, 1929–1941

Alexander McGregor

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Description

The book examines if, how, and to what extent Soviet and American cultural producers, during the years 1929–1941, employed the visual arts, cinema in particular but also painting, the plastic arts, theatre and architecture, to promote, essentially, the establishments’ rights and wrongs, heroes and villains.

It illustrates that, despite giant differences between the two countries, in the way the two establishments sought to win popular consent, the binary view is simply inaccurate. Perhaps more importantly, it demonstrates the need for a plethora of wide-ranging comparative studies of the Soviet Union and the United States. Indeed, through recognizing the importance of comparing and contrasting the USSR and the US, and by attempting to do just that, we might learn to better understand how, in what ways and for what purposes these two countries, so central to our understanding of the modern world, were organized.

*The Shaping of Popular Consent* is of significant value to scholars of both the USSR, Stalinism and Soviet art and the US, the New Deal and Hollywood.
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Table of Contents
Foreword
Introduction

Part One: The Glorification of the Establishment
Chapter One: The glorification of the establishment through historical heroes
Chapter Two: The glorification of the establishment through modern heroes
Chapter Three: The glorification of the establishment through depictions of a soon-to-be-reached utopia
Part One Conclusion

Part Two: The Representation of Foreign Enemies
Chapter Four: Defending the society from foreign enemies
Chapter Five: Representations of the new foreign enemy – Nazism
Chapter Six: Representations of the traditional enemy – American capitalism versus Soviet communism
Part Two Conclusion

Part Three: Shaping the Public Image of Internal Villains, Outsiders and Independent Groups
Chapter Seven: Shaping the public image of religious institutions
Chapter Eight: Devil and God-building
Chapter Nine: The representation of economic and law subversives
Part Three Conclusion

Conclusion
Bibliography
Index

Review
“... nobody reading the book could deny the clarity of its exposition, and the originality of its author’s viewpoint. Personally, I am persuaded that McGregor’s work obliges us to think again about many of the presuppositions of Cold War historiography.”

– Professor Paul Dukes, University of Aberdeen

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