

PUBLIC OPINION

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CHAPTER 1

The World Outside and the Pictures in Our Heads

1

There is an island in the ocean where in 1914 a few Englishmen, Frenchmen, and Germans lived. No cable reaches that island, and the British mail steamer comes but once in sixty days. In September it had not yet come, and the islanders were still talking about the latest newspaper which told about the approaching trial of Madame Caillaux for the shooting of Gaston Calmette. It was, therefore, with more than usual eagerness that the whole colony assembled at the quay on a day in mid-September to hear from the captain what the verdict had been. They learned that for over six weeks now those of them who were English and those of them who were French had been fighting in behalf of the sanctity of treaties against those of them who were Germans. For six strange weeks they had acted as if they were friends, when in fact they were enemies.

But their plight was not so different from that of most of the population of Europe. They had been mistaken for six weeks, on the continent the interval may have been only six days or six hours. There was an interval. There was a moment when the picture of Europe on which men were conducting their business as usual, did not in any way correspond to the Europe which was about to make a jumble of their lives. There was a time for each man when he was still adjusted to an environment that no longer existed. All over the world as late as July 25th men were making goods that they would not be able to ship, buying goods they would not be able to import, careers were being planned, enterprises contemplated, hopes and expectations entertained, all in the belief that the world as known was the world as it was. Men were writing books describing that world. They trusted the picture in their heads. And then over four years later, on a Thursday morning, came the news of an armistice, and people gave vent to

their unutterable relief that the slaughter was over. Yet in the five days before the real armistice came, though the end of the war had been celebrated, several thousand young men died on the battlefields.

Looking back we can see how indirectly we know the environment in which nevertheless we live. We can see that the news of it comes to us now fast, now slowly; but that whatever we believe to be a true picture, we treat as if it were the environment itself. It is harder to remember that about the beliefs upon which we are now acting, but in respect to other peoples and other ages we flatter ourselves that it is easy to see when they were in deadly earnest about ludicrous pictures of the world. We insist, because of our superior hindsight, that the world as they needed to know it, and the world as they did know it, were often two quite contradictory things. We can see, too, that while they governed and fought, traded and reformed in the world as they imagined it to be, they produced results, or failed to produce any, in the world as it was. They started for the Indies and found America. They diagnosed evil and hanged old women. They thought they could grow rich by always selling and never buying. A caliph, obeying what he conceived to be the Will of Allah, burned the library at Alexandria.

Writing about the year 389, St. Ambrose stated the case for the prisoner in Plato's cave who resolutely declines to turn his head. "To discuss the nature and position of the earth does not help us in our hope of the life to come. It is enough to know what Scripture states. 'That He hung up the earth upon nothing' (Job xxvi.7). Why then argue whether He hung it up in air or upon the water, and raise a controversy as to how the thin air could sustain the earth; or why, if upon the waters, the earth does not go crashing down to the bottom . . . ? Not because the earth is in the middle, as if suspended on even balance, but because the majesty of God constrains it by the law of His will, does it endure stable upon the unstable and the void."¹

It does not help us in our hope of the life to come. It is enough to know what Scripture states. Why then argue? But a century and a half after St. Ambrose, opinion was still troubled, on this occasion by the problem of the antipodes. A monk named Cosmas, famous for his scientific attainments, was therefore deputed to write a Christian Topography, or "Christian Opinion concerning the World."² It is clear that he knew exactly what was expected of him, for he based all his conclusions on the Scriptures as he read them. It appears, then, that the world is a flat parallelogram, twice as broad from east to west

1. Hexaëmeron, i. cap 6, quoted in *The Mediaeval Mind*, by Henry Osborn Taylor, Vol. I, p. 73.

2. Lecky, *Rationalism in Europe*, Vol. I, pp. 276-8.

as it is long from north to south. In the center is the earth surrounded by ocean, which is in turn surrounded by another earth, where men lived before the deluge. This other earth was Noah's port of embarkation. In the north is a high conical mountain around which revolve the sun and moon. When the sun is behind the mountain it is night. The sky is glued to the edges of the outer earth. It consists of four high walls which meet in a concave roof, so that the earth is the floor of the universe. There is an ocean on the other side of the sky, constituting the "waters that are above the firmament." The space between the celestial ocean and the ultimate roof of the universe belongs to the blest. The space between the earth and sky is inhabited by the angels. Finally, since St. Paul said that all men are made to live upon the "face of the earth" how could they live on the back where the Antipodes are supposed to be? "With such a passage before his eyes, a Christian, we are told, should not 'even speak of the Antipodes.'"¹

Far less should he go to the Antipodes; nor should any Christian prince give him a ship to try; nor would any pious mariner wish to try. For Cosmas there was nothing in the least absurd about his map. Only by remembering his absolute conviction that this was the map of the universe can we begin to understand how he would have dreaded Magellan or Peary or the aviator who risked a collision with the angels and the vault of heaven by flying seven miles up in the air. In the same way we can best understand the furies of war and politics by remembering that almost the whole of each party believes absolutely in its picture of the opposition, that it takes as fact, not what is, but what it supposes to be the fact. And that therefore, like Hamlet, it will stab Polonius behind the rustling curtain, thinking him the king, and perhaps like Hamlet add:

"Thou wretched, rash, intruding fool, farewell!
I took thee for thy better; take thy fortune."

