

Medford Mail Tribune

Published Daily except Saturdays by MEDFORD PRINTING CO. 33 North Fir St., Ph. 772-6141

Subscription Rates: By Mail - In Advance, Copy 10c Daily and Sunday - 1 year \$13.00

Official Paper of City of Medford, Oregon, under Act of March 3, 1957

Official Paper of Jackson County, Oregon, under Act of March 3, 1957

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Propaganda Techniques

It was our privilege the other day to sit in on a University lecture dealing with propaganda. The lecturer pointed out that, prior to World War II, there was an organization called the Institute for Propaganda Analysis, which performed a useful function in doing just what the name implies.

THEY were these: 1. Name calling. (Call your opponent an objectionable name which will discredit him with his listeners, e.g., "pinko," "leftist," or "radical" - of right or left.)

2. Glittering generalities. (Make sweeping claims for or against something, e.g., "the King-Anderson bill will lead to socialized medicine.")

3. Transfer device. (Attempt to identify your cause with something or someone eminently respectable or honored, e.g., "let us return to the Constitution.")

4. Testimonials. (Get respected or well-known people to speak out on your side.)

5. Plain folks. (Approach your subject from the "common man's" standpoint; decry highfalutin' experts and "outsiders.")

6. Card stacking. (Use half-truths or innuendos, if necessary, that are difficult to refute without a lot of detail and documentation, e.g., "Have you stopped beating your wife?")

7. Bandwagon technique. (Let it be known that "everyone's on our side," and "you'd better go along with the crowd.")

AFTER the lecture, a colleague went up to the professor and said, "That was a fine discussion of election techniques."

He was right, of course, for one or more of these devices are used in just about every political campaign we've ever witnessed.

Each of them is, of itself, legitimate, with the possible exception of name calling and card stacking, and even these, if used without excess or rancor or viciousness, can be legitimately employed.

Anyone who wishes can take this list of seven devices and, with its help, analyze the tactics employed in any given political campaign. We saw all of them in use during the recent Home Rule Charter election, for example.

THE fact that these techniques are used is not, of itself, reprehensible; it is the way in which they sometimes are applied. Politics is a rough and tumble game, at best, but that offers no excuse for dirty tactics.

The political arena is quiescent at the moment, taking a breather after the primary election. But it won't be long until avid candidates, and proponents and opponents of the many measures to be decided this fall, start warring again.

We suggest that a realistic appraisal of candidates and issues would be facilitated by an objective examination of the techniques employed - not so much in determining what propaganda devices are employed, but how they are employed. -E. A.

America's Noble Titles

"No title of nobility shall be granted by the United States; and no person holding any office of profit or trust under them, shall, without the consent of the congress, accept any present, emolument, office, or title of any kind whatever, from any king, prince, or foreign state." -From Article I, Section 9, Constitution of the United States of America.

Americans, barred by the Constitution from titles of nobility or royalty in their official life, seem to take delight in bestowing them unofficially.

No blossom festival, no pea harvest celebration, no rodeo or even nudist convention, seems to be complete without its "queen" and "princesses." "Kings" and "princes" are not wholly unknown, either, usually youngsters of an appealing age to touch maternal instincts.

In America's lodges, titles proliferate, from Exalted Ruler on through the gamut of honorific appellations to the cooties, lady bugs and swamp lizards of the veterans auxiliaries.

He sees himself as distinctly pro-business. And he snorts in tired derision at suggestions heard here and there that there may be some "socialist vein" in him. This, he believes, springs from a highly excited notion that because some professors are in lesser places in the administration these professors must be running economic policy. The President makes it abundantly clear that they are doing nothing of the sort. He pauses to observe with emphasis that his chief economic adviser is himself a Wall Street Republican who served in the Eisenhower administration. Secretary of the Treasury Douglas Dillon.

HE ALSO waves away as excited nonsense the suggestions of some ultra-liberal Democrats that some mysterious "they" who are supposed to control Wall Street are depressing the market in the hope of defeating Democratic congressional candidates this fall. Silly is the word for this sort of suspicion, in his view.

So, in the end, it all comes to this: The President thinks "lack of confidence" in a time of high prosperity is an irrational slogan arising not from facts but from vague

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"And Whatsoever House I Enter (Excepting Those Participating In The Administration Medicare Plan)"



Lippmann for the Chinese people.

Our disputes with the Communist regime and its virulent campaign of hatred have covered, but they have by no means extinguished, the sympathy, one might also say the affectionate prejudice, that goes back to the days of the clipper ships and the missionaries and the exchange of students. This country is able and willing to help and few if any among us are willing to exploit the misery as a weapon in the political conflict. Mercy and charity, we feel, are their own best reward.

There is, however, some discussion as to whether we should take the initiative, whether we should offer to sell and give food to China, or whether we should wait for an invitation from the Red Chinese government. The position at the moment is that at last week's press conference the President all but invited the Chinese government to send us an invitation. His intentions could be made clearer through diplomatic channels. But the President can hardly offer food to the mainland Chinese government unless he knows that the offer will not be rebuffed.

This does not mean that we would let the hungry starve unless the Chinese government comes to us hat in hand. There are other ways of organizing relief which do not require direct dealing between Peking and Washington. The relief could be done by an international organization, perhaps by an agency of the United Nations, operating through the International Red Cross, to which the United States could contribute food for the mainland as we are already contributing food for the refugees in Hong Kong.

IT MAY be that the agricultural disaster and the industrial slowdown are producing so much chaos and resistance that radical changes in the external relations of China will follow. We do not now know enough about all this to reach a reliable judgment, and it is only prudent to assume that at whatever cost in human misery, the Red regime will ride out the trouble.

