

# Sensory Warfare in the Global Cold War

Partition, Propaganda, Covert Operations

Edited by Bodo Mrozek

The Pennsylvania State University Press  
University Park, Pennsylvania

# Contents

*List of Illustrations* [vii]

*Acknowledgments* [viii]

*List of Abbreviations* [ix]

INTRODUCTION: Sensory Warfare in  
the Global Cold War [1]

*Bodo Mrozek*

## PART I: SEDUCTION, MANIPULATION, OTHERING

1. Chocolate Paratroopers and Eisenhower  
Packages for Eastern Europe: Nourishing  
Partition Through Colors and Taste [21]

*Victoria Phillips*

2. Between Soir de Paris and Red Moscow: Olfactory  
Front Lines in Polish Perfumery [41]

*Stephanie Weismann*

3. Beyond the Bamboo Curtain: Sensing the  
Chinese Cultural Revolution [58]

*Cyril Cordoba*

4. Sensual Sirens: Gendering Berlin's  
Cold War Telephony [73]

*Mark Fenemore*

## PART II: PARTITION, PROPAGANDA, SENSORY BORDERS

5. Breaking the Aquatic Sound Barrier: Hearing Yourself  
and Your Enemy Across the Taiwan Strait [93]

*Dayton Lekner*

6. Listening to the Voices of Exile: Radio  
Free Europe in Romania [112]  
*Andreea Deciu Ritivoi*
7. Hearing Korea, Seeing Cuba: NO-DO as Sonic and  
Visual Propaganda in Francoist Spain [131]  
*José Manuel López Torán*
8. The Smell of the Berlin Wall: Olfactory Border  
Management at the Inner-European Frontier [147]  
*Bodo Mrozek*

### PART III: MIND CONTROL, COVERT OPERATIONS, OVERT WARFARE

9. Hallucinated Sensations: Brainwashing and Mind  
Control in Psychochemical CIA Experiments [167]  
*Walter E. Grunden*
10. To Inform and Deceive: Sensory Approaches in the  
Military Propaganda of Cold War Germany [184]  
*Carsten Richter*
11. Sniffing the Enemy: Chemical Detection  
During the Vietnam War [203]  
*Christy Spackman*
12. Heroes at the Hindu Kush: Seeing the Afghan  
War Through the Soviet Lens [220]  
*Markus Mirschel*

*List of Contributors* [239]

*Index* [243]

# Illustrations

- 1.1. CARE package [31]
- 2.1. French perfume Soir de Paris [48]
- 2.2. Polish perfume Pani Walewska [48]
- 3.1. Tourist's photo taken at Tiananmen Square on April 8, 1976 [61]
- 4.1. Photo excerpt of *Fräulein vom Amt* (1954) from "Illustrierte Film-Bühne" [75]
- 5.1. Beishan broadcasting tower, Gunningtou, Taiwan, 2020 [96]
- 6.1. 1965 Crusade for Freedom campaign of Radio Free Europe / Radio Liberty [120]
- 7.1. Film still from Spanish NO-DO newsreel on the Korean War, December 10, 1951 [139]
- 7.2. Film still from Spanish NO-DO newsreel on the Cuban Missile Crisis, November 5, 1962 [143]
- 8.1. Olfactory map of the south of West Berlin, November 15–December 4, 1974 [153]
- 8.2. West German intelligence photo of the inner-German border, May 9, 1969 [156]
- 10.1. Military propaganda magazine *Rührt Euch*, 1972 [193]
- 10.2. *Volksarmee*, 1964 [196]
- 11.1. E63 Manpack Personnel Detector, 1966 [209]
- 12.1. Soviet photo of an Afghan soldier escorting six "counterrevolutionaries," spring 1980 [224]
- 12.2. Soviet photo of a Soviet battalion crossing the "Bridge of Friendship," February 15, 1988 [234]

|       |                                                                         |
|-------|-------------------------------------------------------------------------|
| PSB   | Psychological Strategy Board                                            |
| PSK   | Psychologische Kampfführung (Psychological Warfare Division) of the FRG |
| RFE   | Radio Free Europe                                                       |
| RIAS  | Radio in the American Sector (of West Berlin)                           |
| SED   | Sozialistische Einheitspartei (Socialist Unity Party) of the GDR        |
| SIS   | Secret Intelligence Service of the UK                                   |
| Stasi | Staatssicherheit (State Security Agency) of the GDR                     |
| TASS  | Telegráfnoe agéntstvo Sovétskogo Sojúza (Soviet News Agency)            |