

HOW THE WORLD'S FIRST PHOTOSHOP CAUSED MILLIONS OF **DEATHS**.



How the world's first photoshop caused millions of deaths...

Marketing rule number one for dictators — you need to control the narrative.

Joseph Stalin took this rule on board by ensuring he managed public perception through the use of image propaganda—to manipulate and influence public opinion; these are instances where photo manipulation techniques were misused - to change the course of history to favor himself. Some of them occurring long before the actual “Photoshop” existed.

We know that Photoshop is a popular program for editing and manipulating images — Instagram influencers may not exist without it. Still, the photo editing skills of today are nothing compared with the master manipulator Stalin, and his commitment to censorship and alteration is perhaps unrivalled.

To understand the reasons behind his Photoshop and Marketing propaganda; we will take a quick look at the Soviet Dictator Background.

Joseph Stalin was born into poverty in 1879 to an alcoholic cobbler father and washerwoman mother, Stalin caught smallpox at the age of seven and