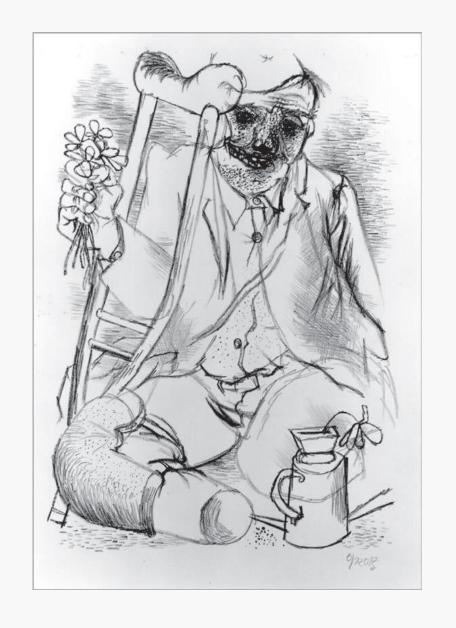
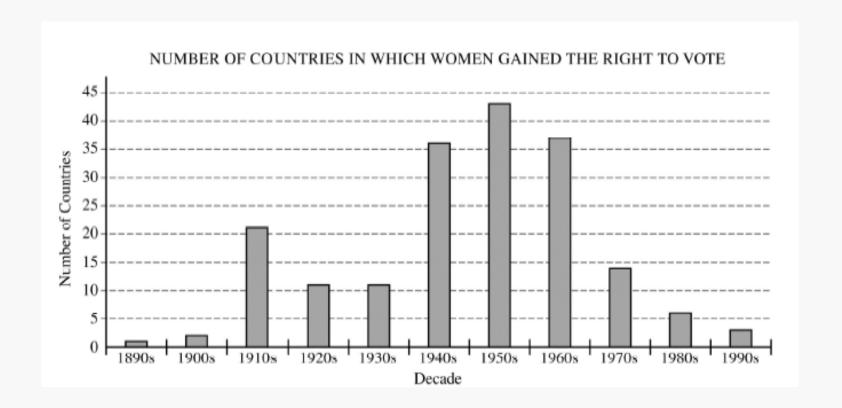
UNIT 7-9: VISUAL AND SOURCE REVIEW





Source: Statistics gathered by the Mexican Department of Agriculture, 1960.

Cumulative Percentage of Land Redistributed to Peasants and Collective Farms, 1910–1960

<u>1910</u>	1930	<u>1940</u>	1960	
5%	13.4%	47.4%	50%	

Document 9

Source: State Economy of the U.S.S.R., Soviet government publication, 1959.

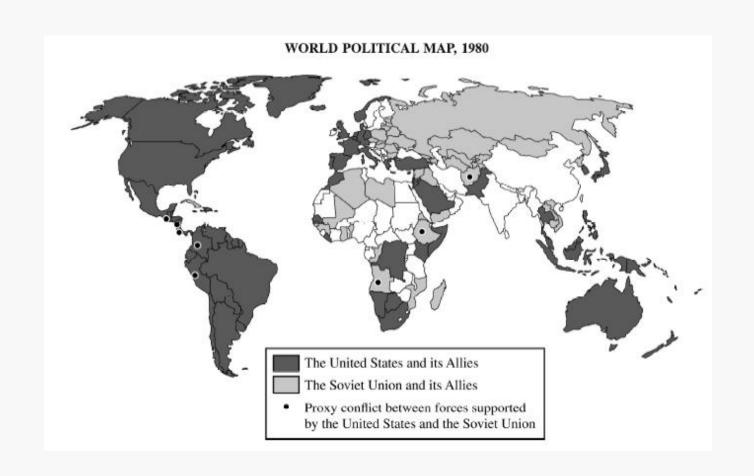
Russian Agricultural Land Collectivization, 1927-1937

	<u>1927</u>	<u>1929</u>	<u>1932</u>	<u>1937</u>
Agricultural land in Collectives	NA	4.9%	77.7%	99.1%

POPULATION TABLE FOR SELECTED STATES, 1800-2000

	1800	1850	1900	1950	2000
State					
Angola	1,567,028	1,949,329	2,995,663	4,548,023	16,440,924
Argentina	534,000	1,100,000	4,693,000	17,150,336	37,057,452
Brazil	3,639,636	7,234,000	17,894,000	53,974,732	175,287,600
Saudi Arabia	2,091,000	N/A	N/A	3,121,335	20,764,312
Zimbabwe	1,085,814	1,346,417	1,911,594	2,746,852	12,222,251

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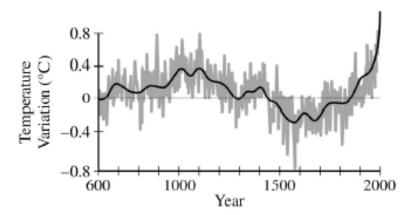
PHOTOGRAPH OF A POSTER ISSUED BY THE CHINESE GOVERNMENT REGARDING ITS ONE-CHILD POLICY, 1985



One child only policy poster, Shenyang Province, Liaoning Province, China. (photo) / Photo © Alain Le Garsmeur / Bridgeman Images

The caption in Chinese says, "Contribute to the Four Modernizations: One Family, One Child." The one-child policy was a set of regulations, incentives, and penalties designed to encourage Chinese couples to have only one child. The policy was first enacted in 1979. The Four Modernizations policy was an economic strategy adopted in 1977 to improve the fields of agriculture, industry, national defense, and science and technology.

