

Propaganda and the Youth during the Chinese Cultural Revolution

By Coty Johnson



沿着毛主席的革命文艺路线胜利前进

chineseposters.net

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_guard_return_for_their_high_school_reunion_nearly_50_years_later_they.html?



Figure 3: Examples of Red Guard Activities

Paul Clark, Student Email Interview.

BBC News. Courtesy of Li Zhensheng. (Apr. 27, 1967)

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)
Source: Chiu, Melissa, and Sheng Tian Zheng. *Art and China's Revolution*. New York: Asia Society, 2008.