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#### **IV. PR и реклама**

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##### **Титаник как инструмент пропаганды в управлении миром**

Титаник – британский трансатлантический пароход. На момент ввода в эксплуатацию Титаник являлся самым большим судном в мире. Рекламная кампания, сопровождавшая подготовку Титаника к первому плаванию, была крупнейшей PR- акцией начала XX века. Главная идея этой кампании – лайнер абсолютно непотопляем. Но миф был развеян в первом же плавании. Существует множество версий, почему затонул Титаник. Однако анализ всей совокупности факторов, приведших к гибели лайнера, приводит к выводу, что это была спланированная акция. Кому и для чего это понадобилось – версия изложена в данной статье.

##### **Titanic as a propaganda tool in managing the world**

Everyone is aware of the terrible disaster of a luxurious liner Titanic in the Atlantic Ocean which was put on knees by the iceberg.

Although we all heard about the tragedy of Titanic there are many tiny surprising facts about the great ship which we are not familiar with. Only extraordinary people knew that the collapse of the Titanic was planned and the deaths of hundreds of women and children were the next element in a chain of a cynical political game. In fact, this catastrophe is

not as obvious as it may seem at the first sight. The Titanic shipwreck is assumed to be a powerful PR-action that we could ever imagine.

Titanic was a British liner. It was the largest ship of all ships at that moment. At the beginning of the XX century there were two competing companies that made vessels: Cunard Line and White Star Line. The chief executive of White Star Line decided to create two huge liners that would allow winning competition between companies. These ships had to contain a big number of passengers aboard, have a fast speed and an excellent level of service. So in 1911 there was built the first large liner – Olympic. After that in 1912 Titanic – the twin of Olympic went in its first trip from England to New York. Titanic had been visited by many specialists before its first voyage and all of them had said that ship had all necessary equipment and Titanic couldn't go under the water. Indeed, the ship had the most modern technology at that moment. However, Titanic took the lives of 1,513 people [5].

Only 710 were rescued [3]. The mystery of a disaster hasn't been revealed yet. But there are several reasons why Titanic crashed. The first and the official reason nowadays is the black iceberg that due to its color couldn't be seen in the dark night. Another reason is a coincidence of the moon's position. On that day the moon was too close to the Earth and therefore the tides were very strong and exactly they changed the movement of icebergs. In addition to this, the person who was looking out didn't have binoculars. That is why he couldn't notice an iceberg. One more version is a fault of the steersman. He misunderstood a captain's command and likely turned a rudder in the wrong way. Perhaps there was a fire on a board of the ship. Besides, there exists a strange opinion about this accident. It is considered that actually another ship had sunk. The question is that on 20<sup>th</sup>September 1911 Olympic crashed into an English liner and the owners of Olympic expected to get the insurance-cover [2]. But the liner didn't suffer too much, so the company was refused in it. Moreover, the captain of the ship wanted to obtain a special prize the "Blue Ribbon Atlantic" which is awarded for the fastest crossing of the Atlantic Ocean. Exactly because of this he intentionally took a risk. And as we know the speed of the ship was about 22 knots that is much faster that is allowed [1].

There were many rich persons on the passenger deck. Not everyone could pay for the ticket to the Titanic in the first class. It cost 3300 dollars then and it would be 60000 dollars now [2]. Passengers from the third class paid for the ticket 35 dollars then and 650 dollars they should have to

pay now. Because of low cost passengers from the third class had no opportunity to use stairs where there were millionaires. So they could not go up to the deck where there were lifeboats. The crew of the ship made the command: save rich passengers first. There were 1500 people on the lower deck who were locked [2]. People saw that water came into the cabins but they could not do anything. Many people from the second and the third class jumped overboard in life jackets but they did not understand that there was no chance to survive in the icy water.

Advertising campaign that had to promote Titanic was the largest PR-action at the beginning of the XX century. Many articles in newspapers were written by special order of Titanic owners. There were positive comments about Titanic liner. Specialists said that Titanic was the best liner because of its size, modern equipment and luxury. In the middle of 90-s Russian scientists had dived to the Titanic and took samples of the metal [3]. Later experts of the American Institute analyzed that metal. The results were unpredictable. The quality of the Titanic's metal was worse than the quality of usual metal. Because of that, Titanic's metal had turned into a brittle material in the icy water and Titanic has sunk after crash with the iceberg. Specialists thought that the owners of WhiteStar Line wanted to save money that explained why they used bad quality metal. But it was not only the main aim that they wanted to reach...Brittle metal, cold water of the Atlantic Ocean and dangerous route – it was easy to organize a large-scale tragedy. Rich persons and owners of White Star Line were saved by ship Carpathia. Others had to sink.

This disaster was supposed to be horrendous for the whole world, because it was a carefully thought action of propaganda to intimidate ordinary people and to stop a progress and thereby to make wealthy people rule the world [4]. Billionaires rule the world; they want to achieve an unlimited power. The accident at the Chernobyl nuclear power station, the dissolution of the Soviet Union, the attack on the Twin Towers of the World Trade Center are all links of one chain. The catastrophe of Titanic isn't the first planned disaster. But why did the government decide to flood the Titanic? The answer should be sought in the events of the early twentieth century. In these years, there began a tremendous growth of industry: the gasoline engine, the incredible aviation development, industrialization, use of electricity in all sectors and so on. The world's financial leaders understood that scientific and technological progress may soon explode the orderliness on the Earth. If the rapid growth of the industry started, the countries which in their conception of the world were

given the secondary role would develop. And then the control of the processes in the world would be lost.

The catastrophe of Titanic was used as propaganda by Nazis who made a film about a Nazi Titanic [4]. The producer of this film was a German minister of propaganda Joseph Goebbels. He expected from a spectacular film which was full of special effects an inculcation of the antipathy to the main enemy of Germany – Great Britain. To archive a desired goal the minister of propaganda had to change real facts of the sea disaster. According to his version, the reason of the Titanic's tragedy consists in corruption and avidity of ruling financial elite of Great Britain.

Titanic sank more than 80 years ago on the night of 14th / 15th April 1912. Titanic was the largest and the most luxurious ship of the XX century. There were 1,500 passengers and crew members who died. Nowadays there are many people who are interested in the Titanic disaster. There are many controversial aspects about Titanic. For example, about the number of passengers, about the number of passengers who died and who could survive, about people who were in lifeboats. Titanic was made by talented engineers with using modern and quality materials. However, Titanic sank after crashing with the iceberg. Some people think that Titanic was a big PR-project which allowed to earn much money to its owners in people's deaths but it is a very strange and secret story. It is considered that one day we will know all about Titanic and all people who took part in this disaster would be punished.

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