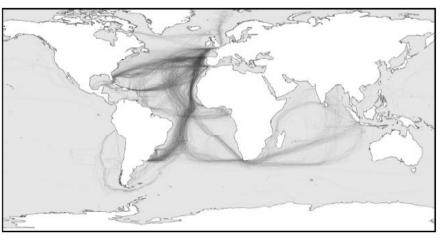
AVERAGE TEMPERATURE CHANGES IN THE NORTHERN HEMISPHERE, 600-2000 C.E.



Source: Adapted from Anders Moberg, et al., Nature, vol. 433, (2005): 613-17.

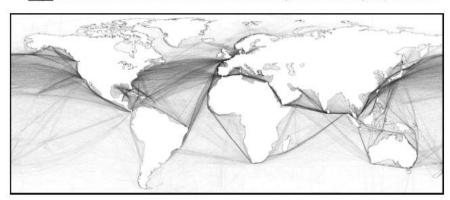
The gray lines indicate temperature variations by year. The black line indicates the long-term temperature change trend.

 $\underline{\text{Map 1:}} \ \text{BRITISH, SPANISH, AND DUTCH TRADE ROUTES AS SHOWN BY SHIP LOGS, } 1750-1800.$ Heavier shading indicates more frequently used routes.



James Cheshire 2012. Data provided by CLIWOC

Map 2: COMMERCIAL SHIPPING LANES, 2010. Heavier shading indicates more frequently used routes.



Source: French postcard, showing colonial troops in France and French civilians, 1915. The text of the card says: "Our Black troops in the Great War 1914–1915 [say]: 'What are we doing here?!... We came to kill savages*... the German ones!"



Keystone-France / Contributor

*a reference to the fact that German wartime propaganda often depicted colonial troops in the French and British armies as savages



BRITISH GRAFFITI ARTIST BANKSY, SALE ENDS TODAY, PAINTING, CIRCA 2010



Rebecca Sapp / Contributor

BRITISH GRAFFITI ARTIST BANKSY, I HATE MONDAYS, PAINTING, CIRCA 2010



Banksv. I Hate Mondays. 2009

NANDALAL BOSE, INDIAN ARTIST, BAPUJI [FATHER], LINOCUT PRINT, 1930



Bapuji, 1930 (linocut), Bose, Nandalal (1883–1966) / Private Collection / Photo © Christie's Images / Bridgeman Images

The print shows Mohandas Gandhi at the Dandi Salt March, one of the landmark events in Gandhi's campaign of nonviolent resistance to British colonial rule in India.

ALBERTO DIAZ GUTIERREZ KORDA, CUBAN PHOTOGRAPHER, GUERRILLERO HEROICO [THE HEROIC GUERRILLA FIGHTER], PHOTOGRAPH, 1960



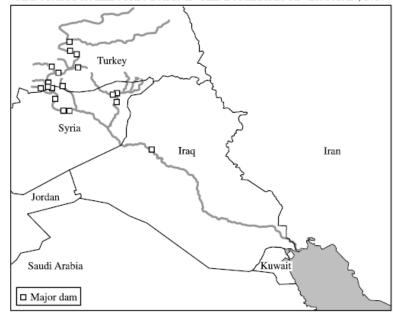
Banque d'Images, ADAGP / Art Resource, NY © 2015 Artists Rights Society (ARS), New York / ADAGP, Paris

VOLUME OF WATER AVAILABLE FOR USE IN IRAQ, BY ORIGIN OF THE WATER SOURCE, 2010 From rainfall and other sources internal to Iraq From rivers originating in Syria From rivers originating in Turkey 72%

Source: Iraq Ministry of Water Resources, 2010.

Source 2

MAJOR HYDROELECTRIC DAMS IN THE EUPHRATES RIVER BASIN, 2010



Source: Study published by the National Science Foundation, Washington, D.C., 1961.

PERCENTAGE OF WOMEN AMONG RESEARCH AND PROFESSIONAL PERSONNEL IN THE SOVIET UNION, 1947–1959

	1947	1950	1955	1959
Doctorate degree holders or doctoral candidates	29%	27%	27%	29%
Professors	5%	5%	6%	7%
Associate professors	14%	15%	17%	17%
Senior research associates	31%	30%	30%	29%
Junior research associates	48%	48%	52%	51%
All research and professional categories	35%	36%	36%	36%

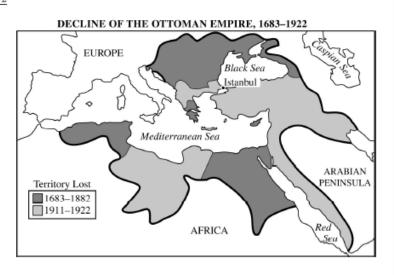
Source: "Encourage Late Marriage, Plan for Birth, Work Hard for the New Age," propaganda poster for the Chinese Cultural Revolution, published by the Hubei Province Birth Control Group, Wuhan city, circa 1966–1976.



