

# Joseph Stalin

## **Who**

- Joseph Stalin
  - Born 1878
- General Secretary of the Central Committee of the Communist Party of the Soviet Union

## **What**

- A Cult of Personality
  - arises when an individual uses mass media, propaganda, or other methods to create an idealized, heroic, and at times worshipful image, often through unquestioning flattery and praise.
- Needed to replace Leninism
- Total media control
- Renamed cities
- Rewrote textbooks and falsified information
- Mythologized own upbringing

## **When**

- 1929-1952

## **Where**

- USSR

## **How**

- Lenin's death opened the door for Stalin to seize power and change the country from Leninism to Stalinism

## **Audience**

- The whole country

## **Techniques**

- Virtue Words
- Testimonial
- Transfer
- Plain folks
- Fear

## **Did it work?**

Yes!

- Stalinism
- Did not leave power until he died
- Immortalized Lenin's support
- Country too afraid to rebel