

Create a cult of personality
GLORIFYING Saddam and
inspire **DEVOTION** (like Stalin, his
'hero!')



- Pictures, murals, monuments and statues (strong messages e.g his commitment to Arab Nationalism)
- Even created the myth he was descended from 'Saladin' the Muslim warrior king.
- Office blocks, schools, airports, currency adorned with his image.
- Birthday a national holiday (his gift to the 'grateful' Iraqi people)
- News broadcasts start with a song of adulation to Saddam's greatness.
- School textbooks - his figure reproduced on the inside cover! (Saddam the great 'educator')
- Also presented as a benevolent father figure

Everything to all men -
'Saddamism'

Censorship - controlling what Iraq's could see and read.

- Saddam had a 'ministry for information'. Simple messaging - Saddam and Iraq are one and the same.
- Had powers to prevent anything that might 'harm' national unity.
- Fun fact! Iraqis claim that there were as many pictures of Saddam Hussein as there are people in their country (20 million).
- No satellite dishes permitted (preventing western news etc)
- State controlled TV and radio

Fear, repression and a police state (eradication of opposition)

- State Security Services the **Mukhabarat** - videotapes for blackmail purposes and to ensure their future cooperation. Individuals would 'disappear'.
- Decapitated heads of opposition on public display to deter others.
- Abu Garib Prison - known for its brutal treatment of dissenters. Torture, eye gouging, rape! (4,000 prisoners in 1984 alone)
- Was a capital offence to criticise Saddam.

Political control - Saddam was President and chair of the RCC of the Ba'ath Party, made all political appointments. Purged the Ba'ath party executing 22 on becoming President! Created a single party dictatorship - held 'referendum' on his leadership (false legitimacy) he was also commander in chief of the army

Popular policies

Saddam had already won popular support for his modernisation programme from 1972. E.g the electrification of Iraq. This programme continued under his presidency
Equal rights for women in the constitution.

The cult of Personality was vital for Saddam's rule - creates a **'myth' of infallibility** can be trusted to make the right decisions and do what's right for Iraq - but for this to succeed he must promote Iraqis security and provide economic improvements and opportunity (Iron fist and velvet glove)

The Arch of Victory 1988



A monument to his war with Iran (1980-88)

Did you know? Saddam means 'the fighter who stays steadfast'

Even his early life story is used to promote him. Born into an impoverished family, raised by an Uncle (Kairallah Tulfa) stories of determination as a child - 'lionising' him as some predestined leader.

How did Saddam maintain power in Iraq?