

THE FILM ARCHIVE

Ngā Kaitiaki O Ngā Taonga Whitiāhua The New Zealand Film Archive

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*A MOVING IMAGE RESOURCE FOR
NEW ZEALAND CLASSROOMS*

PROPAGANDA

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SOVIET PROPAGANDA 1973

Lieutenant K – and his Soldiers

Russian Military Film c.1973. Duration 7:41

Obscure footage (English language version with foreign graphics) of a Soviet missile launching unit and their benign commander. An obvious attempt is made to humanise the overall military standoff by concentrating on the endearing personality traits of young Russian soldiers. The target audience must have been in English speaking countries, perhaps housed in overseas embassies. This piece clearly identifies the standard propaganda technique of fudging the truth, in this particular item by treating the actual subject from an unexpected angle. The extract would also be successful at home, in the Soviet Union, showing the success and comradeship to be found in the army.

WARTIME NEWSREEL

Country Lads (extracts)

National Film Unit 1941. Duration 3:06

"Week after week thousands of us have been in training – ever since we in New Zealand undertook to pull our weight in this war." A moving commentary accompanies scenes of troop departures and marching. "They are soldiers and fighters because they know that as things are, only soldiers and fighters can make the world safe for civilians to live in – safe for women and children and decent ordinary people. Troops march through Wellington city, in and around parliament grounds and along Waterloo Quay. The newsreel was a Government Propaganda tool aimed at keeping up public morale at home.

ALL THE WAY WITH L.B.J.

Pictorial Parade 184: New Zealand's Day With L.B.J.

National Film Unit 1966. Duration 13:56

President and Mrs Johnson arrive at Ohakea air base for a 24-hour visit, the first ever visit to New Zealand by an American president. The purpose of the whistle-stop tour was to increase NZ troop numbers in Vietnam, and to send a message to the US public that the rest of the world was right behind US foreign policy. It didn't work, and NZ's involvement actually decreased after this episode. A good example of blind ideology and rhetoric.

ROBERT MULDOON 1974

A Bit Mr Churchill's Way

Pacific Films 1974 Duration 6:42

A promotional film about Robert Muldoon, made in the year leading up to the 1975 election. Muldoon is seen addressing a public meeting, where the crowd give him an enthusiastic reception. The documentary discusses issues such as: Muldoon's leadership style, humour in politics, the superannuation scheme, and the Labour Government. Muldoon and family are seen at their bach, strolling along the beach. Not many political promotional films include negative voices on there subject. However, it's noticeable that the people used to illustrate the negative response are generally long-haired, young, and feeding the whole argument that this good old boy is a straight talking tough guy, who will confidently lead us into the future.

TELEVISION INTERVIEW TECHNIQUES 1975

Simon Walker interviews Robert Muldoon

TVNZ 1975. Duration 1:22

The infamous head-to-head interview that established the raw, combative style of political debate that typified the Muldoon style. Noteworthy also for the time-honoured propaganda technique of "Reds under the bed" used during the Cold War. The fact that the manoeuvres of the Soviet Navy were totally unassociated with NZ's territorial waters, and further were partially fabricated, were of little consequence. When truth gets in the way of propaganda, propaganda generally wins.

DANCING COSSACKS 1975

National Party Election Advertising

Colenso 1975. Duration 1:29

The single most famous piece of political advertising in New Zealand history. Animation by Hanna Barbera (Fred Flinstone et al). The other four in the series are equally astounding and represented a new expertise in 'spin-doctoring', with much research and analysis applied before the final product appeared.

LABOUR 1978

Labour Party Election Advertising: Nationhood

Charles Haines 1978. Duration 5:09

Starring roles for Labour's spokesperson for Justice, David Lange, and Leader Bill Rowling, with his vision of New Zealand's future.

WINSTON PETERS 1996

NZ First Party Election Advertising

[1996] Duration 1:42

Winston Peters on behalf of NZ First uses all his personal gravity and charisma, not to mention an immaculate suit, to drum up the votes. He copies the old Muldoon trick of eye-straight-at-the-camera.

COMPARATIVE: NATIONAL vs LABOUR 1987

NATIONAL 1987

National Party Election Advertising 1987

[1987] Duration 4:08

The code name on the master tape is 'ATTACK'. That's what the party in opposition does, particularly during the days of 'First Past the Post' National / Labour politics.

LABOUR 1987

Labour Party Election advertising 1987

[1987] Duration 5:13

Using one major issue to deflect a lot of others. And glossing over the rest with new-society speak.