Cold War Cultural Language Transference into Modern Media: *Fallout 3*

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Development:

The idea behind this project began with the realization that the experience of the video-game *Fallout 3* is enhanced by an historical knowledge of the Cold War and the language associated with it. Why is this so and how can that era's language of fear and death be entertaining?

Rebuilding America's Future Today!

The Enclave: Continuity of Government as envisioned by President Eisenhower required martial law and unquestioning obedience, which the Enclave carries to the extreme.

Method:

The research phase of the project consisted mainly of analysis of primary and secondary sources that explained how the unique language of the Cold War arose. The next step was a comparisonof that cultural language with its counterpart in the video-game *Fallout 3*.

Findings:

The comparison of Cold War era language from the sources and *Fallout* revealed that traditional American concepts like **Continuity of Government**, **Premillenialist** religious thought linking God to nuclear war, post-apocalyptic **survival stories**, **fallout shelters**, and Cold War **Iconography** resurface, with slight modifications, in the Fallout universe. However, rather than be primarily terrifying these concepts are rendered darkly humorous by the phenomenon of "**camp**".

There won't really be a nuclear war - right?

So imagine life in a Vault-Tec vault. Not just a future. A brighter future... underground

In this Vault –Tec advertisement the ideal American family cheerfully carries out its routine amusements despite the menace of nuclear Armageddon. This demonstrates **Camp**: the overuse of cliché' cultural language to create an ironic, humorous atmosphere around an otherwise serious subject.

***Fallout 3* Vault-Tec advertisement for commercial fallout shelters**:
A private corporation promises people security for a hefty fee, and parallels real private shelters.

Undetonated Atomic Bomb in the *Fallout 3* town of Megaton:
Apart from threatening the survivors of the post-apocalyptic town, the bomb serves as sacred idol to the **premillenialist** inspired Church of the Children of Atom.

Application:

The language of the Cold War was born of the fear endemic of the times, and offered people ways of dealing with that fear.. Eventually people realized the futility of nuclear war and began to see the whole idea as foolish, at which point use of associated cultural language became campy. Because of this, imagery that once inspired only dread can today be used as entertainment in popular media.