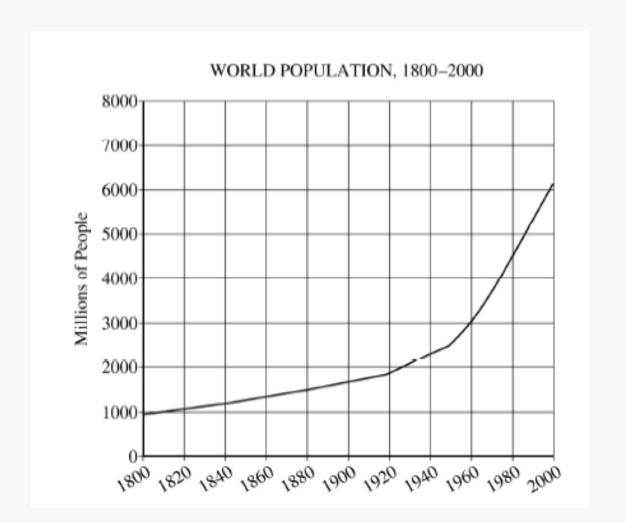
'Encourage Late Marriage, Plan for Birth, Work Hard for the New Age', published for the Wuchang Town Birth Control Group, Wuhan City, 1970s (colour litho), Chinese School, (20th century) / Private Collection / DaTo Images / Bridgeman Images

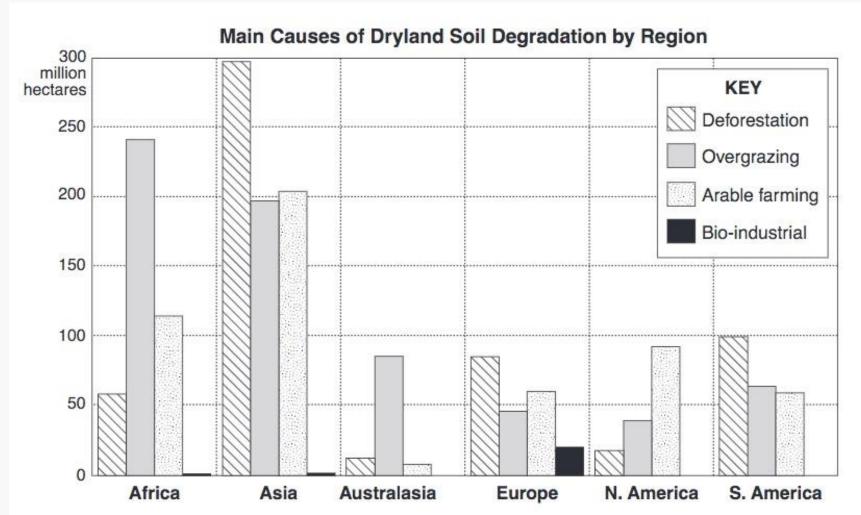
EXPANSION OF THE OTTOMAN EMPIRE, 1300–1683 EUROPE Black Sea Constantinople Mediterranean Sea ARABIAN PENINSULA AFRICA Red Sea Sea 1300–1451 1451–1520 1520–1683

Map 2



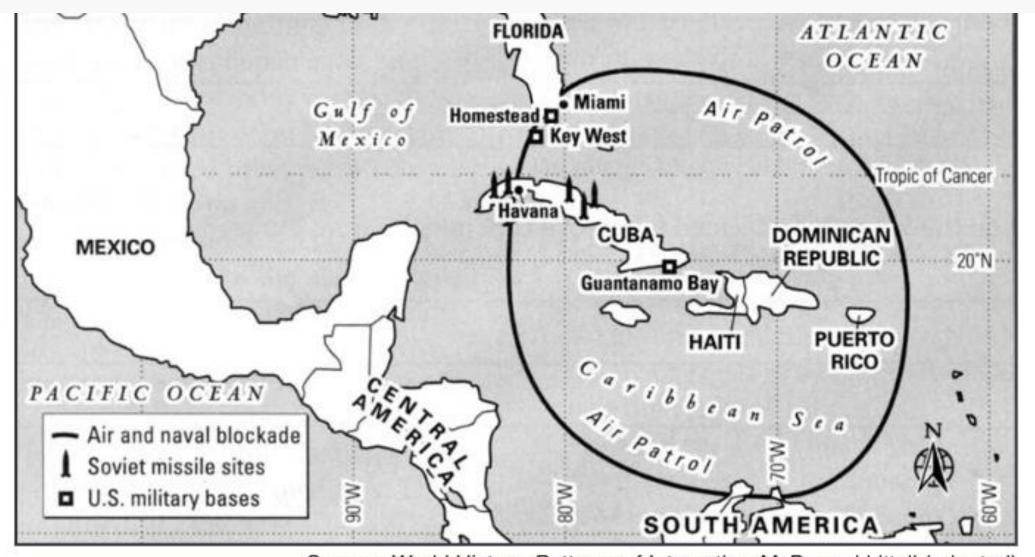
Top Five Causes of Death in Low- and High-Income Countries, 2008			
	Cause of Death	Percent of Deaths	
Low-income	Respiratory infections	11.3%	
countries	Diarrheal diseases	8.2%	
	HIV/AIDS	7.8%	
	Heart disease	6.1%	
	Malaria	5.2%	
High-income	Heart disease	15.6%	
countries	Stroke	8.7%	
	Trachea and lung cancers	5.9%	
	Alzheimer's disease and dementia	4.1%	
	Respiratory infections	3.8%	



