

What is propaganda?



[Latin 'propagation']

Persuasive mass communication that filters and frames the issues of the day in a way that strongly favours particular interests; usually those of a government or corporation (*compare agenda setting*). Also, the intentional manipulation of public opinion through lies, half-truths, and the selective re-telling of history. *See also* **disinformation; manufacture of consent; public relations**. (Source: Oxford Reference Dictionary)

"In the ethical sense, Propaganda bears the same relation to education as to business or politics. It may be abused. It may be used to over-advertise an institution and to create in the public mind artificial values. **There can be no absolute guarantee against its misuse.**"

(Edward Louis Bernays, *Propaganda*, 1928)

Is it really so? What can be done to make people aware of the techniques put in place to create what Bernays calls "artificial values"?
Which purposes do these artificial values serve and by whom are they orchestrated?

We Can Do It!



J. M. Flax

POST FEB. 15 TO FEB. 28

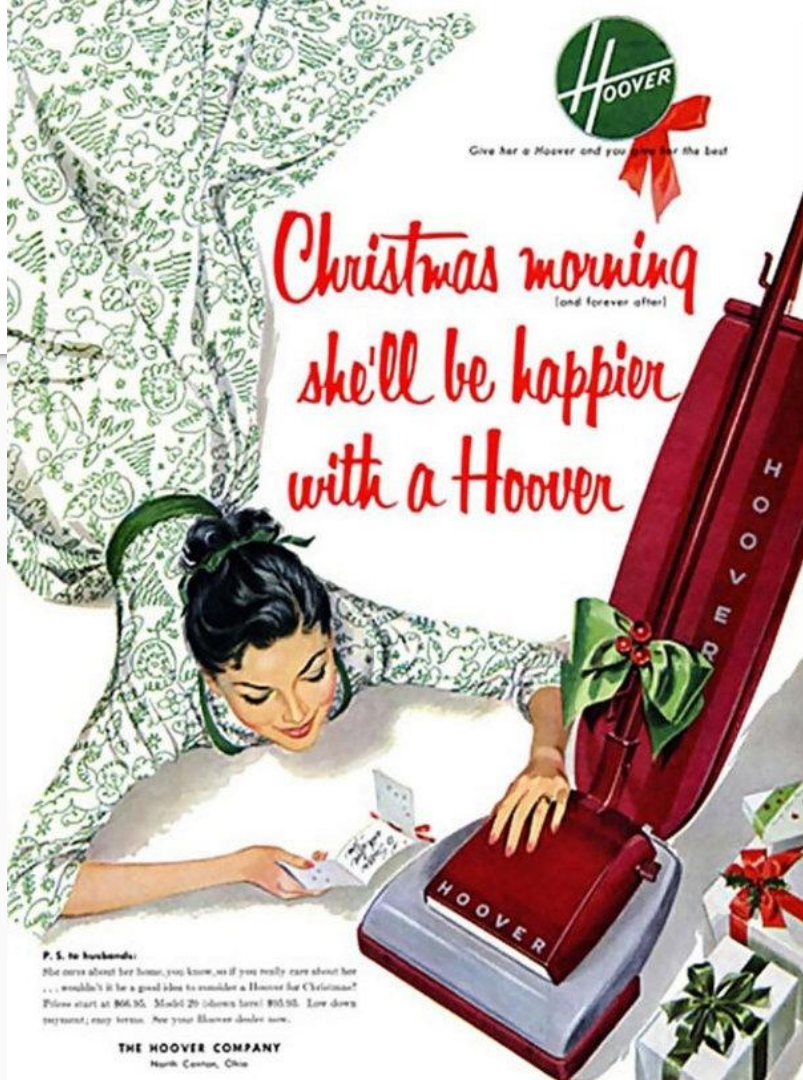


WAR PRODUCTION CO-ORDINATING COMMITTEE



Give her a Hoover and you give her the best

Christmas morning
(and forever after)
she'll be happier
with a Hoover



P. S. to husbands:

Be nice about her home, you know, so if you really care about her ... wouldn't it be a good idea to consider a Hoover for Christmas? Prices start at \$69.95. Model 29 (shown here) \$95.95. Low down payment, easy terms. See your Hoover dealer now.

