

## Constructing the Enemy: How US Media Framed the USSR in the 1980s

Plan and notes: Need not news coverage, or speeches. Need print or digital media. Like commercials/advertisements which imply the Soviet Union is bad.

For example, not the “Miracle of Ice” game itself, but the magazine cover about it.

- 1980
  - Hockey game
    - Sports Illustrated 1980 US vs USSR hockey [game](#)
- 1981
- 1982
- 1983
  - 1983 Soviet Massacre Victims Fund [Commercial](#)
- 1984
  - “[1984](#)” Apple Commercial
    - Doesn't matter but Fortnite did a remake of this about Apple’s monopoly of the game store
    - <https://www.mac-history.net/2011/07/12/1984-the-famous-super-bowl-spot/>
- 1985
  - RC Cola [Ad](#)
  - Wendy’s Soviet Fashion [Show](#)

How did they do it from 1986 – 1990

- 1986
  - 1986 Boxing [Commercial](#)
- 1987
- 1988
  - Wendy's Soviets choose [hamburger](#) –used in opening vignette
  - 1988 Soviet Super [Series](#)
- 1989
  - Pepsi commercial, [A generation ahead](#) - more like soviets suck cause US  
pepsi/culture is good
- 1990
  - Doritos [commercial](#)
- 1991
  - The collapse of the Soviet Union
  - Korbel Champagne 1991 End of the Soviet Union [Commercial](#)
  - 1991 Nestle Crunch Submarine [Ad](#)
- 1992
  - 1992 NYTimes? Uncle Sam [Caricature](#)

Cabbage patch kids commercial at [44:40?](#)

Gorbachev [Pizza Hut](#) -----not good, it's a Soviet commercial

Soviet Media Portrayal of the US [1986](#)

Dannon Yogurt in Soviet [Georgia - 1970s?](#)

Wilkins Coffee [Commercial](#) I think 1957 to 1961

Amerika TV [Series](#)? 1987 not really an ad though

1970 – 1980s No nukes Apple Pie [Mom](#)

1989 Four [Horsemen](#)?

1980s Good List to [Work On](#)

Pepto [Bismol](#) guy sorta looks like lenin

Meister Brau Beer Commercial [1985](#)

1988 Glad Drawstring [bag](#)

Called ussr screw in space “junk”

1985 Propaganda Poster [Friendship](#) (made by US communists?)

1985 History will repeat itself if we allow it [to](#). Ronald [Reagan](#) - bad, against reagan

War is the real [enemy](#)

Recycling 1980 [Poster](#)

Reagan is the communist [threat](#)

Associated Press [1983](#) Signs

In the early 1980s, there was a hatred for the CCCP and an urge for the American ideology to win in any way possible. The Soviet – US hockey game,

Throughout the 1980s, a trend can be seen through the promotions made by the companies. From the early 1980s, until the Soviet Republics began to crumble in 1989, the commercials portrayed hatred towards the CCCP and a lust for the U.S. ideology to win in any way possible.