



A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War)

Matthew Dunne

Download now

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

A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War)

Matthew Dunne

A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) Matthew Dunne

First popularized during the 1950s, the concept of "brainwashing" is often viewed as an example of Cold War paranoia, an amusing relic of a bygone era. Yet as Matthew W. Dunne shows in this study, over time brainwashing came to connote much more than a sinister form of Communist mind control, taking on broader cultural and political meanings.

Moving beyond well-known debates over Korean War POWs and iconic cultural texts like *The Manchurian Candidate*, Dunne explores the impact of the idea of brainwashing on popular concerns about freedom, individualism, loyalty, and trust in authority. By the late 1950s the concept had been appropriated into critiques of various aspects of American life such as an insistence on conformity, the alleged "softening" of American men, and rampant consumerism fueled by corporate advertising that used "hidden" or "subliminal" forms of persuasion. Because of these associations and growing anxieties about the potential misuse of psychology, concerns about brainwashing contributed to a new emphasis on individuality and skepticism toward authority in the 1960s. The notion even played an unusual role in the 1968 presidential race, when Republican frontrunner George Romney's claim that he had been "brainwashed" about the Vietnam War by the Johnson administration effectively destroyed his campaign.

In addition to analyzing the evolving meaning of brainwashing over an extended period of time, *A Cold War State of Mind* explores the class and gender implications of the idea, such as the assumption that working-class POWs were more susceptible to mind control and that women were more easily taken in by the manipulations of advertisers.

 [Download A Cold War State of Mind: Brainwashing and Postwar ...pdf](#)

 [Read Online A Cold War State of Mind: Brainwashing and Postw ...pdf](#)

Download and Read Free Online A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) Matthew Dunne

From reader reviews:

Jason Nunez:

This A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) book is just not ordinary book, you have after that it the world is in your hands. The benefit you obtain by reading this book is definitely information inside this guide incredible fresh, you will get facts which is getting deeper you actually read a lot of information you will get. This A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) without we comprehend teach the one who reading through it become critical in imagining and analyzing. Don't end up being worry A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) can bring once you are and not make your carrier space or bookshelves' become full because you can have it with your lovely laptop even mobile phone. This A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) having fine arrangement in word and layout, so you will not sense uninterested in reading.

Benjamin Holmes:

The book A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) will bring you to definitely the new experience of reading a new book. The author style to describe the idea is very unique. In the event you try to find new book to read, this book very ideal to you. The book A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) is much recommended to you you just read. You can also get the e-book in the official web site, so you can more easily to read the book.

Jamie Treat:

Reading can called imagination hangout, why? Because while you are reading a book specifically book entitled A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) the mind will drift away trough every dimension, wandering in every single aspect that maybe not known for but surely can become your mind friends. Imaging every word written in a book then become one application form conclusion and explanation this maybe you never get just before. The A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) giving you a different experience more than blown away the mind but also giving you useful data for your better life in this particular era. So now let us teach you the relaxing pattern at this point is your body and mind will be pleased when you are finished reading through it, like winning a game. Do you want to try this extraordinary shelling out spare time activity?

Susan Bondurant:

Do you like reading a e-book? Confuse to looking for your best book? Or your book ended up being rare? Why so many issue for the book? But any people feel that they enjoy intended for reading. Some people

likes reading, not only science book but additionally novel and A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) or perhaps others sources were given information for you. After you know how the good a book, you feel would like to read more and more. Science guide was created for teacher or even students especially. Those textbooks are helping them to add their knowledge. In additional case, beside science publication, any other book likes A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) to make your spare time a lot more colorful. Many types of book like here.

**Download and Read Online A Cold War State of Mind:
Brainwashing and Postwar American Society (Culture, Politics, and
the Cold War) Matthew Dunne #XMKTVZCSDJL**

Read A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) by Matthew Dunne for online ebook

A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) by Matthew Dunne 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 A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) by Matthew Dunne books to read online.

Online A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) by Matthew Dunne ebook PDF download

A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) by Matthew Dunne Doc

A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) by Matthew Dunne Mobipocket

A Cold War State of Mind: Brainwashing and Postwar American Society (Culture, Politics, and the Cold War) by Matthew Dunne EPub