

# THE PRESENTATION OF VLADIMIR LENIN AND JOSEPH STALIN IN THE SOVIET CULTURE LEADER PROPAGANDA IN THE SECOND WORLD WAR

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## **Abstract**

Vladimir Lenin, who became the undisputed leader of Russia with the October Revolution in 1917, was tried to be built as a cult leader with propaganda activities in the country. After Lenin's death, cult leadership propaganda was made for Joseph Stalin. In the Second World

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War, the Soviet Union used the cult of leadership of Lenin and Stalin who were built throughout the country to mobilize the Soviet people against the German Army. In this study, it was tried to determine how and in what way the cult of Lenin and Stalin leadership against the Nazi Germany was applied by the Soviet Union in World War II. For this purpose, the propaganda posters used by the Soviet propaganda in World War II as determined by the All World Wars site were examined using the semiotic analysis method in the qualitative research methods. The posters were analyzed in the light of the visual indicator, the descriptive indicator and the symbol which are the notions of the American Linguist Charles Sanders Peirce. At the end of the study, it was seen that Stalin's leadership cult was attempted to be formed through the cult of leadership built on behalf of Lenin. Thus, with the cult of Stalin leadership built, the Soviet troops were unquestionably asked to implement Stalin's orders.

**Keywords:** Propaganda, Poster, Cult Leader, Soviet Union, Semiotics

## İKİNCİ DÜNYA SAVAŞI'NDA SOVYET KÜLT LİDER PROPAGANDASINDA VLADİMİR LENİN VE JOSEPH STALİN'İN SUNUMU

### Özet

1917 yılında Ekim Devrimi ile Rusya'nın tartışmasız tek lideri haline gelen Vladimir Lenin ülke içerisinde uygulanan propaganda faaliyetleri ile kült lider olarak inşa edilmeye çalışılmıştı. Lenin'in ölümünden sonra kült liderlik propagandası Joseph Stalin için yapılmıştı. İkinci Dünya Savaşı'nda Sovyetler Birliği, ülke genelinde inşa edilen Lenin ve Stalin liderlik kültürünü Alman Ordusu'na karşı Sovyet halkını seferber etmek için kullanmıştı. Bu çalışmada İkinci Dünya Savaşı'nda Sovyetler Birliği tarafından Lenin ve Stalin liderlik kültürünün Nazi Almanyası'na karşı nasıl ve ne yönde uygulandığı ortaya koyulmaya çalışılmıştır. Bu amaçla çalışma kapsamında All World Wars sitesi tarafından belirlenen İkinci Dünya Savaşı'nda Sovyet propagandası tarafından kullanılan propaganda posterleri nitel araştırma yöntemleri içerisinde yer alan göstergebilimsel analiz yöntemi kullanılarak incelenmiştir. Posterlerde yer alan mesajlar ABD'li Dil Bilimci Charles Sanders Peirce'in görüntüsel gösterge, betimsel gösterge ve simge kavramları ışığında analiz edilmiştir. Çalışma sonucunda, Lenin adına inşa edilen liderlik kültürü üzerinden Stalin'in liderlik kültürü propagandasının oluşturulmaya çalışıldığı görülmüştür. Böylece inşa edilen Stalin liderlik kültürü ile de Sovyet askerlerinin tartışmasız bir şekilde Stalin'in emirlerini uygulaması istenmişti.

**Anahtar Kelimeler:** Propaganda, Poster, Kült Lider, Sovyetler Birliği, Göstergebilim

## INTRODUCTION

From the first day the Soviet Union was founded, Vladimir Lenin was built as a cult leader in the eyes of millions. Lenin's words were written on the walls, his paintings were decorated in government offices and his statues were erected in all corners of the country. After Lenin's death, his cult leadership propaganda continued. On the other hand, cult leadership propaganda was started to be built for Joseph Stalin, the leader of the Soviet Union as well. During Stalin's rule, it was seen that Stalin was portrayed with Lenin. When the German armies began to invade the Soviet Union in the Second World War, the Soviet Union long used the propaganda of Stalin and Lenin, which had been built within the country, to mobilize Soviet soldiers against Nazi Germany. The rhetoric of Stalin and Lenin was used as a propaganda tool and the Soviet people were asked to initiate a common struggle against German soldiers. In this study, it was tried to explain how the propaganda of Stalin and Lenin's cult leadership was benefited in the propaganda posters used in the Second World War in order to mobilize the masses against the German soldiers.

