



What
message
is being
conveyed
?



工人阶级必须领导一切



НАРОДЫ МИРА НЕ ХОТЯТ ПОВТОРЕНИЯ БЕДСТВИЙ ВОЙНЫ.
И. СТАЛИН

What
strategies or
tricks does the
messenger
employ to get
the message
across
?

PROPAGANDA



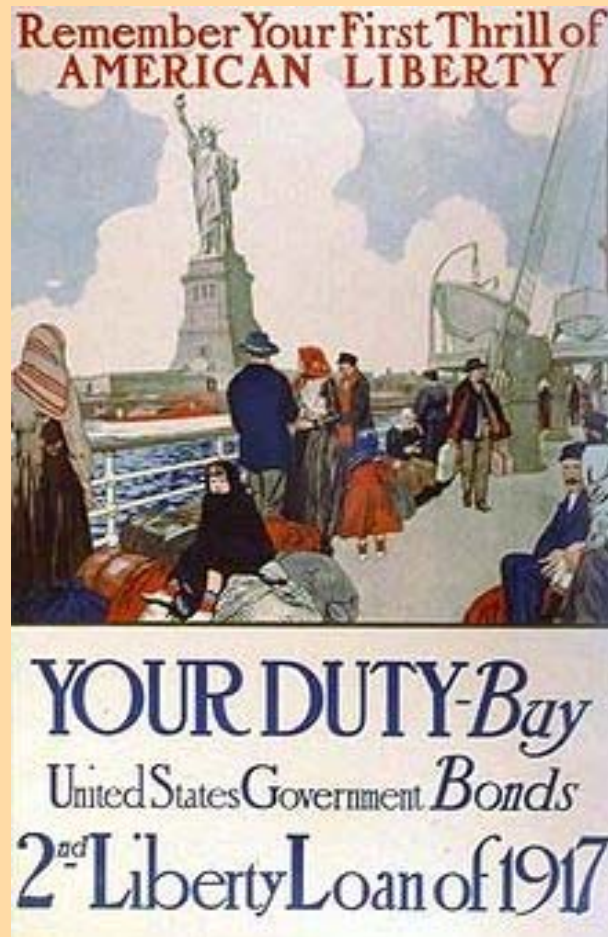
What is propaganda?

Propaganda is a form of communication that is aimed at influencing the collective attitude of a community toward some product, cause, or viewpoint.

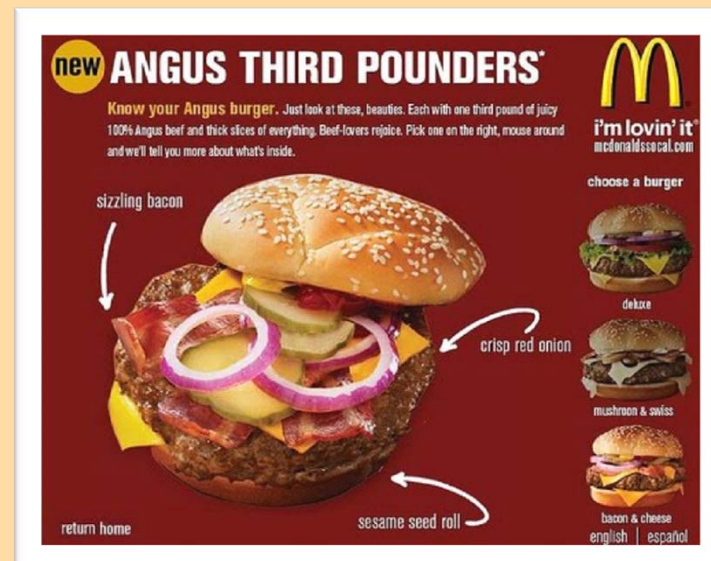
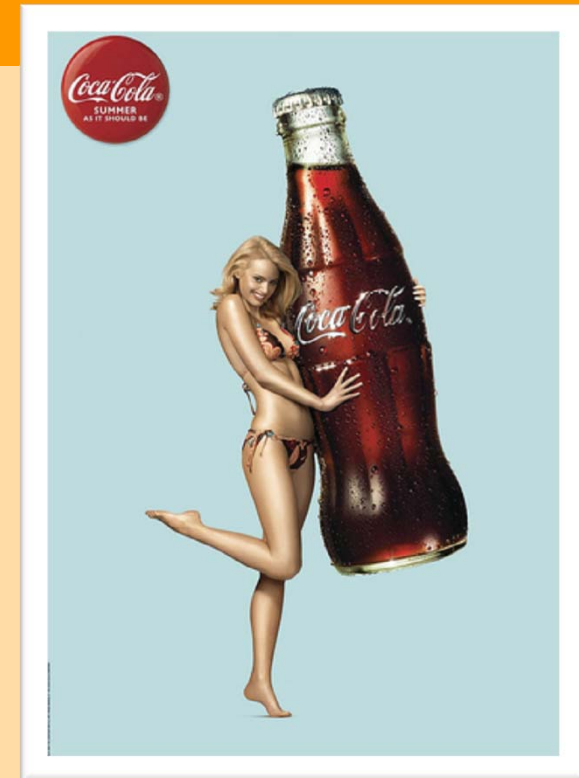
- Propaganda appeals to emotion rather than to reason.
- The message conveyed is usually brief and not complex



