

## ABSTRACT

The end of World War II did not usher of a long period of peace over Malaya because hardly three years after the end of Japanese occupation in 1945, the country was thrown into turmoil once again in 1948. In that year, the **Malayan Communist Party (MCP)** started a long and bloody armed struggle against British rule that lasted for about **12** years until 1960. Whilst there are quiet a few works on the **Malayan** emergency especially that relating military measures undertaken to counter communist threat, none is available on the use of propaganda. This work therefore is an attempt to trace and anal] the use propaganda by the government and the MCP during the first emergency from 1948 till 1960. To counter this communist threat, the British rulers in Malaya declared a state of emergency over the whole country by designating communist infested areas as "black zones" and communist-free areas as "white zones." Apart from this, the **British** also embarked on a vigorous military campaign to destroy the MCP's bases in rural areas. Alongside the military campaign, another to 'win the hearts and minds' of the people in order to alienate the MCP was also launched. This included the relocation of Chinese squatters from communist infested areas to safer zones that were sufficiently patrolled by the security forces. Under this plan, also know as the Briggs Plan, thousands of Chinese squatters from rural areas were moved to 'new villages' in order to cripple MCP's people's wing known as the Min Yuen. In addition to all these measures, the British also launched a propoganda campaign with the aim of demoralising the cadres of the MCP on the one hand and winning over the populace on the other. The two-pronged campaign was aimed at the people of Malaya as well as the MCP guerillas All possible channels of mass communication were utilised in order to ensure the success of this campaign. These included the use of radio, the silver screen, the dropping of pamphlets, the offer of amnesty to MCP guerrillas MCP and various other measures. The Royal Air Force (RAF) was given the **responsibility** of undertaking missions to drop millions of pamphlet and the broadcasting of airborne announcements to persuade guerillas to turn in. High performance loud hailer were installed on **aircrafts** that flew at low level in areas of which were known to have MCP hideouts when the propoganda was being broadcasted. As a result, fairly large numbers of MCP guerillas surrendered. These tactics proved successful in influencing illiterate PKM members to surrender to the security forces on Malaya. The propoganda campaign proved successful when finally in 1960, about 90 per cent of the country was declared free of MCP threat and the MCP itself not only had moved deeper into the jungles but weakened in strength. The tacit and highly systematic use of propoganda therefore proved extremely successful in this war against the communist insurgency in Malaya during the period from 1948 till 1960.