

## **Abstract**

This thesis focuses on the American propaganda and patriotic content of John Sutherland's productions during the early Cold War. Between 1948 and 1952, the three main partners, John Sutherland Production, Harding College, and the Sloan Foundation, collaborated to develop educational material entitled "Fun and Facts about American Business." This project produced ten cartoons, six distributed to theaters by Metro-Goldwyn-Mayer. The four remaining cartoons were then provided to audiences through the secondary market, such as educational institutions or businesses. This paper aims to determine what propaganda techniques can be observed in cartoons and whether these cartoons promote American patriotism. Cartoons from the "Fun and Facts" project are propagandistic due to their black-and-white presentation of information, promotion of national American values, and indiscriminate portrayal of the enemy, the Soviet Union, after the end of World War II. Furthermore, "Fun and Facts" promotes a democratic way of life, mainly represented by American values such as protecting freedoms or the market economy. In the context of the emerging Cold War, these cartoons were also influenced by political and social developments in the international environment as well as the domestic situation in the USA. The main characteristics of external factors include the growing threat of communism in the world. Furthermore, internal aspects can be identified as, for example, consumerism, which was widespread and encouraged in the USA after the Second World War, or the second wave of fear of the Reds. However, it should be noted that external factors are not easy to separate from internal ones, as they are interrelated.