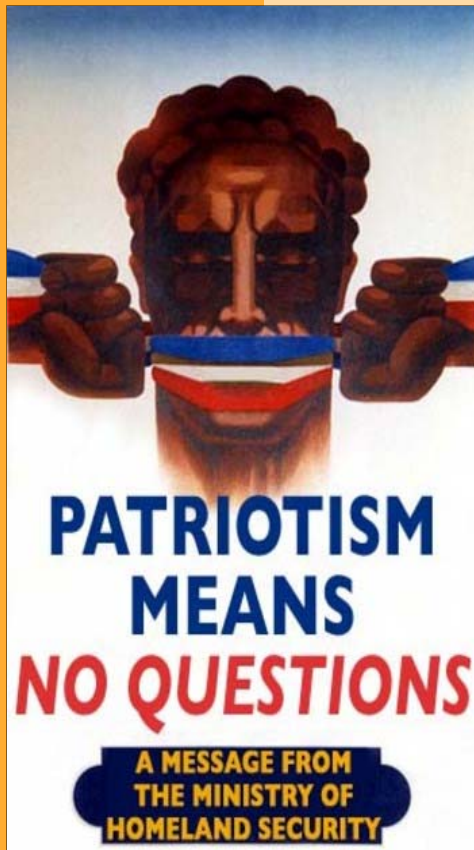
Government Propaganda



Propaganda in Advertising



Five Characteristics of Propaganda



- Propaganda is in the eye of the beholder:
“I’m persuading.
The other guy is using propaganda.”
- Propaganda has a strong ideological bent.
- Propaganda is institutional in nature. It is practiced by organized groups.
 - governments
 - corporations
 - social movements
 - special interests
- Propaganda relies on mass persuasion.
 - television
 - radio
 - Internet
 - billboards
- Propaganda might rely on ethically suspect methods of influence.
 - deception
 - distortion
 - misrepresentation
 - suppression of select information.

Bandwagon Effect

The argument that “since everyone is doing it, so should you”

- a “herd” mentality,
- following the crowd
- “counting heads”



Testimonials

Testimony offered by people, often celebrities, to give the claim credibility



Air Jordan™ sneakers



Plain Folks Appeal

The argument that “if it’s good for the common person (and we’re all common people) it’s good for you too.”

- Based on the “common man,” “person on the street” or the “little guy”
- A politician calls himself a “populist” or “man of the people”



♪ And like a good neighbor... ♪

Glittering Generalities

- Using virtuous words; democracy, freedom, justice, patriotism, family values, motherhood, progress
- Embracing values at a high level of abstraction
 - “change”
 - “green”
 - “reform”

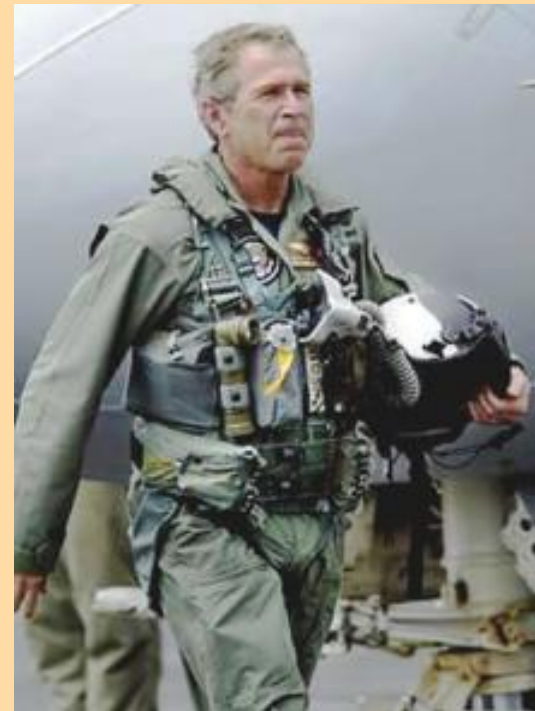


Transfer

Projecting good or bad qualities from one person or group onto another

The positive or negative association will “rub off” on the other person or group

- Politicians posing next to the flag with uniformed veterans to appear patriotic
- An ad for a dietary supplement features a researcher in a white lab coat with a clip board to make the product appear more scientific, and therefore authentic.



