**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?

**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 comparison of 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 being primarily terrifying these concepts are rendered darkly humorous by the phenomenon of “camp”.

**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.