In a comprehensive literature research in the area of Turkey, there was no academic study examining how and in what way the cult leadership propaganda was used to mobilize the masses for a specific purpose. In this respect, it is important to study in terms of being original and an important source for future studies.

### 1. The Soviet Union in the reign of Vladimir Lenin and Joseph Stalin

The Soviet Union (Union of Soviet Socialist Republics) was founded in 1922 after the collapse of the Russian Empire in the October Revolution of 1917. Vladimir Lenin, the founder of the Soviet Union, led the country to be governed under the ideology of Communism, and established a strong central authority in the country and suppressed all opposition to the ideology of Communism (Priestland, 2017: 103). Lenin took harsh measures against the White Russians in the Russian Civil War, which began in 1917 in particular. After the victory of the Red Army led by Lenin against the White Russians, the country was completely under Lenin's control. After the deterioration of Lenin's health in 1922, Josef Stalin was actually dominant in the country. On January 21, 1924, shortly after the death of Lenin, Stalin succeeded in collecting all powers throughout the country. Stalin, like Lenin, managed to strengthen the central authority in the country (Riasanovsky and Steinberg, 2011: 536). For this purpose, he first acted to push his political opponents back into the background. Stalin removed his biggest rival, Lev Trotsky, from the administration. In the following

process, the Soviet Union expanded its territory and built the cult leadership of Stalin in the countries of unity.

The greatest danger for the Soviet Union was that the National Socialists came to power in Germany on January 30, 1933. The National Socialists, who were committed to the ideology of Nazism, led to an intense propaganda campaign against Stalin and the ideology of Communism throughout Germany. On the other hand, due to their common interests, the two countries signed a Soviet-German Non-Aggression Pact on 23 August 1939 and established temporary friendship (Kissinger, 2010: 330). Shortly after the signing of the treaty, both countries had invaded Poland (Hart, 2015: 17). Stalin began to expand his territories in Eastern Europe, relying on the treaty he signed with Nazi Germany. The war between the Soviet Union and Finland broke out in a very harsh in 1939 (Keegan, 2016: 181). The Soviets suffered significant military losses in wars aimed at expanding their borders.

On June 22, 1941, the President of Nazi Germany, Adolf Hitler, started the Operation Barbarossa, the occupation plan of the Soviet Union, breaking the German-Soviet Non-Aggression Pact (Gaddins, 2018: 17). The German armies attempted to invade the Soviet Union with a sudden attack. Soviet armies, who were unprepared for the sudden attack of Nazi Germany, lost almost all wars against the German armies at the beginning of the war (McNab, 2015: 170). The Soviet Union suffered great losses in the war (Macksey, 2012: 60). Hundreds of thousands of Soviet soldiers were captured by the German army as prisoners. Millions of Soviet citizens died during the occupation of Nazi Germany (Mcmahon, 2013: 11). The Soviet army could not stop the attack of the Nazis and could not prevent occupation of Russia's Eastern European lands by the German army.

## **2. The Use of Soviet Cult Leader Propaganda During The Second World War**

Propaganda is a persuasion-oriented communication technique that aims at the adoption of a particular idea or ideology by using mass media to masses for a specific purpose (Çakı, 2018c: 16). The most effective use of the discipline of propaganda in history was the 20th century. In this period, propaganda was frequently used in the construction of cult leader propaganda in the countries governed under different ideologies such as Nazism, Fascism and Communism. Stalin's cult leadership propaganda, especially in the Soviet Union in World War II, was effectively used to mobilize the Soviet people.

