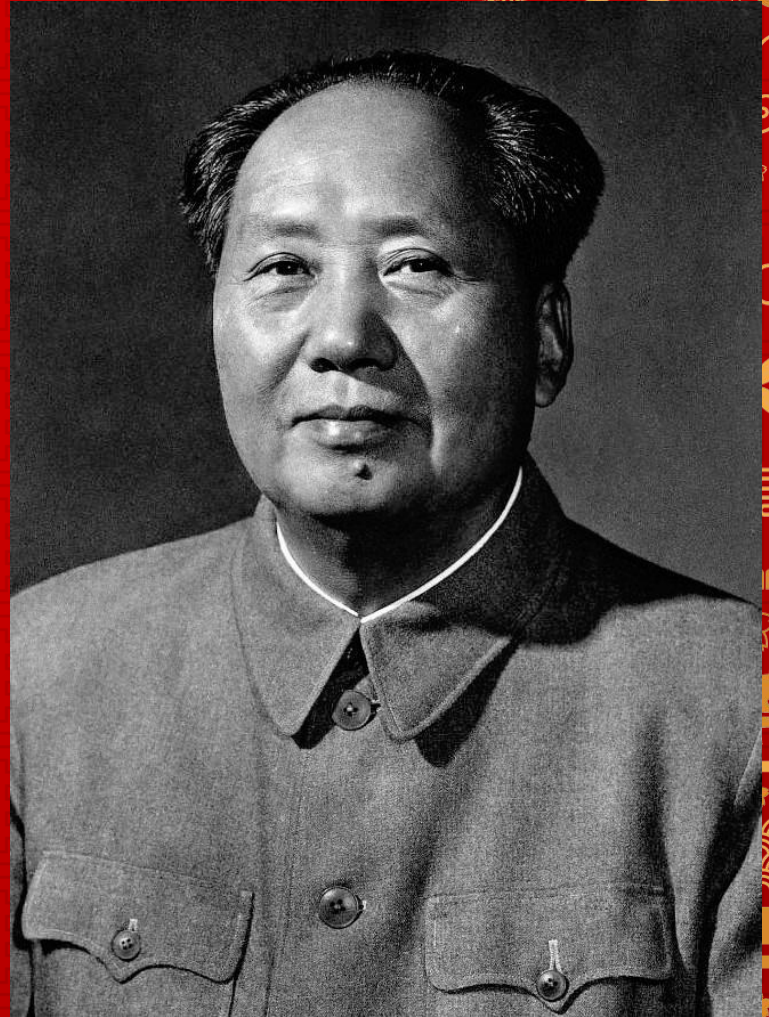


# *Exploring Mao era campaigns through print, visuals and oral histories*



Mao Zedong  
People's Republic of China  
Chinese Communist Party  
Chairman from 1943 to  
1976



# We will examine three major campaigns of the Mao period in the People's Republic of China.

- Land Reform and Collectivization
- The Great Leap Forward
- The Cultural Revolution





# Land Reform and Collectivization

- End of civil war-1953
- Land was redistributed to peasants who didn't own land before.
- Collectivisation began around 1953, when land was slowly taken away from peasant individual ownership and turned into cooperatives.



# The Great Leap Forward

- 1958 to 1961
- Along with environmental factors, this policy contributed to what was called the Great Famine.
- The steel and farming industries were the most impacted.

- Backyard kilns were used to melt down pots and other items to meet the steel demand.
- In the collective communes, peasants ended up starving to keep up with demand.



# The Cultural Revolution

- 1966-1976
- The Red Guard- Paramilitary
  - Groups of young people that emphasized Maoist agendas
  - *The Little Red Book* of quotes by Mao Zedong was distributed throughout China during this time.
- The purge of the “Four Olds”
  - Old Culture, Old Habits, Old Customs and Old Ideas
- Led to violence, the persecution many, including intellectuals.