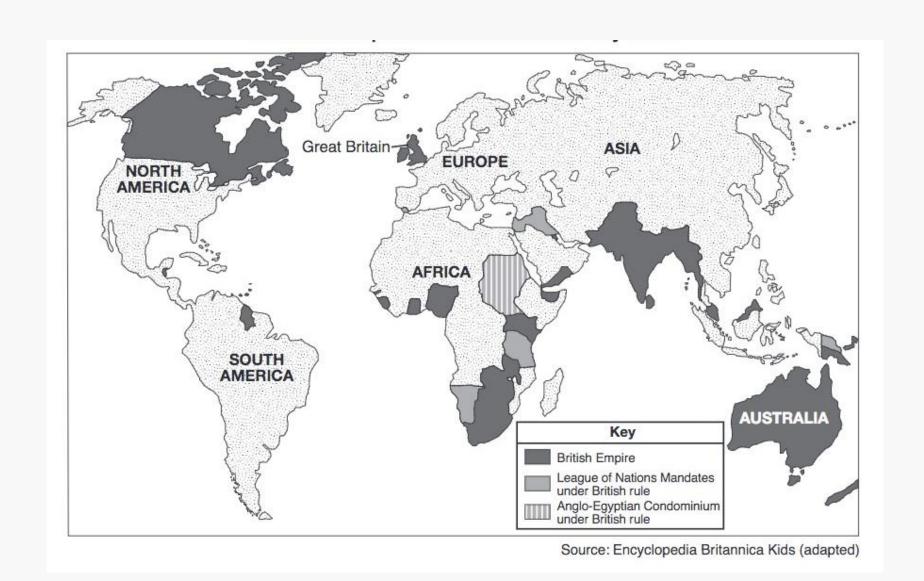


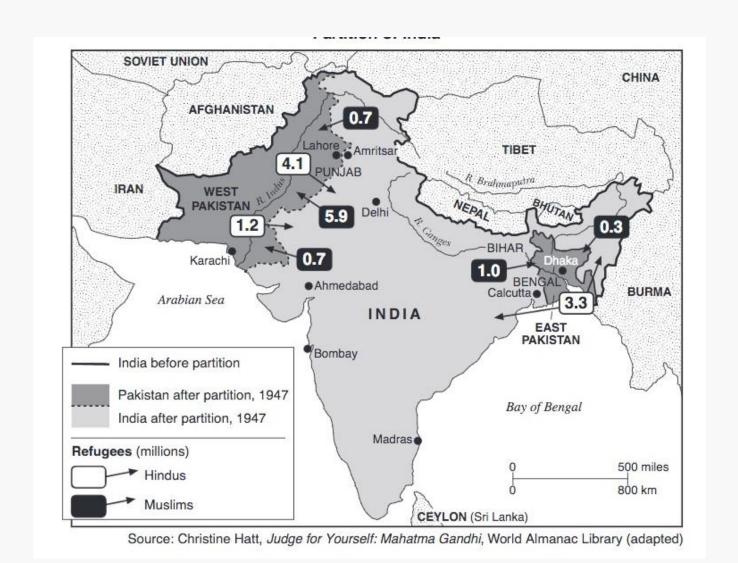
Desertification does not refer to the moving forward of existing deserts but to the formation, expansion or intensification of degraded patches of soil and vegetation cover.

Source: Food and Agricultural Organization of the United Nations (adapted)



Source: World History: Patterns of Interaction, McDougal Littell (adapted)

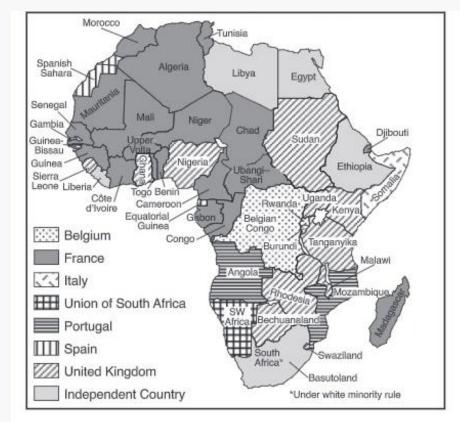


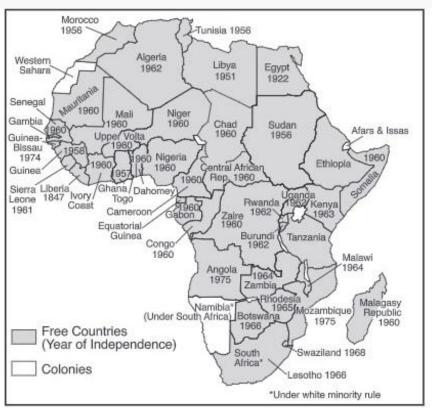






Source: Brian Barling, Christian Science Monitor, March 30, 2006





Source: Sidney Schwartz and John R. O'Connor, Imperialism and the Emerging Nations, Globe Book Company, Inc. (adapted)