The invasion of the Soviet Union by the launch of the Operation Barbarossa by Nazi Germany on 22 June 1941 was an important turning point in Stalin's propaganda of cult leadership in the eyes of millions of Soviet citizens. By declaring mobilization throughout the country, Stalin called on all Soviet people to fight against Nazi Germany. The Soviet propaganda offered Stalin as a great military genius in the eyes of millions. Thus, the Soviet people were intended to act together under Stalin's leadership, despite Nazi Germany.

That Stalin didn't leave from Moscow during the Second World War was one of the most prominent issues in Stalin's cult leadership. While the German armies came to the suburbs of Moscow, The Soviet Union continuously propagated that Stalin didn't leave the city for Soviet people. Thus, it was emphasized that Stalin dedicated himself to his country (Kelly, 2005: 203). In contrast, Soviet propaganda had to struggle against anti-Soviet propaganda carried out by Nazi Germany. Nazi propaganda, in Europe, constructed hate speech against the ideology of Communism, particularly in the occupied countries (Çakı, (2018d: 263). It was seen that it was aimed to discredit Stalin in the propaganda of the Nazis against the Soviet Union. Thus, the Soviet people were intended to rebel against Stalin's rule by damaging Stalin's cult leadership.

Stalin's not leaving his country was transformed by Soviet propaganda into a legendary leader to the Soviet people (Sretenovic and Puto, 2004: 209). Thus, the confidence of the masses in Stalin was increased and the Soviet troops were able to fight against German armies more enthusiastically and more resolutely. Soviet propaganda emphasized that the Soviet soldiers should act in accordance with the orders of Stalin who made great sacrifices for his people. Soviet propaganda banned all forms of opposition to Stalin and his administration, and those who opposed Stalin's orders were severely punished. Further advancing in the process, those who opposed Stalin were accused of cooperating with Germans. In the Second World War, those who opposed Stalin had been betrayed by treason.

One of the most effective propaganda tools used by the Soviet Union in the Second World War was radio (Kuruoğlu, 2006: 2018). Stalin's rhetoric against Nazi Germany was transferred to millions via radio. The spread of Stalin's voice throughout the Soviet Union and the movement of the Soviet people in line with his directives had been a successful result of Stalin's cult leadership propaganda.

### 3. Method

#### 3. 1. The Aim of Study

The main purpose of this study is to show how the cult of Stalin and Lenin built in the Soviet Union in the Second World War was presented in propaganda posters to fight the Soviet people against German soldiers.

#### 3. 2. The Importance of Study

The study has a great importance in terms of demonstrating how and in what direction the cult leadership propaganda mobilized the masses. On the other hand, being unique in the field increases the importance of the study.

#### 3. 3. The Universe and Sample of Study

In the Second World War, all the Soviet propaganda posters, which are the subject of Stalin and Lenin leadership culture, constitute the universe of the study. On the other hand, the study was used because of the difficulty of reaching all posters. Five propaganda posters identified by the All World Wars site were analyzed as a sample of the study.

The academic studies regarding the propaganda of cult leadership in Turkey have been limited number. Among them; Çakı (2018a) tried to explain how and in what direction Adolf Hitler was presented as a cult leader on the propaganda posters of former German President Adolf Hitler during the period of Nazi Germany in the study of "The Use of Propaganda Posters in Adolf Hitler's Construction As The Cult Leader". Çakı (2018) tried to reveal how the concept of cult leader was reflected in the ideology of the Communist ideology in the study of "The Cult Leadership Concept in Communism Ideology: The Reception Analysis of The Propaganda Film "The Fall of Berlin". Karaca (2018) examined how the Italy President Benito Mussoni (1883 -1945) was presented in the construction of a cult leader in propaganda posters in the study of "The Cult Leadership Concept in The Italian Propaganda: Il Duce Benito Mussolini".