THE HOOVER COMPANY
North Canton, Ohio

Brainstorming: What do you think *propaganda* is and how would you define it?

- **Provide synonyms for it or hyponyms for it.**
- **Make examples of propaganda: where did you see it? Why do you think it was propaganda and for which purpose do you think it was used?**
- **You probably heard this word being used in History class: in which occasion was it used and in relation to which historical phenomena was it used?**

Some definitions provided by scholars tackling the problem from different perspectives:

The word has a wide variety of definitions:

1. Propaganda is a form of **information** that panders to our insecurities and anxieties. -*Jacques Ellul*
2. Propaganda is indifferent to truth and truthfulness, knowledge and understanding; it is a form of **strategic communication** that uses any means to accomplish its ends. -*Walter Cunningham*
3. Propaganda is the deliberate, systematic attempt to **shape perceptions**, manipulate cognitions, and direct behavior to achieve a response that furthers the desired intent of the propagandist.
-*Garth Jowett and Victoria O'Donnell*
4. Propaganda is a form of purposeful persuasion that attempts to influence the **emotions**, attitudes, opinions, and actions of specified target audiences for ideological, political or commercial purposes through the controlled transmission of **one-sided messages** (which may or may not be factual) via mass and direct media channels. -*Richard Alan Nelson*

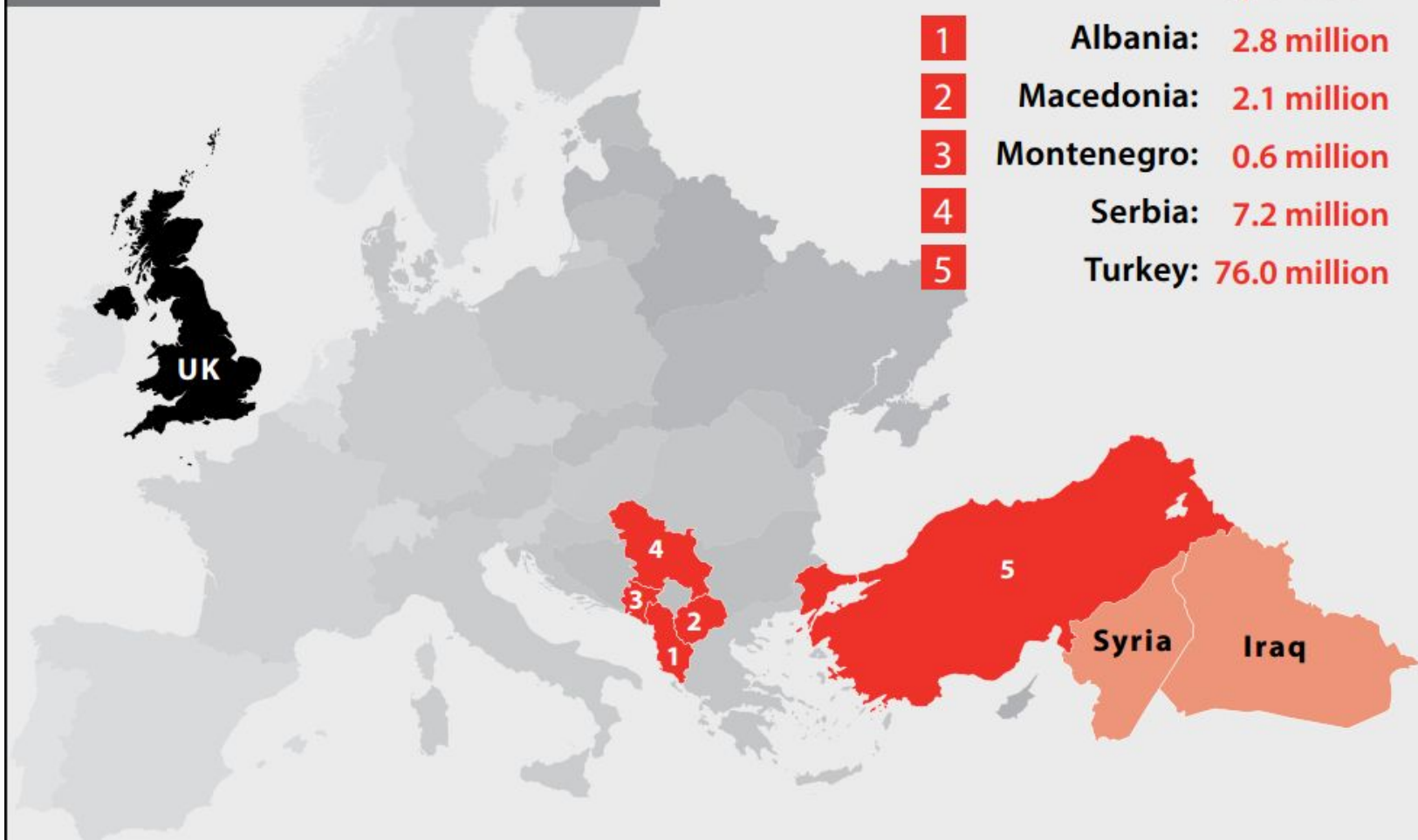
Propaganda is everywhere

However it is defined, one thing is clear: contemporary propaganda is everywhere - in news, information, advertising and entertainment. In a ever-more interconnected and digitalised world propaganda is impossible to avoid.

Countries set to join the EU

Population

- 1 Albania: 2.8 million
- 2 Macedonia: 2.1 million
- 3 Montenegro: 0.6 million
- 4 Serbia: 7.2 million
- 5 Turkey: 76.0 million



- Who made this message?
- Who is it for?
- Do you like it? Why/why not?
- Why is/isn't it effective?
- What techniques are used to persuade us to their viewpoint?
- Are the claims made in the message true?

Keyword	Five Core Concepts	Five key Questions
#1 Authorship	All media messages are "constructed."	Who created this message?
#2 Format	Media messages are constructed using a creative language with its own rules.	What creative techniques are used to attract my attention?
#3 Audience	Different people experience the same media message differently.	How might different people understand this message differently from me?
#4 Content	Media have embedded values and points of view.	What lifestyles, values and points of view are represented in; or omitted from, this message?
#5 Purpose	Most media are organized to gain profit and/or power.	Why is this message being sent?