Estimated Number of Adults and Children Living with HIV/AIDS as of 2010

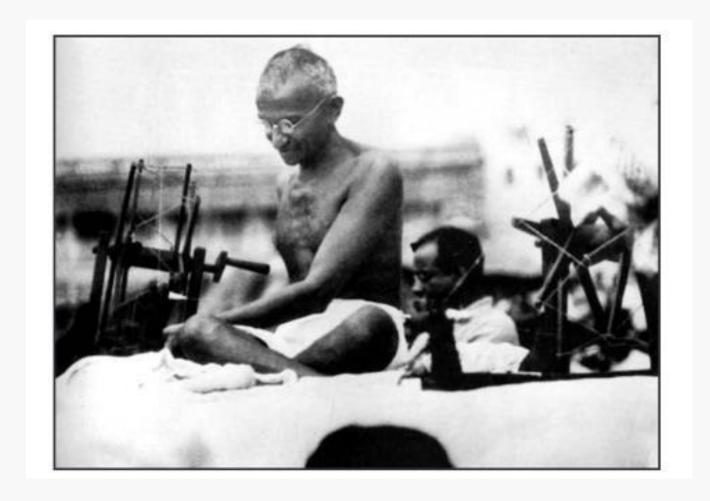


Source: UNAIDS: World AIDS Day Report 2011 (adapted)

'By Government Decree Every Member of the Commune Is Entitled to a Private Lot'

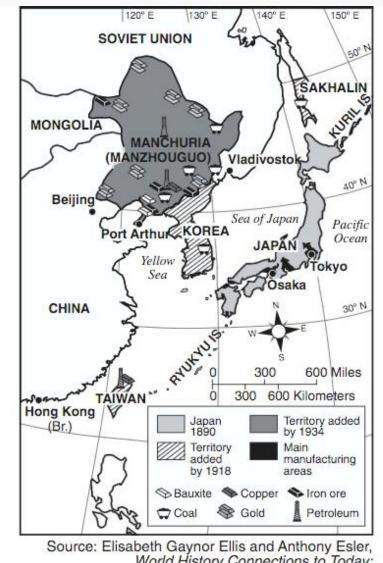


Source: Edmund Valtman, Hartford Times, March 9, 1961 (adapted)





Source: Bentley and Ziegler, Traditions & Encounters: A Global Perspective on the Past, McGraw-Hill, 2003 (adapted)



Source: Elisabeth Gaynor Ellis and Anthony Esler, World History Connections to Today: The Modern Era, Prentice-Hall (adapted)

"See how many are staying on our side."



Source: Don Wright, The Miami News, 1961





Source: Fairchild Memorial Gallery, Lauinger Library, Georgetown University



"China is now suffering from poverty, not from unequal distribution of wealth. Where there are inequalities of wealth, the methods of Marx can, of course, be used; a class war can be advocated to destroy the inequalities. But in China, where industry is not yet developed, Marx's class war and dictatorship of the proletariat are impracticable."

Sun Yat-sen, Capital and State, 1924

"Take up the White Man's burden—Send forth the best ye breed—
Go bind your sons to exile, to serve your captives' need;
To wait in heavy harness, On fluttered folk and wild—
Your new-caught, sullen peoples, Half-devil and half-child."

Rudyard Kipling, "The White Man's Burden," 1899

"The African has resisted, and persisted.... But what the partial occupation of his soil by the white man has failed to do; what the mapping out of European political 'spheres of influence' has failed to do; what the maxim [a type of gun] and the rifle, the slave gang, labor in the bowels of the earth and the lash, have failed to do; what imported measles, smallpox, and syphilis have failed to do; what even the oversea[s] slave trade failed to do, the power of modern capitalistic exploitation, assisted by modern engines of destruction, may yet succeed in accomplishing.

For from the evils of the latter, scientifically applied and enforced, there is no escape for the African. . . . It kills not the body merely, but the soul. . . . It wrecks his polity, uproots him from the land, invades his family life, destroys his natural pursuits and occupations, claims his whole time, enslaves him in his own home."

Edward D. Morel, The Black Man's Burden, 1920

"If you could hear at every jolt, the blood
Come gargling from the froth-corrupted lungs,
Obscene as cancer, bitter as the cud
Of vile, incurable sores on innocent tongues,—
My friend, you would not tell with such high zest
To children ardent for some desperate glory,
The old Lie: Dulce et decorum est
Pro patria mori."

["It is sweet and noble to die for one's country."]
Wilfred Owen, "Dulce et Decorum Est," 1920

"It has been repeated ad nauseam [to a sickening degree] that the oil industry has brought additional capital for the development and progress of the country. This assertion is an exaggeration. For many years throughout the major period of their existence, oil companies have enjoyed great privileges for development and expansion, including customs and tax exemptions and innumerable prerogatives. . . . Potential wealth of the Nation; miserably underpaid native labor; tax exemptions; economic privileges; governmental tolerance—these are the factors of the boom of the Mexican oil industry. . . . These organizations, whether authorized by the Government or not, are charged with innumerable outrages, abuses, and murders, always on behalf of the companies that employ them. . . .

It was therefore necessary to adopt a definite and legal measure to end this permanent state of affairs in which the country sees its industrial progress held back by those who hold in their hands the power to erect obstacles. . . . It is necessary that all groups of the population be imbued with a full optimism and that each citizen, whether in agricultural, industrial, commercial, transportation, or other pursuits, develop a greater activity from this moment on, in order to create new resources which will reveal that the spirit of our people is capable of saving the nation's economy by the efforts of its own citizens."

President Lázaro Cárdenas of Mexico, speech announcing state control of the Mexican oil industry, 1938 "We hereby declare that Korea is an independent state and that Koreans are a self-governing people. We proclaim it to the nations of the world in affirmation of the principle of the equality of all nations, and we proclaim it to our posterity, preserving in perpetuity the right of national survival. We make this declaration on the strength of five thousand years of history as an expression of the devotion and loyalty of twenty million people. . . ."

