

MSc Dragić Rabrenović, PhD candidate
Local Public Broadcaster Radio Bijelo Polje, Montenegro

Radio as a Tool of Political Propaganda During First World War³

Abstract: Considering to the centenary of the the beginning of the First World War in scientific circles a lot of attention is given to this issue believe it is essential to analyze the role of the media in this period. Communication tools that were available to the wider audience were a newspaper, posters and flyers, but also gramophone records and films. However, new technical tools that are imposed as a tools of communication was the radio. While it is acknowledged that radio as a mass medium began early twenties of the last century, it is known that the radio-telegraph stations and radio waves have a very important role of information and propaganda during the First World War.

In this paper, which is based on the master thesis, we will try using the method of content analysis of the available literature, historical and comparative methods to investigate and introduce how was radio as the youngest electronic media began to be used for propaganda purposes since inception. In fact, the propaganda activities and conduct of the war have been changed by using radio waves for the purpose of spreading information. How much is a First World War influenced the development of radio as a medium, it's for sure radio influenced the development and achievements of propaganda. During this period, governments have acceded to an organized propaganda activities and except for intercommunion take advantage of new communication tool for spreading ideas and objectives for which they were also involved in the war. In this paper, we describe how the United States and Great Britain on the one hand, and Germany on the other, used the possibilities of new technologies. How much have been investing in propaganda and development of technical resources and how they used potential of radio-telegraphy in conflict of global proportions.

Keywords: *radio, radio-telegraphy, propaganda, First World War*

³ The work is based on the master thesis "Radio as a tool of political propaganda" defended at the Faculty of Political Science, University of Belgrade, 2011.