Propaganda

What is Propaganda?
- Propaganda is a message
- Attempt to alter perceptions
- Attempt to control opinions
- Attempt to produce action

Propaganda in History
- Ancient world
- Crusades
- WWI
- WWII
- Example: Mohawk Valley strike

Why Study Propaganda?
- Understand its use historically
- Learn to recognize it
- Avoid being influenced by it
• General Types of Propaganda
  ◦ White - not disguised
  ◦ Gray - obvious propaganda but source concealed
  ◦ Black - nature and source concealed

• Principles of Propaganda
  ◦ There are no moral codes; the aim is to succeed
  ◦ Propaganda usually involves some fakery
  ◦ Appeal to emotions; avoid abstract ideas
  ◦ Repeat, repeat, repeat a few ideas.
  ◦ Present only one side (the one favorable to you)
  ◦ Constantly attack the opposition
  ◦ Point out a "villain"
  ◦ Utilize Goebbels' principles

• Properties of Propaganda
  ◦ Appeal to emotions
  ◦ Simplicity
- Features slogans
- Constant repetition
- Stereotyped phrasing
- Very one-sided
- Points to a "villain"
- Criticizes opposition
- Labeling
- Not important whether true or false
- Works on targets' backgrounds
- Works on cultural symbols
- Uses devices identified by IPA

- Dissecting Propaganda
  - Ideology
    - Who is presenting the message?
    - Who is paying for it?
    - Is the source credible?
  - Context?
  - Who is the target audience?
  - Who benefits?
  - Why these options?
  - What happens if you don't go along?
  - Are the arguments valid?
  - Are the "facts" really correct?
Is it clear?
Are there any deceptive devices?
Can you find any other tricks?
What do symbols mean?
Who is the "villain" if any?
Are there any slogans?

Last Thoughts
The subject is very large.
You will need to read to get any understanding
Propaganda is everywhere
How to respond?