Propaganda and the Youth during the Chinese Cultural Revolution

By Coty Johnson
Figure 1: “Advance Victoriously While Following Chairman Mao's Revolutionary Line in Literature and the Arts,” 1968
Designer: Central Academy of Industrial Arts collective work
Size: 76.5x154 cm.
Call number: BG E13/632-4 (Landsberger collection)
Source: http://chineseposters.net/posters/e13-632_633_634.php
Figure 2: Red Guards supporting Mao Zedong waving copies of his "Little Red Book" in June 1966 in Beijing
Credit Jean Vincent/Agence France-Presse — Getty Images
Source: http://www.slate.com/articles/news_and_politics/foreigners/2014/06/red_guards_return_for_their_high_school_reunion_nearly_50_years_later_they.html?
Figure 3: Examples of Red Guard Activities
Paul Clark, Student Email Interview.
Source: http://chinese-cultural-revolution.weebly.com/red-guard-terror.htm
“Day after day, my ears were filled with the sound of angry, accusing voices, my eyes were blurred by images of hostile faces, and my body ached from rough handling and physical abuse. I no longer felt like a human being, just an inanimate object.”

-Nien Cheng, Life and Death in Shanghai
Figure 4: “Go to the Countryside and Border Area Where We Are Most Needed by Motherland,” 1970 Poster; 41 7/8 x 30 5/16 in. (106 x 77 cm)
Collection of Yang Pei Ming
(Shanghai Propaganda Poster Art Center)