Korean Declaration of Independence, March 1, 1919

"We, having been living in one corner of the world for several decades, must ask ourselves what is the level of our national strength and our civilization. This is the final awakening of which I speak. To put it another way, if we open our eyes and take a hard look at the situation within our country and abroad, what place does our country and our people occupy, and what actions should we take?"

> Chen Duxiu, Chinese Communist Party leader, Our Final Awakening, 1916

"Perception of danger, danger to our institutions, may come slowly or it may come with a rush and a shock as it has to the people of the United States in the past few months. This perception of danger, danger in a world-wide area—it has come to us clearly and overwhelmingly—we perceive the peril in a world-wide arena, an arena that may become so narrowed that only the Americas will retain the ancient faiths. Some indeed still hold to the now somewhat obvious delusion that we of the United States can safely permit the United States to become a lone island, a lone island in a world dominated by the philosophy of force."

Franklin D. Roosevelt, address delivered at Charlottesville, Virginia, June 10, 1940 "Nearly 350,000 American women served in uniform, both at home and abroad.
... General Eisenhower felt that he could not win the war without the aid of the women in uniform. 'The contribution of the women of America, whether on the farm or in the factory or in uniform, to D-Day was a sine qua non of the invasion effort.'

Women in uniform took office and clerical jobs in the armed forces in order to free men to fight. They also drove trucks, repaired airplanes, worked as laboratory technicians, rigged parachutes, served as radio operators, analyzed photographs, flew military aircraft across the country, test-flew newly repaired planes, and even trained anti-aircraft artillery gunners by acting as flying targets. Some women served near the front lines in the Army Nurse Corps, where 16 were killed as a result of direct enemy fire. Sixty-eight American service women were captured as POWs in the Philippines. More than 1,600 nurses were decorated for bravery under fire and meritorious service, and 565 WACs in the Pacific Theater won combat decorations. Nurses were in Normandy on D-plus-four."

"American Women in World War II: On the Home Front and Beyond," The National World War II Museum, New Orleans "The facts are these. On July 26, 1945, the Potsdam Ultimatum [issued by the United States, Great Britain, and China] called on Japan to surrender unconditionally. On July 29 Premier Suzuki issued a statement, purportedly at a cabinet press conference, scorning as unworthy of official notice the surrender ultimatum, and emphasizing the increasing rate of Japanese aircraft production. Eight days later, on August 6, the first atomic bomb was dropped on Hiroshima; the second was dropped on August 9 on Nagasaki; on the following day, August 10, Japan declared its intention to surrender, and on August 14 accepted the Potsdam terms.

On the basis of these facts, I cannot believe that, without the atomic bomb, the surrender would have come without a great deal more of costly struggle and bloodshed."

> Karl T. Compton, "What If the Atomic Bomb Had Not Been Used?"

"Japan used a highly developed military machine and a master-race mentality to set about establishing its right to rule its neighbors. . . .

If one event can be held up as an example of the unmitigated evil lying just below the surface of unbridled military adventurism, that moment is the Rape of Nanking. . . .

When the city fell on December 13, 1937, Japanese soldiers began an orgy of cruelty seldom if ever matched in world history. . . . Years later experts at the International Military Tribunal of the Far East (IMTFE) estimated that more than 260,000 noncombatants died at the hands of Japanese soldiers in Nanking in late 1937 and early 1938, though some experts have placed the figure at well over 350,000."

Iris Chang, The Rape of Nanking: The Forgotten Holocaust of World War II (1997) "When forces of liberation entered Greece, they found that the retreating Germans had destroyed virtually all the railways, roads, port facilities, communications, and merchant marine. More than a thousand villages had been burned. . . . Livestock, poultry, and draft animals had almost disappeared. Inflation had wiped out practically all savings. . . . Greece must have assistance if it is to become a self-supporting and self-respecting democracy.

The United States must supply that assistance. . . . There is no other country to which democratic Greece can turn. No other nation is willing and able to provide the necessary support for a democratic Greek government If we falter in our leadership, we may endanger the peace of the world—and we shall surely endanger the welfare of our own Nation."

President Harry Truman, Address to Joint Session of Congress, March 12, 1947 "Imperialism is weakening. Colonial empires and other forms of foreign oppression of peoples in Asia, Africa and Latin America are gradually disappearing from the stage of history. Great successes have been achieved in the struggle of many peoples for national independence and equality

The Governments of countries participating in the Conference resolutely reject the view that war, including the 'cold war,' is inevitable as this view reflects a sense both of helplessness and hopelessness and is contrary to the progress of the world. They affirm their unwavering faith that the international community is able to organize its life without resorting to means which actually belong to a past epoch of human history."

Belgrade Declaration, the first Non-Aligned Movement Conference, Belgrade, Yugoslavia, 1961 "The epitaph for the disastrous April 17–19, 1961, attempt to overthrow communist dictator Fidel Castro by invading Cuba with 1,500 amateur soldiers and a handful of piston-engined B-26 ground-attack bombers was spoken soon afterward by President John F. Kennedy. 'How could I have been so stupid?' he asked an aide.

