What is propaganda?
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?*
Christmas morning
and forever after
she'll be happier
with a Hoover

P. S. to husbands:
More about her home, you know, as if you really care about her
... wouldn't it be a good idea to consider a Hoover for Christmas?
Please start at $68.00. Model 3A shown here $75.00. Low down payment, easy terms. Ask 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*
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

<table>
<thead>
<tr>
<th></th>
<th>Country</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Albania</td>
<td>2.8 million</td>
</tr>
<tr>
<td>2</td>
<td>Macedonia</td>
<td>2.1 million</td>
</tr>
<tr>
<td>3</td>
<td>Montenegro</td>
<td>0.6 million</td>
</tr>
<tr>
<td>4</td>
<td>Serbia</td>
<td>7.2 million</td>
</tr>
<tr>
<td>5</td>
<td>Turkey</td>
<td>76.0 million</td>
</tr>
</tbody>
</table>

UK
- 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?
<table>
<thead>
<tr>
<th>Keyword</th>
<th>Five Core Concepts</th>
<th>Five key Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Authorship</td>
<td>All media messages are &quot;constructed.&quot;</td>
<td>Who created this message?</td>
</tr>
<tr>
<td>#2 Format</td>
<td>Media messages are constructed using a creative language with its own rules.</td>
<td>What creative techniques are used to attract my attention?</td>
</tr>
<tr>
<td>#3 Audience</td>
<td>Different people experience the same media message differently.</td>
<td>How might different people understand this message differently from me?</td>
</tr>
<tr>
<td>#4 Content</td>
<td>Media have embedded values and points of view.</td>
<td>What lifestyles, values and points of view are represented in; or omitted from, this message?</td>
</tr>
<tr>
<td>#5 Purpose</td>
<td>Most media are organized to gain profit and/or power.</td>
<td>Why is this message being sent?</td>
</tr>
</tbody>
</table>
We send the EU £350 million a week
let’s fund our NHS instead
Let’s take back control

Vote Leave
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
NO MORE

- MOSQUES
- SHARIA LAW
- HALAL CERTIFICATION
- MUSLIM REFUGEES

QLD SENATE CANDIDATE

Pauline Hanson's One Nation

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....

MORE

- MOSQUES
- SHARIA LAW
- HALAL CERTIFICATION
- MUSLIM REFUGEES

QLD SENATE CANDIDATE

Pauline Hanson's Islamic Nation

© Pauline Hanson Facebook
© 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!

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

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

Healthy young child goes to doctor, gets pumped with massive shot of many vaccines, doesn't feel good and changes - AUTISM. Many such cases!
Fertility Day Campaign, Italy, September 2016

Datti una mossa! Non aspettare la cicogna.  #fertilityday

La bellezza non ha età. La fertilità sì.  #fertilityday

Genitori giovani. Il modo migliore per essere creativi.  #fertilityday

La costituzione tutela la procreazione cosciente e responsabile.  #fertilityday

La fertilità è un bene comune.  #fertilityday

Prepara una culla per il futuro.  #fertilityday
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.