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Propaganda

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