A better question might have been, How could the Central Intelligence Agency have bungled things so badly? The answer is that the CIA—which planned the operation, trained its participants and helped execute its amphibious landings and air strikes—performed more amateurishly than the Cuban invaders. But the agency's senior leaders were so enamored of the plan they ignored its obvious flaws. Worse, two presidential administrations, numerous legislators, and plenty of smart generals and admirals also signed off on the scheme.

Rebel troops and tanks began landing early on April 17. By the evening of April 19 the invasion brigade had been crushed by Castro's armor, heavy artillery and small but unopposed air force, which included four Lockheed T-33 jet trainers that, much to the CIA's surprise, were fitted with weapons.

The end result of the ill-fated expedition included 114 men of Brigade 2506 killed and more than 1,200 captured. In those years before Vietnam some observers called the Bay of Pigs the worst defeat suffered by the United States since the War of 1812."

Stephan Wilkinson, "What We Learned from the Bay of Pigs, 1961," Military History Magazine "For more than 80 years, the French imperialists, abusing the standard of Liberty, Equality, and Fraternity, have violated our Fatherland and oppressed our fellow-citizens. They have acted contrary to the ideals of humanity and justice. In the field of politics, they have deprived our people of every democratic liberty.

They have enforced inhuman laws; they have set up three distinct political regimes in the North, the Center, and the South of Vietnam in order to wreck our national unity and prevent our people from being united.

They have built more prisons than schools . . . To weaken our race they have forced us to use opium and alcohol.

In the fields of economics, they have fleeced us to the backbone, impoverished our people, and devastated our land."

Ho Chi Minh, Vietnamese Declaration of Independence, 1945

"After four wars during 30 years, despite intensive human efforts, the Middle East, which is the cradle of civilization and the birthplace of three great religions, does not enjoy the blessings of peace. The people of the Middle East yearn for peace so that the vast human and natural resources of the region can be turned to the pursuits of peace and so that this area can become a model for coexistence and cooperation among nations....

Peace requires respect for the sovereignty, territorial integrity and political independence of every state in the area and their right to live in peace within secure and recognized boundaries free from threats or acts of force. Progress toward that goal can accelerate movement toward a new era of reconciliation in the Middle East marked by cooperation in promoting economic development, in maintaining stability and in assuring security."

Camp David Accords, 1978

"I am a political prisoner. I am a political prisoner because I am a casualty of a perennial war that is being fought between the oppressed Irish people and an alien, oppressive, unwanted regime that refuses to withdraw from our land. . . . I believe and stand by the God-given right of the Irish nation to sovereign independence, and the right of any Irishman or woman to assert this right in armed revolution. That is why I am incarcerated, naked and tortured. . . . Foremost in my tortured mind is the thought that there can never be peace in Ireland until the foreign, oppressive British presence is removed, leaving all the Irish people as a unit to control their own affairs and determine their own destinies as a sovereign people, free in mind and body, separate and distinct physically, culturally and economically."

Bobby Sands, who died in a prison hunger strike in Belfast in 1981 "Behind me stands a wall that encircles the free sectors of this city, part of a vast system of barriers that divides the entire continent of Europe Standing before the Brandenburg Gate, every man is a German, separated from his fellow men. Every man is a Berliner, forced to look upon a scar. As long as this gate is closed, as long as this scar of a wall is permitted to stand, it is not the German question alone that remains open, but the question of freedom for all mankind

General Secretary Gorbachev, if you seek peace, if you seek prosperity for the Soviet Union and Eastern Europe, if you seek liberalization, come here to this gate.

Mr. Gorbachev, open this gate!

Mr. Gorbachev, tear down this wall!"

Ronald Reagan, address at the Brandenburg Gate, June 12, 1987

"Egalitarian Marxism, a more human form of communism without terror or Russians, continued to have broad appeal. But the [crushing of] anti-Stalinist uprisings of 1956 in Hungary and 1968 in Czechoslovakia left [people] feeling bewildered, if not betrayed. What they got was 'vegetarian' communism . . . more goods, some travel abroad, less repression, but only the most muted voice in politics.

Early '70s [communist] regimes looked stable, relatively prosperous and likely to endure. But the command economy couldn't uphold the social contract: [Soviet bloc countries] borrowed heavily from the West to maintain an aging industrial base and a standard of living comfortable enough to keep populations relatively quiescent. [Foreign debt] and a cycle of falling productivity and growing discontent accelerated."

Ronald Grigor Suny, "Empire Falls: The Revolutions of 1989," The Nation, 2009 "For the underprivileged billions in the forgotten world, hunger has been a constant companion, and starvation has all too often lurked in the nearby shadows. To millions of these unfortunates, who have long lived in despair, the Green Revolution seems like a miracle that has generated new hope for the future. . . .

The Green Revolution has won a temporary success in man's war against hunger and deprivation; it has given man a breathing space. If fully implemented, the revolution can provide sufficient food for sustenance during the next three decades. But the frightening power of human reproduction must also be curbed; otherwise the success of the Green Revolution will be ephemeral [temporary] only."

Norman Borlaug, agricultural scientist, 1970

"Gender equity is defined by the World Health Organization as, 'the fairness and justice in the distribution of benefits and responsibilities between women and men,' (Euro.who.int., 2002). When women can have control over their fertility, they have control of their lives which creates a society where gender equity can occur with all genders benefiting from the same resources. Contraceptive use promotes gender equality by improving the accessibility of education, employment and health care to women. If women are using contraception to postpone or prevent a pregnancy from occurring, they are able to stay in school and seek gainful employment upon completion.