2

Great men, even during their lifetime, are usually known to the public only through a fictitious personality. Hence the modicum of truth in the old saying that no man is a hero to his valet. There is only a modicum of truth, for the valet, and the private secretary, are often immersed in the fiction themselves. Royal personages are, of course, constructed personalities. Whether they themselves believe in their public character, or whether they merely permit the chamberlain to stage-manage it, there are at least two distinct selves, the public and regal self, the private and human. The biographies of great people

1. *Id.*

fall more or less readily into the histories of these two selves. The official biographer reproduces the public life, the revealing memoir the other. The Charnwood Lincoln, for example, is a noble portrait, not of an actual human being, but of an epic figure, replete with significance, who moves on much the same level of reality as Aeneas or St. George. Oliver's Hamilton is a majestic abstraction, the sculpture of an idea, "an essay" as Mr. Oliver himself calls it, "on American union." It is a formal monument to the statecraft of federalism, hardly the biography of a person. Sometimes people create their own façade when they think they are revealing the interior scene. The Remington diaries and Margot Asquith's are a species of self-portraiture in which the intimate detail is most revealing as an index of how the authors like to think about themselves.

But the most interesting kind of portraiture is that which arises spontaneously in people's minds. When Victoria came to the throne, says Mr. Strachey,¹ "among the outside public there was a great wave of enthusiasm. Sentiment and romance were coming into fashion; and the spectacle of the little girl-queen, innocent, modest, with fair hair and pink cheeks, driving through her capital, filled the hearts of the beholders with raptures of affectionate loyalty. What, above all, struck everybody with overwhelming force was the contrast between Queen Victoria and her uncles. The nasty old men, debauched and selfish, pigheaded and ridiculous, with their perpetual burden of debts, confusions, and disreputabilities—they had vanished like the snows of winter and here at last, crowned and radiant, was the spring."

M. Jean de Pierrefeu² saw hero-worship at first hand, for he was an officer on Joffre's staff at the moment of that soldier's greatest fame:

"For two years, the entire world paid an almost divine homage to the victor of the Marne. The baggage-master literally bent under the weight of the boxes, of the packages and letters which unknown people sent him with a frantic testimonial of their admiration. I think that outside of General Joffre, no commander in the war has been able to realize a comparable idea of what glory is. They sent him boxes of candy from all the great confectioners of the world, boxes of champagne, fine wines of every vintage, fruits, game, ornaments and utensils, clothes, smoking materials, inkstands, paperweights. Every territory sent its speciality. The painter sent his picture, the sculptor his statuette, the dear old lady a comforter or socks, the shepherd in his hut carved a pipe for his sake. All the manufacturers of the world who were

1. Lytton Strachey, *Queen Victoria*, p. 72.

2. Jean de Pierrefeu, G. Q. G. *Trois ans au Grand Quartier Général*, pp. 94-95.

hostile to Germany shipped their products, Havana its cigars, Portugal its port wine. I have known a hairdresser who had nothing better to do than to make a portrait of the General out of hair belonging to persons who were dear to him; a professional penman had the same idea, but the features were composed of thousands of little phrases in tiny characters which sang the praise of the General. As to letters, he had them in all scripts, from all countries, written in every dialect, affectionate letters, grateful, overflowing with love, filled with adoration. They called him Savior of the World, Father of his Country, Agent of God, Benefactor of Humanity, etc. . . . And not only Frenchmen, but Americans, Argentinians, Australians, etc. etc. . . . Thousands of little children, without their parents' knowledge, took pen in hand and wrote to tell him their love: most of them called him Our Father. And there was poignancy about their effusions, their adoration, these sighs of deliverance that escaped from thousands of hearts at the defeat of barbarism. To all these naif little souls, Joffre seemed like St. George crushing the dragon. Certainly he incarnated for the conscience of mankind the victory of good over evil, of light over darkness.

Lunatics, simpletons, the half-crazy and the crazy turned their darkened brains toward him as toward reason itself. I have read the letter of a person living in Sydney, who begged the General to save him from his enemies; another, a New Zealander, requested him to send some soldiers to the house of a gentleman who owed him ten pounds and would not pay.