It is safest to suppose that China is in a phase of its revolution similar to that which Russia was in during the '20s. If so, China will for some time be hostile to all its neighbors while it is engaged in a ruthless struggle to make its economy a going concern.

If this is correct, it is useless to woo Peking or to threaten it. It will not be deflected by the wooing and it will only be made more violent by being threatened. The policy is to contain China, to prevent it from expanding and to avoid provoking it. It may be many years before China has evolved to a point

where a different relationship is possible.

OUR own China policy has matured during the past ten years. For one thing, we have given up the notion that mainland China is going to be reconquered by an offensive staged from Formosa. That standing provocation has been reduced to zero, and the administration has every intention, I believe, of keeping it at zero.

Secondly, we have learned the lesson of Gen. MacArthur's disastrous march to the Yalu river in the Korean war, which is that the Red Chinese will react violently and convulsively to the presence of United States military power on their frontier.

We are now applying what we learned in Korea to what confronts us in Laos. We had scrapped the notion, long cherished in some Washington circles, that Laos could and should be made into an American "bastion" up against the Chinese frontier. We are now ready to settle for a neutral Laos, which does not mean a Laos with a government that is mathematically equidistant between Senator Goldwater and Mao Tse-tung. It means rather a Laos which tries to avoid entangling alliances and to live a quiet life.

THE changes in our own policy are running parallel with changes in the relation between Red China and India on the one hand and between Red China and the Soviet Union on the other. This change manifested itself last autumn in the UN debate about the admission of Red China. We had in it a comfortable majority which felt as we do, not on the question of seating Red China, but on our refusal to expel Nationalist China.

Even more importantly, the change is manifesting itself in Southeast Asia.

The striking and extraordinary feature of the situation there is that we are dealing with the Soviet Union, which is about as far away from Southeast Asia as we are, rather than with Red China which is on the frontier. It looked very much as if the Russians were acting in this area in order that they, and not the Red Chinese, should play the deciding role in dealing with us.

There is fair reason to suppose that the Russians are American to prevent a Chinese-American conflict which could lead to war. In such a war they would be faced with the choice of abandoning their ally or of fighting the United States.

In order to prevent such a war they seem to be using such influence as they have, which is not omnipotent, to further the neutralization of Laos, and eventually of all the southern borderlands facing Red China. It is not unimportant, it seems to me, that they are even preparing to sell MIGs on easy terms to India, which is struggling to contain the expansion of Red China.

So it may not be going too far to say that under the pressure of Chinese expansionary actions - in the north against the Soviet Union, against India in the south, and against Southeast Asia - there is coming into being a de facto coalition to contain the expansion.

What my brother just said - well, I agree with him. The audience couldn't very well withhold applause from the Mayo Brothers, but it was faint and frosty.

Since then I've had a hard time believing that the A.M.A. was a tight little politico-medico bureaucracy misrepresenting the majority views of its membership; and I've never ceased to be puzzled by the attitude of most doctors, whose work is so intensely personal, toward the public place and responsibility of their profession.

Having been ill or injured in a variety of countries, I'm sure they're the best-trained doctors in the world. They work with the suffering all day long; they overwork themselves for charitable purposes; they did wonders during the war.

They know perfectly well what hospital costs are doing to family life-savings in the most tragic manner. Yet every time a political leader proposes a social answer to what is clearly a general, economic problem, they slam down an intellectual iron curtain, and propaganda replaces the civilized search for solutions.

There are doctors who charge brutal fees, doctors

who evade their taxes, doctors who, while arguing that "socialized medicine" will destroy the intimate "physician-patient relationship," run their own patients through their consulting rooms at assembly-line speed. Yet the generality of medical men are not getting rich and mastering to observe that as a class they are any more selfish and the rest of us.

If their organized lobbies confined their efforts to the enlightened self-interest of the profession, as they see it, they would be a little easier to take. But they insist on affecting the role of philosophers of the whole human condition. They profess to see in a given legislative bill on health costs an act of treason to the Founding Fathers, sabotage of the Constitution, loss of the Republic and the sure erosion of individual character.

How can they arrogate to themselves such Periclean wisdom with such ease? I think back to my university days and wonder if this special state of mind does not begin with the educational process. The medical school boys seemed contemptuous of those immersed in the liberal arts "snag courses" on philosophy, history, sociology and political science. Few of them

caught fire in the general intellectual conflagrations of the '30s when imminent war, Fascism, and the re-making of the American society excited our minds.

They affected the posture of young men who felt they alone were truly exercising their minds and mastering a discipline; but I am afraid that, in their immersion in demanding technical studies, they were the ones who failed to become educated in the deeper and more universal sense of the term. Far too many of them simply lacked the opportunity or the inclination to read the time on history's clock.

The doctor has always dealt in mysteries, to the gratitude and awe of his helpless neighbors, and since frontier days American doctors have been the most respected class of citizens in our common life. Perhaps they cannot be blamed for acquiring a tendency toward the Augustan and the

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Today & Tomorrow

By Walter Lippmann

(to New York Herald Tribune Syndicate)

CHANGE IN THE EAST There is not likely to be any serious controversy in this country about supplying food to the hungry Chinese.

There is a great surplus of food here and the stories of hunger and misery have aroused in me immediately the old American feeling for the Chinese people.

Our disputes with the Communist regime and its virulent campaign of hatred have covered, but they have by no means extinguished, the sympathy, one might also say the affectionate prejudice, that goes back to the days of the clipper ships and the missionaries and the exchange of students. This country is able and willing to help and few if any among us are willing to exploit the misery as a weapon in the political conflict. Mercy and charity, we feel, are their own best reward.

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