Family planning is deeply influenced by inequality because the caliber of medical care between men and women is just not the same across the board. These gender differences are greater where women have relatively lower socioeconomic status than that of men (WHO, 2011; Nelson, 2011). It stands to reason that gender inequality intersects with other social determinants of health, such as race, ethnicity and socioeconomic status, to produce health disparities between men and women that are similar to social divisions within society (WHO, 2008)."

Linda Hanes, The Birth of Development: The Social, Economic and Environmental Advantages to Contraceptive Use on a Global Scale, 2016 "The health problems faced by the world's poorest populations are not caused by a lack of drugs specifically related to their problems and diseases. The real problem is ensuring that these populations can actually access vital medicines. Many governments fail their populations in this respect by imposing punitive tariffs and taxes on medicines, and by skewing their spending priorities in favour of defense over health. The governments of poor countries hinder the creation of wealth, imposing obstacles in the way of owning and transferring property, imposing unnecessary regulatory barriers on entrepreneurs and businesses, and restricting trade through extortionate tariffs . . . [leaving] poor populations without the necessary resources to access the medicines that could so easily transform their quality of life.

Emerging health threats, ranging from drug-resistant strains of AIDS and tuberculosis to avian flu, remind us of the importance of ensuring that the pharmaceutical industry continues to discover and develop new drugs. Innovation is a fragile process, and it can be weakened or thwarted by poor public policies."

Phillip Stevens, Director of Health Projects, Diseases of Poverty and the 10/90 Gap, 2004 Excerpts from key articles of the Paris Agreement are set out below:

- "Long-term temperature goal (Art. 2) The Paris Agreement, in seeking to strengthen the global response to climate change, reaffirms the goal of limiting global temperature increase to well below 2 degrees Celsius, while pursuing efforts to limit the increase to 1.5 degrees."
- Global peaking (Art. 4) . . . Parties aim to reach global peaking of
 greenhouse gas emissions (GHGs) as soon as possible, recognizing peaking
 will take longer for developing country Parties, so as to achieve a balance
 between . . . emissions . . . and removals . . . in the second half of the century.
- Sinks and reservoirs (Art. 5) The Paris Agreement also encourages Parties to conserve and enhance, as appropriate, sinks and reservoirs of GHGs... including forests.
- Climate change education, training, public awareness, public participation, and public access to information (Art. 12) is also to be enhanced under the Agreement."

United Nations, Paris Agreement, December 2015

"I think these may be my last words. My name is Chai Ling. I am twentythree years old. My home is in Shandong Province. . . . The situation has
become so dangerous. . . . If we withdraw from the square, the government
will kill us anyway and purge those who supported us. If we let them win,
thousands would perish, and seventy years of achievement would be wasted.
Who knows how long it would be before the movement could rise again? The
government has so many means of repression—execution, isolation.

. . . I believe that democracy is a natural desire. It should guarantee human rights and independence, and foster self-respect—all of which people are entitled to.

Unfortunately, the basic human instinct for independence has been greatly inhibited and degraded among the Chinese. . . . The square is our last stand. If we lose it, China will retreat into another dark age, the people will once again turn against one other, with no real feelings or communication between them. If a nation's own people don't stay and help it to grow and develop, who will? But I will not be there to protect the square because I'm different from the others: my name is on the blacklist. I don't want to die."

Chai Ling, Interview at Tiananmen Square, 1989

"Western leaders exploited the lure of their popular culture during the Cold War. They created radio and television stations such as Radio Free Europe/Radio Liberty to broadcast as much popular culture material into the Soviet bloc as could be programmed. This programming was done to achieve the very purpose the Soviets accused it of: to westernize the values of those who watched or listened to it. . . .

In using American pop culture as a tool of the Cold War, Western policymakers were exploiting what political scientist Joseph Nye has referred to as 'soft power.' The notion of soft power refers to cultural, social, intellectual, and ideological ideas, values, attitudes, and behaviors that influence human life. Nye distinguishes these soft forms of power from 'hard power,' which is typically associated with the use of violent, coercive tools of social action like armies and economic sanctions. Soft power is a significant factor in global politics, Nye argues. . . . As such, it provides a way for one people—in the case of the Cold War, people in the political West—to change the attitudes and behaviors of other cultures without resorting to war or other forms of coercion."

Lane Crothers, Globalization and American Popular Culture, 2013 "Critique of, and resistance to, the spread of consumer culture is as old as the emergence of consumer culture in the 18th century. Systematic critique of the institutional bases of consumer culture have been offered by social theorists that highlight the alienating dehumanizing effects of materialism, while others have commented on the envy, possessiveness, and non-generosity . . . consumer culture sometimes entails. . . .

Religious, environmentalist, nationalist, and anti-corporate critiques have emerged with considerable vigor. Many of these forms of resistance appear to be motivated by a global sense of anxiety about the risk to life and happiness provoked by the globalization of consumer culture itself. In one global study of global brands, the authors found 'Thirteen percent of consumers are skeptical that transnational companies deliver higher quality goods. They dislike brands that preach American values and don't trust global companies to behave responsibly. Their brand preferences indicate that they try to avoid doing business with transnational firms.'"

Jagdish Sheth and Naresh Maholtra, "Global Consumer Culture" in Encyclopedia of International Marketing