Finally, some hundreds of young girls, overcoming the timidity of their sex, asked for engagements, their families not to know about it; others wished only to serve him."

This ideal Joffre was compounded out of the victory won by him, his staff and his troops, the despair of the war, the personal sorrows, and the hope of future victory. But beside hero-worship there is the exorcism of devils. By the same mechanism through which heroes are incarnated, devils are made. If everything good was to come from Joffre, Foch, Wilson, or Roosevelt, everything evil originated in the Kaiser Wilhelm, Lenin and Trotsky. They were as omnipotent for evil as the heroes were omnipotent for good. To many simple and frightened minds there was no political reverse, no strike, no obstruction, no mysterious death or mysterious conflagration anywhere in the world of which the causes did not wind back to these personal sources of evil.

3

Worldwide concentration of this kind on a symbolic personality is rare enough to be clearly remarkable, and every author has a weakness for the striking and irrefutable example. The vivisection of war

reveals such examples, but it does not make them out of nothing. In a more normal public life, symbolic pictures are no less governant of behavior, but each symbol is far less inclusive because there are so many competing ones. Not only is each symbol charged with less feeling because at most it represents only a part of the population, but even within that part there is infinitely less suppression of individual difference. The symbols of public opinion, in times of moderate security, are subject to check and comparison and argument. They come and go, coalesce and are forgotten, never organizing perfectly the emotion of the whole group. There is, after all, just one human activity left in which whole populations accomplish the union sacrée. It occurs in those middle phases of a war when fear, pugnacity, and hatred have secured complete dominion of the spirit, either to crush every other instinct or to enlist it, and before weariness is felt.

At almost all other times, and even in war when it is deadlocked, a sufficiently greater range of feelings is aroused to establish conflict, choice, hesitation, and compromise. The symbolism of public opinion usually bears, as we shall see,¹ the marks of this balancing of interest. Think, for example, of how rapidly, after the armistice, the precarious and by no means successfully established symbol of Allied Unity disappeared, how it was followed almost immediately by the breakdown of each nation's symbolic picture of the other: Britain the Defender of Public Law, France watching at the Frontier of Freedom, America the Crusader. And think then of how within each nation the symbolic picture of itself frayed out, as party and class conflict and personal ambition began to stir postponed issues. And then of how the symbolic pictures of the leaders gave way, as one by one, Wilson, Clemenceau, Lloyd George, ceased to be the incarnation of human hope, and became merely the negotiators and administrators for a disillusioned world.

Whether we regret this as one of the soft evils of peace or applaud it as a return to sanity is obviously no matter here. Our first concern with fictions and symbols is to forget their value to the existing social order, and to think of them simply as an important part of the machinery of human communication. Now in any society that is not completely self-contained in its interests and so small that everyone can know all about everything that happens, ideas deal with events that are out of sight and hard to grasp. Miss Sherwin of Gopher Prairie,² is aware that a war is raging in France and tries to conceive it. She has never been to France, and certainly she has never been

1. Part 5.

2. See Sinclair Lewis, *Main Street*.

along what is now the battlefield. Pictures of French and German soldiers she has seen, but it is impossible for her to imagine three million men. No one, in fact, can imagine them, and the professionals do not try. They think of them as, say, two hundred divisions. But Miss Sherwin has no access to the order of battle maps, and so if she is to think about the war, she fastens upon Joffre and the Kaiser as if they were engaged in a personal duel. Perhaps if you could see what she sees with her mind's eye, the image in its composition might be not unlike an Eighteenth Century engraving of a great soldier. He stands there boldly unruffled and more than life size, with a shadowy army of tiny little figures winding off into the landscape behind. Nor it seems are great men oblivious to these expectations. M. de Pierrefeu tells of a photographer's visit to Joffre. The General was in his "middle-class office, before the worktable without papers, where he sat down to write his signature. Suddenly it was noticed that there were no maps on the walls. But since according to popular ideas it is not possible to think of a general without maps, a few were placed in position for the picture, and removed soon afterwards."¹

The only feeling that anyone can have about an event he does not experience is the feeling aroused by his mental image of that event. That is why until we know what others think they know, we cannot truly understand their acts. I have seen a young girl, brought up in a Pennsylvania mining town, plunged suddenly from entire cheerfulness into a paroxysm of grief when a gust of wind cracked the kitchen window-pane. For hours she was inconsolable, and to me incomprehensible. But when she was able to talk, it transpired that if a window-pane broke it meant that a close relative had died. She was, therefore, mourning for her father, who had frightened her into running away from home. The father was, of course, quite thoroughly alive as a telegraphic inquiry soon proved. But until the telegram came, the cracked glass was an authentic message to that girl. Why it was authentic only a prolonged investigation by a skilled psychiatrist could show. But even the most casual observer could see that the girl, enormously upset by her family troubles, had hallucinated a complete fiction out of one external fact, a remembered superstition, and a turmoil of remorse, and fear and love for her father.