#### 3. 4. The Limitations of Study

In this study, only examining of five Soviet propaganda posters and generalizations in the light of the findings are the main limitations of the study. On the other hand, in the study,

the examining of Soviet propaganda on Peirce's semiotic concepts without using the semiotic analysis of the other experts constitutes another important limitation of the study.

### 3. 5. The Questions of Study

The following questions were asked in the study;

In the posters of propaganda used in the Second World War in connection with the cult leadership of Stalin and Lenin;

- What propaganda messages were given?
- How were Soviet soldiers mobilized against the German army?
- What visual and descriptive indicators were used?
- Which symbols were used?

### 3. 6. The Method of Study

In the study, semiotic analysis method was used. Propaganda posters determined in the study were analyzed by US Linguist Charles Sanders Peirce's semiotics analysis.

Semiotics is a branch of science that tries to reveal the meanings built through indicators. In the first half of the 20th century, semiotics was explored by US Linguist Sanders Charles Peirce and Swiss Linguist Ferdinand de Saussure in the field of linguistics (Rifat, 2013: 178). Peirce's contributions to semiotics are especially important. Peirce argued that the semiotic process was formed under three dimensions as sign, object, interpretant. The first one is the concrete perceptions perceived by the senses. Second, it explains the process of associating the concrete perception with the concept that represents it. The third and last stage refers to the interpretation based on interpretation between the concrete object and the concept representing it (Güngör, 2013: 223). Peirce said that indicators can only exist if they are perceived (Kalkan Kocabay, 2008: 20). Peirce suggests that the indicators consist of three dimensions. These are *visual indicator*, *descriptive indicator* and *symbol*. Each of these three indicators consists of one signifier and one signified (Sığircı, 2016: 56). The visual indicator is similar to the object. Generally, photographs are considered as visual indicators. The descriptive indicator refers to the indicator that is connected to its object. For example, it can be shown that smoke is considered as a sign of fire. The symbol describes the indicators that

connect to the object through compromise. For example, the red cross sign is used as an symbol (Fiske, 2017: 132-133).

Rather than revealing the semiotic understanding of Peirce, the aim of the study is to analyze propaganda posters through Peirce's notion of semiotics. To this end, Peirce's semiotics approach was not covered in detail.

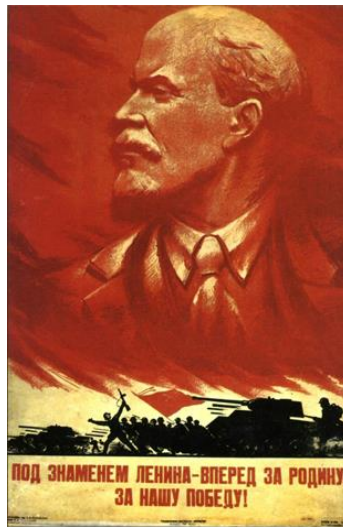
#### 4. Analysis

The posters "Motherland, "Great Leader" "The Attack" "German Invaders" "Patriotic War" were examined in this part of the study.

##### 4. 1. The Propaganda Poster Regarding "Motherland"

The poster shows a large Lenin image and the Red Army soldiers attacking against enemy in propaganda poster regarding "Motherland". The written code "Under Lenin's banner, let's go forward for the Motherland, for our victory!" is in the poster.

**Picture 1.** The Propaganda Poster Regarding "Motherland"



(Source: All World Wars, 2018)

In the propaganda poster, Lenin and the Soviet Union were used as symbol of the ideology of Communism and homeland concepts. Lenin's image was concretized with the concept of homeland and the application of Lenin's orders by the people of Soyvet was expressed as the service of the country on the poster. The attack of Soviet troops in a certain direction in the descriptive indicator represents the struggle of the Soviet soldiers against the German soldiers who occupied their homeland. The use of Lenin's image in the poster was



regarded as a visual indicator because it directly referred to Lenin. The written codes used in the poster gave the message that Soviet soldiers were fighting for their homeland under the banner of Lenin. Thus, it was stated that the Soviet soldiers maintained their loyalty to Lenin and that the war was against the German armies according to Lenin's teachings. The red colour behind the poster represents the occupation of the Soviet Union by Nazi Germany. Lenin is presented in a propaganda poster as a "savior" metaphor on a red background. The fact that Lenin looked to the left within the presentation codes in the poster is reflected as a sign that Lenin targeted German soldiers as enemies. Thus, the poster gives the message that the Soviet soldiers should act in a sense of loyalty to Lenin.