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

MIGRANT MOTHERS COST NHS £1.3BN

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

ILLEGAL MIGRANTS FLOODING INTO EU

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

BRITAIN HAS TOO MANY MIGRANTS

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

WE CAN'T STOP NEW MIGRANT SURGE

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

2m EU MIGRANTS GRAB OUR JOBS

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

EU MIGRANT NUMBERS SOAR YET AGAIN

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

MIGRANT CRISIS IN THE CHANNEL

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

SOARING COST OF TEACHING MIGRANT CHILDREN

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

MIGRANTS KEEP ON POURING INTO EU

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

FRENCH TO LET MIGRANTS HEAD FOR BRITAIN

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

MIGRANT CRISIS WILL KILL OFF EU

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

CHUNNEL RUNNER IS GIVEN ASYLUM

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

TV'S NOEL SPARKS MIGRATION ROW

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

NO END TO MIGRANT CRISIS

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

MIGRANT CRISIS WILL KILL OFF EU

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

MIGRANTS COST BRITAIN £17BN A YEAR

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

KICK OUT FOREIGN CROOKS

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

WE CAN'T STOP MIGRANTS

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

YOU PAY FOR ROMA GYPSY PALACES

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

EU OPENS DOOR TO 79M FROM TURKEY

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

BRITAIN FACES MIGRANT CHAOS

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

MIGRANTS WILL PAY MORE FOR NHS

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

BRITAIN'S 1.5 MILLION HIDDEN MIGRANTS

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

MIGRANT WORKER NUMBERS SURGE

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

NEW JOBLESS MIGRANTS BENEFIT SCANDAL

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

BRITAIN FACES NEW MIGRANT CRISIS

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

THERE WILL BE BODIES ON OUR BEACHES

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

'COVER-UP' OVER MIGRANTS SNEAKING INTO UK

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

MIGRANTS TOLD: KEEP OUT OF EU

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

MIGRANTS PAY JUST £100 TO INVADE BRITAIN

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

THE INVADERS

DAILY EXPRESS

10p ONLY 45p PLUS SUNDAY EXPRESS

MIGRANT SEIZED EVERY 6 MINUTES



We send the EU **£350 million** a week

let's fund our **NHS** instead  Vote Leave

Let's take back control

You're entitled to your own opinion but you're not entitled to your own facts.

What kind of effect do you think this type of propaganda has on society?

Do you see similar examples in your own country?

”

You don't have to be white to be **Australian**...

We only ask you learn to read and write english, respect our flag, abide by our laws and constitution and join in with the rest of us.

Pauline Hanson
QLD Senate candidate

“



PAULINE HANSON'S
one
NATION

NO MORE

- 🕌 MOSQUES
- 🕌 SHARIA LAW
- 🕌 HALAL CERTIFICATION
- 🕌 MUSLIM REFUGEES

QLD SENATE
CANDIDATE

PAULINE HANSON'S

one
NATION



Share

© Pauline Hanson/Facebook



Khaled-Oula Elomar

5 July at 19:55 · 🌐 · Spiritual

Ladies and Gentlemen allow me to introduce to you Sheikha Pauline Hanson.....

Her new party is called ONE ISLAMATION....



© Khaled-Oula Elomar/Facebook

**La bellezza
non ha età.
La fertilità sì.**

#fertilityday



***la mia gravidanza
dura molto più
del mio contratto.***

altro che #fertilityday...



Propaganda techniques



TRUMP

MAKE AMERICA GREAT AGAIN!





Joss Whedon "Save The Day - Vote" political TV commercial campaign broke new ground in the use of A-List and B-List celebrities in politics, from Robert Downey Jr. to Scarlett Johansson.



Donald J. Trump 
@realDonaldTrump



Following

Lying Ted Cruz and leightweight chocker Marco Rubio teamed up last night in a last ditch effort to stop our great movement. They failed!

RETWEETS

LIKES

2,428

6,881



9:22 AM - 26 Feb 2016



©realDonaldTrump/Twitter



Donald J. Trump 
@realDonaldTrump

Why is it that the horrendous protesters, who scream, curse punch, shut down roads/doors during my RALLIES, are never blamed by media? SAD!

3/20/16, 9:13 AM

632 RETWEETS 1,335 LIKES



Donald J. Trump 
@realDonaldTrump



Follow

Healthy young child goes to doctor, gets pumped with massive shot of many vaccines, doesn't feel good and changes - AUTISM. Many such cases!

 Reply  Retweet  Favorite  More

Datti una mossa!
Non aspettare
la cicogna.

#fertilityday



© NICOLO' BIANCO - VISUAL

La bellezza
non ha età.
La fertilità sì.

#fertilityday

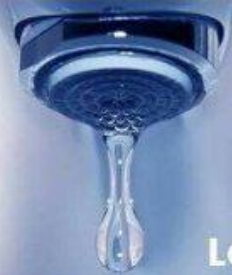


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Genitori giovani.
Il modo migliore
per essere creativi.

#fertilityday



La fertilità
è un bene
comune.

#fertilityday

© NICOLO' BIANCO - VISUAL



Prepara
una culla
per il
futuro.

#fertilityday

© NICOLO' BIANCO - VISUAL

La costituzione
tutela la **procreazione**
cosciente e responsabile.

#fertilityday



© NICOLO' BIANCO - VISUAL

Fertility Day Campaign, Italy, September 2016

Conclusions

- **Propaganda tries to get you to believe in an idea or feel in a certain way.**
- **Propaganda is not always done for bad purposes.**
- **Propaganda attempts to convince you by manipulating your emotions rather than making a logical argument.**