The United States often uses terrorism as a way of publicly labeling or characterizing an enemy. In the context of the modern War on Terror, this is a powerful form of propaganda that the United States often uses to gain public and congressional support for aggressive actions against other sovereign nations. The characterization of a state as a sponsor of terrorism implies the illegitimacy of another government and facilitates aggressive actions at home and abroad. This presentation looks back to the 1980s and examines the United States’ conflict with the Sandinista-led Nicaraguan government. The paper demonstrates the use of terrorism as a label by examining the Reagan administration’s attempt to use a global terrorism crisis during the 1980s to overcome the Vietnam Syndrome and shift prevailing attitudes over its conflict with Nicaragua. By couching its policy under the guise of counterterrorism the Reagan administration hoped to gain greater support from Congress, the public, and the media for its conflict with Nicaragua.

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