**Table 1:** The Propaganda Poster Regarding "Motherland"

visual indicator	descriptive indicator	symbol
Lenin's image and Soviet soldiers	Attack of Soviet troops	Lenin and the Soviet Union Flag

#### 4. 2. The Propaganda Poster Regarding "Great Leader"

Stalin is shown while speaking in front of the radio in the propaganda poster regarding "Great Leader". It is seen that just under Stalin's image, Soviet soldiers carrying the flag of the Soviet Union attack with tanks. The written code "Stalin is a greatness of our time! Stalin is a banner of our victories!" is in the poster.

**Picture 2.** The Propaganda Poster Regarding "Great Leader"



(Source: All World Wars, 2018)

Throughout World War II, Stalin used radio as the most effective means of communicating with the Soviet people. Stalin reported that the Soviet people had to fight against German armies through Soviet radio. Stalin's image on the poster and the flag of the Soviet Union were used as symbols. Stalin's painting was also used as a visual indicator. On the other hand, the presentation of Stalin's speech at the beginning of the radio and the Soviet Army were presented as a descriptive indicator. In fact, it was stated that the Soviet soldiers began to attack the German armies by taking action on the directives of Stalin in the radio. The poster included a propaganda message in which Soviet troops were directly tied to Stalin's orders and acted in accordance with his words. Examining the written codes in the poster, it was seen that Stalin was presented as the greatest leader of his time. On the other hand, it is emphasized that in the written codes, Soviet people would win the victory by fighting under Stalin's leadership. Thus, Soviet propaganda said that the Soviet people should be obeyed to Stalin's leadership unconditionally. The ideology in the poster is represented directly through the flag symbol and the visual indicator of Stalin. It is emphasized that the Soviet soldiers had to fight within the ideology of Communism at the same time as the Soviet soldiers were inculcated to act in accordance with the order of Stalin. The fact that Stalin was above the visual was reflected in the poster as a representation of his influence on Soviet soldiers. It was aimed to increase the loyalty of the Soviet soldiers to Stalin by representing the Stalin, the "savior" and the "hero" metaphors.

**Table 2:** The Propaganda Poster Regarding "Great Leader"

visual indicator	descriptive indicator	symbol
Stalin's image and Soviet soldiers	Attack of Soviet troops	Stalin and the Soviet Union Flag

### 4. 3. The Propaganda Poster Regarding "The Attack"

Stalin is positioned in the center of the poster, as in other posters in the propaganda poster regarding "The Attack". Just below Stalin's image, Soviet soldiers, tanks and planes attack to enemy. Just above Stalin, there is a huge bust of Lenin's white tone on a red ground. The written code "Under Lenin's banner, forward to victory!" is in the poster.

**Picture 3.** The Propaganda Poster Regarding "The Attack"



(Source: All World Wars, 2018)

