



# Chinese Film- and Newsreel Scripts from the Cultural Revolution



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# Chinese Film- and Newsreel Scripts from the Cultural Revolution

*From the Rare Book, Manuscript, and Special Collections Library,  
Duke University*



## THIS COLLECTION CONTAINS

1. Advertisements and Film Description Series, 1953-1966
2. Documentary and Newsreel Scripts Series, 1946-1985 and undated
3. Feature Filmscripts Series
4. Newspaper Clipping Scrapbook Series, 1950-1959 and undated

Ever since its inception in 1921, the Chinese Communist Party (CCP) has invested great efforts and resources in propagating its policies, views and ideals. In the early days, most of the Party's propaganda was presented in newspapers and journals. As the CCP cast around for support for its revolutionary ideals, it became increasingly aware that the number of workers in society simply was too small to fulfill the historic task of leading the proletarian revolution. Instead, it was decided to focus on the peasantry. Peasants, however, were illiterate and could not be reached by the written word. This forced the CCP to depend on visualizations of its message.

After the founding of the People's Republic in 1949, the production of propaganda was stepped up. Aside from employing 'old media' such as newspapers, (illustrated) journals and radio broadcasts, the CCP firmly subscribed to Lenin's belief that film was the most revolutionary and modern of all arts and harnessed the sector to its national projects. When society was politicized increasingly in the 1950s and 1960s, visual propaganda even came to be seen as the most effective way to influence the largest number of people.

This IDC-collection enables us to see how some of this visual propaganda was made. Found in a cinema company office in the Henan Province in China, it contains feature film, documentary and newsreel scripts, including assorted materials devoted to films, their production and contents as well as their reception in general. It offers a fascinating insight in the production of this important element of China's propaganda efforts in the three decades when politics reigned supreme, even in those cases where the original moving images may no longer be accessible to us.

Stefan Landsberger,  
*Leiden University and University of Amsterdam.*

## PRODUCT INFORMATION

- Available in IDC's Digital Library at [www.idc-digilib.nl](http://www.idc-digilib.nl)
- Scope: 6667 images
- Price: Visit [www.idc.nl](http://www.idc.nl) for price information
- Number of microfilmreels: 8
- Language: Chinese
- Including EAD Finding Aid



Visit [www.idc.nl](http://www.idc.nl) for price information, a detailed introduction to this collection by Stefan Landsberger and the EAD Finding Aid.

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