

Conversion Policy and Propaganda Activities of the National Guidance Alliance in Korea

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This paper clarifies the characteristics and limitations of the popular anti-communism promotion strategy of the National Guidance Alliance by examining the anti-communism promotion activities conducted after the liberation of Korea in April 1949. The anti-communism ideology that has developed persistently under the National Security Law system in South Korea is a problem that can be seen from the essence of Korean society. The national government established as a divided nation in 1948 chose anti-communism as the national ideological base and survival strategy.

In 1948, following the establishment of the government, the National Guidance Alliance expanded the anti-communist regime sustainably to public and private cooperation systems in response to the need for a new ideology and monitoring system after 1948.

The National Guidance Alliance conducted various activities such as rally events, street marches, and other promotional events covering cinemas, theaters, posters, music concerts, and cultural activities in literary societies, and other activities such as offering free consultation for ordinary people to help in job placement for anti-communism. Efforts were made to win public sentiment by choosing channels that were accessible to the public. In addition, repeated advertisements were carried to change the perception of the left wing activists and the public who were not ready to give up their ideology. It played on the sentiments and emotions of the public by gradually trying to convince them instead of applying a strong pressure policy. The National Guidance Alliance promoted activities across the nation with anti-communist education and converts. The advertising style and organization construction method seen during this time are intended to be read from the historical formation process of social anti-communism propaganda in that many of them were used until the military dictatorship after the Korean War. This was Korea's unique way of propagating social denial of communism and persons related to this ideology after its liberation, this may be the main reason why Korea has been curbing or limiting the movement of flexible ideas.