GRAVE STUDIES IN THE HISTORY OF
SCIENCE AND TECHNOLOGY

Original, high-quality, and accessible works at the cutting edge within the history of science and technology. Books in this series will provide new knowledge and new perspectives about the history of science and technology, enhance and extend education, foster public understanding and enrich cultural life. Collectively, these books will chart the intellectual development of science and technology by incorporating historical analyses of current and ongoing concern, offering new perspectives on a variety of issues, and bridging the gap between science and practicing scientists. In this way they advance scholarship and across traditional disciplines but also to help intellectual endeavor.

The Nuclear Age in Popular Media
A Transnational History, 1945–1965

Edited by
Dick van Lente

The Nuclear Age in Popular Media
A Transnational History, 1945–1965

Edited by
Dick van Lente
Contents

List of Illustrations vii

Acknowledgments ix

Chapter 1
Introduction: A Transnational History
of Popular Images and Narratives of Nuclear Technologies in the First Two Postwar Decades
Dick van Lente 1

Chapter 2
Shaping the Soviet Experience of the Atomic Age:
Nuclear Topics in Ogonyok, 1945–1965
Sonja D. Schmid 19

Chapter 3
“TO SEE ... THINGS DANGEROUS TO COME TO”:
Life Magazine and the Atomic Age
in the United States, 1945–1965
Scott C. Zeman 53

Chapter 4
Learning from War: Media Coverage of the Nuclear Age in the Two Germanies
Dolores L. Augustine 79

Chapter 5
“Dawn—OR DUSK?”: Britain’s Picture Post
Confronts Nuclear Energy
Christoph Laucht 117

Chapter 6
Nuclear Power, World Politics, and a Small Nation:
Narratives and Counternarratives in the Netherlands
Dick van Lente 149
## CONTENTS

Chapter 7  
Nuclear Power Plants in “The Only A-bombed Country”: Images of Nuclear Power and the Nation’s Changing Self-portrait in Postwar Japan  
*Hirofumi Utsumi*  
175

Chapter 8  
Promises of Indian Modernity: Representations of Nuclear Technology in the *Illustrated Weekly of India*  
*Hans-Joachim Bieber*  
203

Chapter 9  
Conclusion: One World, Two Worlds, Many Worlds?  
*Dolores Augustine and Dick van Lente*  
233

Appendix I: Picture Essay: Images of Nuclear Power in Illustrated Magazines  
249

Appendix II: Nuclear Issues in Eight Countries, 1945–1965  
261

Notes on Contributors  
265

Index  
267

---

### Illustrations

**Photographs**

AI.1 “The First Publication of the Damages by Atomic Bombs”

AI.2 “Six of These Destroy Germany”

AI.3 Advertisement for nasal drops

AI.4 Tokaimura Research Institute

AI.5 Launching of the nuclear icebreaker “Lenin”

AI.6 “Snipers of the atomic nucleus”

AI.7 “The peaceful atom’s citadel”

AI.8 Pavilion of “Atomic Energy for Peaceful Uses”

AI.9 “Peace, progress, and communism”

AI.10 “Britain on the march: tens of thousands in Trafalgar Square”

AI.11 Atomic reactors in Africa

AI.12 “The atom cures. But doctor and nurse are exposed to danger”

AI.13 Helmut Sohre confronts Honest John

### Graphs

AIL.1 Nuclear Technology in *Ogonyok* (Soviet Union), 1945–1965

AIL.2 Nuclear Technology in *Life Magazine* (United States), 1945–1965