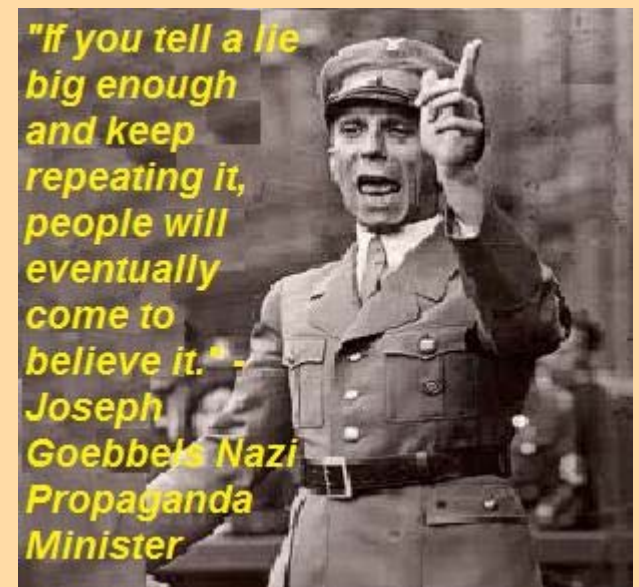
Ad Hominem Attacks

Name calling-
tree-hugging liberals, right-wing zealots,
femi-nazis, bureaurats, teabaggers, etc.



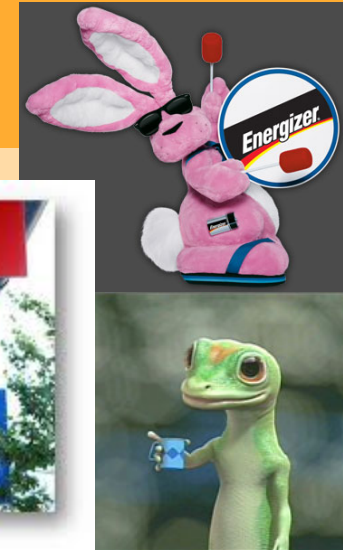
Big Lie- or History Revisionism

Rewriting or reinterpreting events or information in order to sway current opinion or action.



Repetition

Repeating the idea or ideal so that it becomes ingrained into the culture



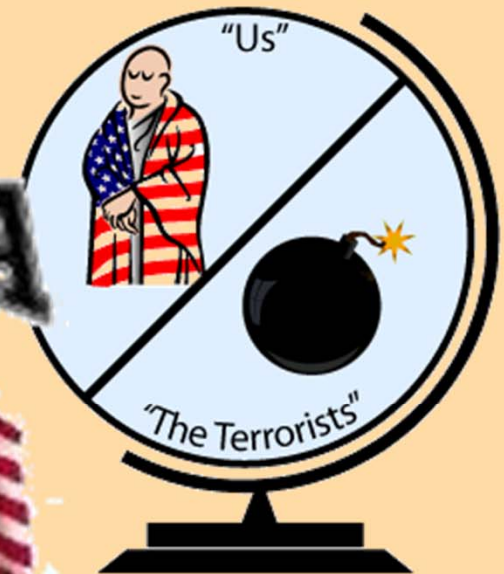
"The most brilliant propagandist technique will yield no success unless one fundamental principle is borne in mind constantly - it must confine itself to a few points and repeat them over and over and over"

--- Joseph Goebbels, Hitler's propagandist

False Dilemma

Presenting two choices only, with the product or idea being propagated as the only choice that is acceptable.

*"You're either
part of the
solution
or part of the
problem."*



Cult of Personality

Using mass media to create an idealized and heroic public image, often through unquestioning flattery, praise, and lofty titles



Fear Factor

- An attempt to influence public perception by disseminating negative and dubious/false information designed to undermine the credibility of their beliefs.



Obfuscation

Intentional vagueness leading to utter confusion, so that the merits of the information presented are not fully weighed.



**Eschew
obfuscation,
espouse
elucidation.**

- Use of complex vocabulary or pleasant-sounding jargon to conceal the unpleasant aspects of the information
- Being intentionally wordy in order to distract
- Rapid-fire disclaimers at the end of drug commercials
- The fine print

Some locations of propaganda techniques in *Animal Farm*

- Mid. p70
- Bot. p79
- Bot. 1/3 p77
- Bot. 1/3 p76
- Top p75
- Top p72
- Bot. 1/3 p71
- Mid. p52
- Top 1/3 p63

