The good guys win: Ronald Reagan, Tom Clancy, and the transformation of national security

Abstract
This paper examines the relationship between popular culture and policy. It argues that popular culture serves to make policy legible to a broad audience and exerts influence on policy makers themselves. It examines the way the administration of Ronald Reagan made use of the novels of Tom Clancy to build support for its national security agenda, how the public received the works, and in turn how the novels reinforced Reagan’s confidence in his policy. The paper also explores how Reagan developed his political ideology and how his background informed the method in which he received, and then presented information. It argues that Reagan was the driving ideological force in his administration.
The Tom Clancy games may draw upon the testimony of architects, firearms experts and special forces teams but they are always represented as firmly neutral, as mere entertainment, and the result is not an apolitical experience but politics by stealth. They are games that quietly advocate hawkish attitudes and philosophies while trying to lose the player in their lethal machinery, in the smooth interlocking of components and command structures. Ubisoft’s pretence of inconsequence could be its most detestable quality, as a publisher - you might as well talk about landmines as though they

Writer Tom Clancy’s "The Hunt for Red October" was a favorite book of Ronald Reagan. (Vince Lupo/AP). During the Reagan administration, the Republican president was reluctant to portray himself as a big reader, even though he read a wide variety of books, Troy explained. "He liked a good adventure story, he also liked to read non-fiction and I know that the Clancy book made a bit of a splash," Troy said. "The guy has a handshake like a lumberjack," Clancy said of the president, according to Lou Cannon’s book "President Reagan: The Role of a Lifetime." Clancy went on to become a best-selling author and a millionaire, leaving behind his former life as an insurance salesman, and many of his books were turned into movies.