In the third propaganda poster examined within the scope of the study, it was seen that the visuals of Lenin and Stalin were included together. The visual codes in the poster were directly seen by Stalin's image, while it was seen that only the bust of Lenin was used. Lenin, Stalin and the Soviet Union were used in the poster as a symbol of the ideology of Communism. The visual indicator on the poster were the paintings of Lenin and Stalin. Stalin's appearance above the Soviet soldiers and Stalin's right hand with the "forward" signal in the descriptive indicator showed the Soviet soldiers under the command of Stalin as propaganda message. The presentation of Soviet soldiers along with the visions of Lenin and Stalin constituted a sign that the Soviet troops fought against Nazi Germany at Stalin's

command. On the other hand, the use of Stalin's image under the bust of Lenin ensured that Stalin was reflected as the new cult leader after Lenin. Stalin's words were directly used in the written code. In Stalin's discourses, he referred to Lenin, stressing that the war against Nazi Germany had to be carried out under the banner of Lenin. Soviet propaganda served Lenin and Stalin's cult leadership propaganda, referring to Lenin, highlighting Stalin's words. Stalin's and Lenin's view to the same direction in the visual codes in the poster shows that Soviet troops the fight against the German army as a indicative indicator. In the poster both Stalin and Lenin are represented as "heroic" metaphors. The visualization of the Soviet tanks, planes, howitzers and soldiers in the visual codes of the poster presents that the Soviet army entered a total mobilization against German armies. The red in the poster represents a symbol of the Soviet Union and the ideology of Communism. Thus, it is shown that the Soviet troops are bound unconditionally to Lenin and Stalin and it is emphasized that the Soviet soldiers fight for Communism under the leadership of both leaders.

**Table 3:** The Propaganda Poster Regarding "The Attack"

<b>visual indicator</b>	<b>descriptive indicator</b>	<b>symbol</b>
Stalin's and Lenin's image and Soviet soldiers	Attack of Soviet troops	Stalin, Lenin and the Soviet Union Flag

#### **4. 4. The Propaganda Poster Regarding "German Invaders"**

It is seen that a large Soviet flag is positioned in the center of the poster in the propaganda poster regarding "German Invaders". Right in front of the flag there is a great image of Stalin pointing to his right hand. It is showed that Soviet planes fly through the troops. It is seen that the soldiers moved right under Stalin with the flags in their hands. It is reported that Stalin and Soviet soldiers are in Moscow in visual codes. The written code "Let's go forward, destroy German invaders and throw them out from our Motherland!" is in the poster.

**Picture 4.** The Propaganda Poster Regarding "German Invaders"

(Source: All World Wars, 2018)

**Table 4:** The Propaganda Poster Regarding "German Invaders"

visual indicator	descriptive indicator	symbol
Stalin's and Lenin's image and Soviet soldiers	Attack of Soviet troops	Stalin, Lenin and the Soviet Union Flag

On the poster, the flags of Stalin and the Soviet Union were used as a symbol of Communism ideology and homeland concepts. Stalin's image in the poster was used as a visual indicator directly. The use of Stalin's image on Soviet troops in a large scale on the poster gave the propaganda message that Stalin commanded Soviet troops. Soviet troops in one direction with the Soviet flags in the descriptive indicator showed that the Soviet troops were fighting against Nazi Germany at Stalin's order. The poster stated that Soviet troops were directly connected to Stalin and that they acted in line with his directives. In contrast to the other posters examined, it was stated that the Soviet soldiers must fight against Nazi Germany in the written code. When the visual and written codes in the poster were analyzed as a whole, it was seen that Stalin called on the Soviet soldiers to fight their homeland to defend their homeland. In the presentation codes in the poster, Stalin's right hand shows Soviet troops to point out the German armies. The frequent use of the Soviet flag in the poster emphasizes the dominance of the ideology of Communism in the country under Stalin's

leadership. In this respect, Stalin is used as "leader" metaphor in posters. Thus the propaganda message presents that the Soviet soldiers under the ideology of Communism obeyed Stalin as the cult leader.

#### 4. 5. The Propaganda Poster Regarding "Patriotic War"

It is seen that there is Lenin's image just behind the image of Stalin in the propaganda poster regarding "Patriotic War". Lenin's image is presented as a dream reflection. Stalin's image is transmitted on a light platform. Within the presentation codes, it is seen that Stalin raised his right hand. Behind the two leaders, there is a large Soviet flag. In contrast to other posters, black and white tones are used predominantly in propaganda poster. The written code "Spirit of the great Lenin and his victorious banner inspire us to fight Patriotic War (Stalin)" is in the poster.