Abnormality in these instances is only a matter of degree. When an Attorney-General, who has been frightened by a bomb exploded on his doorstep, convinces himself by the reading of revolutionary literature that a revolution is to happen on the first of May 1920, we recognize that much the same mechanism is at work. The war, of course,

1. *Op. cit.*, p. 99.

furnished many examples of this pattern: the casual fact, the creative imagination, the will to believe, and out of these three elements, a counterfeit of reality to which there was a violent instinctive response. For it is clear enough that under certain conditions men respond as powerfully to fictions as they do to realities, and that in many cases they help to create the very fictions to which they respond. Let him cast the first stone who did not believe in the Russian army that passed through England in August, 1914; did not accept any tale of atrocities without direct proof, and never saw a plot, a traitor, or a spy where there was none. Let him cast a stone who never passed on as the real inside truth what he had heard someone say who knew no more than he did.

In all these instances we must note particularly one common factor. It is the insertion between man and his environment of a pseudo-environment. To that pseudo-environment his behavior is a response. But because it is behavior, the consequences, if they are acts, operate not in the pseudo-environment where the behavior is stimulated, but in the real environment where action eventuates. If the behavior is not a practical act, but what we call roughly thought and emotion, it may be a long time before there is any noticeable break in the texture of the fictitious world. But when the stimulus of the pseudo-fact results in action on things or other people, contradiction soon develops. Then comes the sensation of butting one's head against a stone wall, of learning by experience, and witnessing Herbert Spencer's tragedy of the murder of a Beautiful Theory by a Gang of Brutal Facts, the discomfort in short of a maladjustment. For certainly, at the level of social life, what is called the adjustment of man to his environment takes place through the medium of fictions.

By fictions I do not mean lies. I mean a representation of the environment which is in lesser or greater degree made by man himself. The range of fiction extends all the way from complete hallucination to the scientists' perfectly self-conscious use of a schematic model, or his decision that for his particular problem accuracy beyond a certain number of decimal places is not important. A work of fiction may have almost any degree of fidelity, and so long as the degree of fidelity can be taken into account, fiction is not misleading. In fact, human culture is very largely the selection, the rearrangement, the tracing of patterns upon, and the stylizing of, what William James called "the random irradiations and resettlements of our ideas."¹ The alternative to the use of fictions is direct exposure to the ebb and flow of sensation. That is not a real alternative, for however refreshing it is to see at times

1. James, *Principles of Psychology*, Vol. II, p. 638.

with a perfectly innocent eye, innocence itself is not wisdom, though a source and corrective of wisdom.

For the real environment is altogether too big, too complex, and too fleeting for direct acquaintance. We are not equipped to deal with so much subtlety, so much variety, so many permutations and combinations. And although we have to act in that environment, we have to reconstruct it on a simpler model before we can manage with it. To traverse the world men must have maps of the world. Their persistent difficulty is to secure maps on which their own need, or someone else's need, has not sketched in the coast of Bohemia.

4

The analyst of public opinion must begin then, by recognizing the triangular relationship between the scene of action, the human picture of that scene, and the human response to that picture working itself out upon the scene of action. It is like a play suggested to the actors by their own experience, in which the plot is transacted in the real lives of the actors, and not merely in their stage parts. The moving picture often emphasizes with great skill this double drama of interior motive and external behavior. Two men are quarreling, ostensibly about some money, but their passion is inexplicable. Then the picture fades out and what one or the other of the two men sees with his mind's eye is reenacted. Across the table they were quarreling about money. In memory they are back in their youth when the girl jilted him for the other man. The exterior drama is explained: the hero is not greedy; the hero is in love.

A scene not so different was played in the United States Senate. At breakfast on the morning of September 29, 1919, some of the Senators read a news dispatch in the *Washington Post* about the landing of American marines on the Dalmatian coast. The newspaper said:

FACTS NOW ESTABLISHED

The following important facts appear already *established*. The orders to Rear Admiral Andrews commanding the American naval forces in the Adriatic, came from the British Admiralty via the War Council and Rear Admiral Knapps in London. The approval or disapproval of the American Navy Department was not asked. . . .

WITHOUT DANIEL'S KNOWLEDGE

Mr. Daniels was admittedly placed in a peculiar position when cables reached here stating that the forces over which he is presumed to have exclusive control were carrying on what