**Picture 5.** The Propaganda Poster Regarding "Patriotic War"



(Source: All World Wars, 2018)

In propaganda poster, Lenin was positioned in front of the Soviet Union flag. Just before Lenin, Stalin's image was included. The images of Lenin and Stalin in the poster were revealed as a symbol of the ideology of Communism. The presentation of Lenin in dark tones represented the past and the presentation of Stalin in light tones represented the present. Lenin and Stalin's paintings were presented on the poster as a visual indicator. As a matter of fact, in written codes Lenin's picture was referred to as the spirit of Lenin and that Lenin was still effective in the Soviet Union despite his death. Stalin's representation in front of Lenin in the descriptive indicator dimension gave the message that Stalin was proceeding on the path of Lenin. The poster emphasized that Stalin as Lenin's new representative would lead the Soviet Union in the Second World War. The use of black tones in the poster refers to occupation of the Soviet Union by Nazi Germany. The presentation of Stalin in light tones in visual codes

represents Stalin's leadership. His leadership gives the message that the Soviet people will end the occupation of Nazi Germany. Thus Stalin is presented as the "savior" metaphor on the poster. Written codes indicate that the spirit of Lenin is alive and that the ideology of Communism is still a dominant ideology in the Soviet Union. Stalin's raising his right hand in the kinetic indicators enables to convey the propaganda message in which the Soviet soldiers fulfilled Stalin's orders.

**Table 5.** The Propaganda Poster Regarding "Patriotic War"

visual indicator	descriptive indicator	symbol
Stalin's and Lenin's image	Fighting for Patriotic War	Stalin, Lenin and the Soviet Union Flag

## RESULT

In the propaganda posters examined within the scope of the study, it was seen that cult leaders built directly over Stalin and Lenin were used to mobilize the Soviet people against Nazi Germany. On the posters, Stalin and Lenin and the flags of the Soviet Union were used as symbols. It was also revealed that Lenin's paintings were directly used as visual indicators. In addition to visuals, it was found that cult leadership propaganda was also used by Stalin's words. The propaganda messages on the posters were constructed directly as the descriptive indicators. In the descriptive indicators, it was shown that Soviet people obeyed Stalin and Lenin unconditionally and the Soviet Union's victory against Nazi Germany will be won only under Stalin's leadership in the Soviet Union's propaganda regarding Stalin and Lenin. Thus, it was aimed to marginalize all kinds of propaganda against Stalin that might come within the country.

In the propaganda posters, Stalin and Lenin were generally presented as saviors of the Soviet people. Lenin was also constantly referred to in the building of Stalin's cult leadership image. So Lenin cult leadership propaganda, which was built for many years, was intended to contribute to the formation of Stalin's cult leadership propaganda. Stalin visuals were large in size and reflected on Soviet soldiers. Thus, it was tried to be emphasized that Stalin was

different from the others and was leading the Soviet people. Under the leadership cult built of Lenin and Stalin, all Soviet people were required to obey Stalin. As a matter of fact, the visual codes in the posters showed that the masses directly obeyed Stalin. In the posters, Stalin said that the Soviet people should fight against Nazi Germany to defend their homeland. On the other hand, the written code in the posters emphasized that Stalin was the greatest leader of his time, and that it was necessary for Soviet soldiers to implement Stalin's orders directly to gain victory over German soldiers. The posters were aimed to present Stalin and Lenin as a whole. Thus, it was stated that the victories won in the reign of Lenin in the past will be won again with Stalin in the Second World War.

In this study, it was tried to show how and in what way the image of cult leadership in the Soviet Union in the Second World War was presented to the masses in the propaganda posters. The study is important in terms of being original in the field. On the other hand, that the future studies examine the propaganda posters used in different countries and for different purposes in terms of cult leadership will contribute to the field.



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