

# PROPAGANDA NOTES

# Definition:

- As generally understood, **propaganda** is an **expression** of **opinion** or action by **individuals** or **groups**, deliberately **designed** to **influence opinions** or actions of other individuals or groups with reference to predetermined ends.

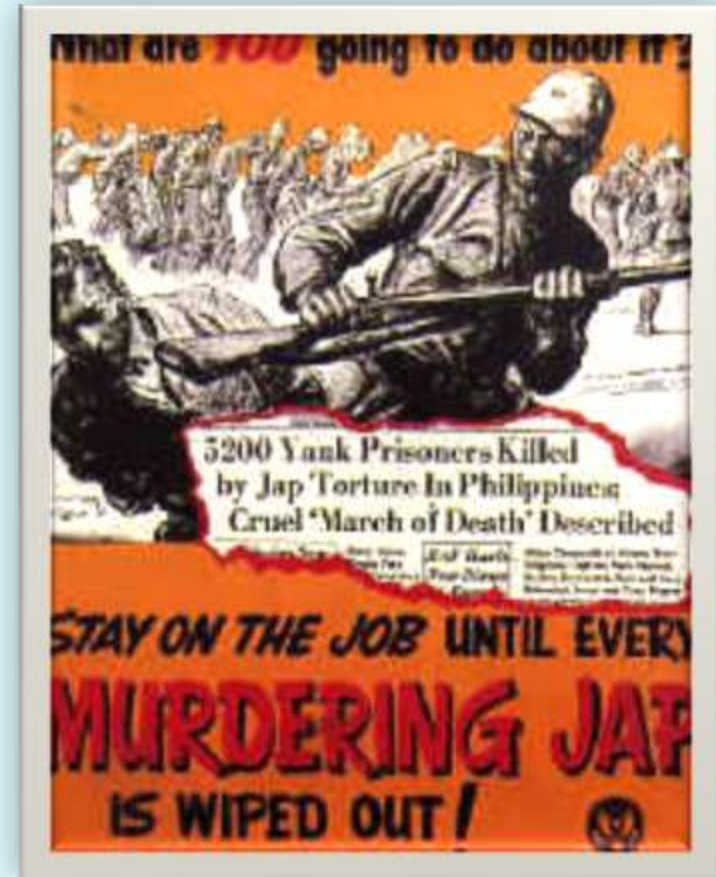
# Name Calling or Loaded Words

- A device used to make us form a judgment without examining the evidence on which it should be based. The propagandist appeals to our hate and fear.



# Name Calling or Loaded Words

- He does this by giving “bad names” to those individuals, groups, nations, races, policies, practices, beliefs, and ideals which he would have us condemn and reject.
- Fascist, demagogue, dictator, red, Communist, alien, outsider, agitator, Utopian, trouble-maker.



# Glittering Generalities

- A device by which the propagandist identifies his program with virtue by use of “virtue words”. He appeals to our emotions of love, honor, freedom, generosity, and brotherhood.



# Glittering Generalities

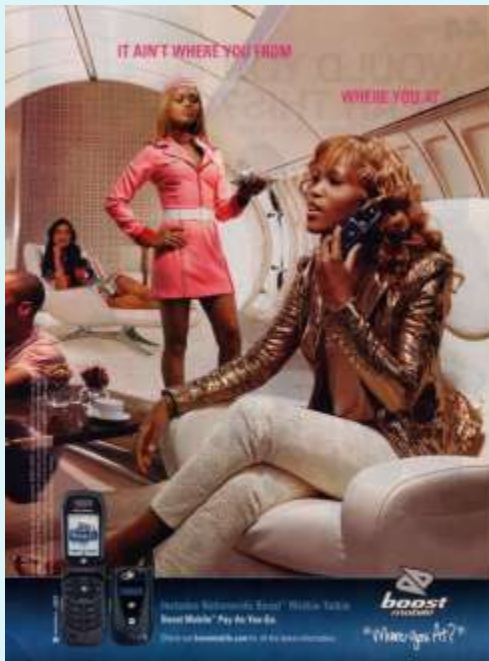
- He uses words like truth, honor, freedom, liberty, social justice, public service, loyalty, progress, democracy, the “American way”.





# Transfer or Snob Appeal

- A device by which the propagandist carries over the authority, sanction, and prestige of something we respect and revere to something he would have us accept.



# Transfer or Snob Appeal

- ❑ Symbols are frequently used like a flag or a cross.
- ❑ Endorsements by large, respected organizations can influence people to support those same causes.





# The Testimonial

- A device employed to make us accept anything from a respected and recognized person with the expectation that the crowd will follow the leader.



# Plain Folks

- This device is used by politicians, labor leaders, business men, and even by ministers to win our confidence by appearing to be common people like ourselves – “just plain folks among the neighbors.”



# Card Stacking

- This device is employed by the propagandist when he tells us only part of the truth. He uses under-emphasis and over-emphasis to dodge issues and evade facts.



# Card Stacking

- Example: A principal stated that his teachers had an average of five years teaching experience...there were five teachers in the building...one had 25 years experience and the other four were new teachers.

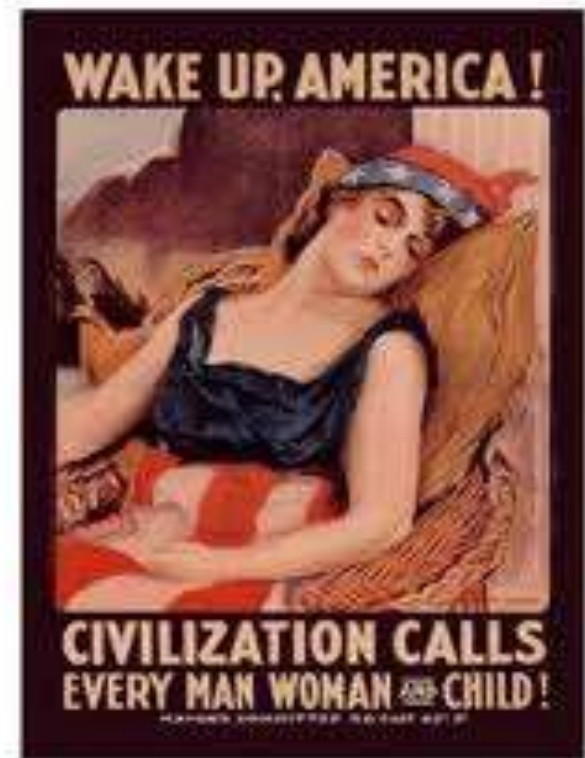
# The Band Wagon

- This device is used to make us follow the crowd, to accept the propagandist's program en masse.



# The Band Wagon

- The theme of this type of propaganda is “Everybody’s doing it; come along and follow the majority, for it can’t be wrong.”



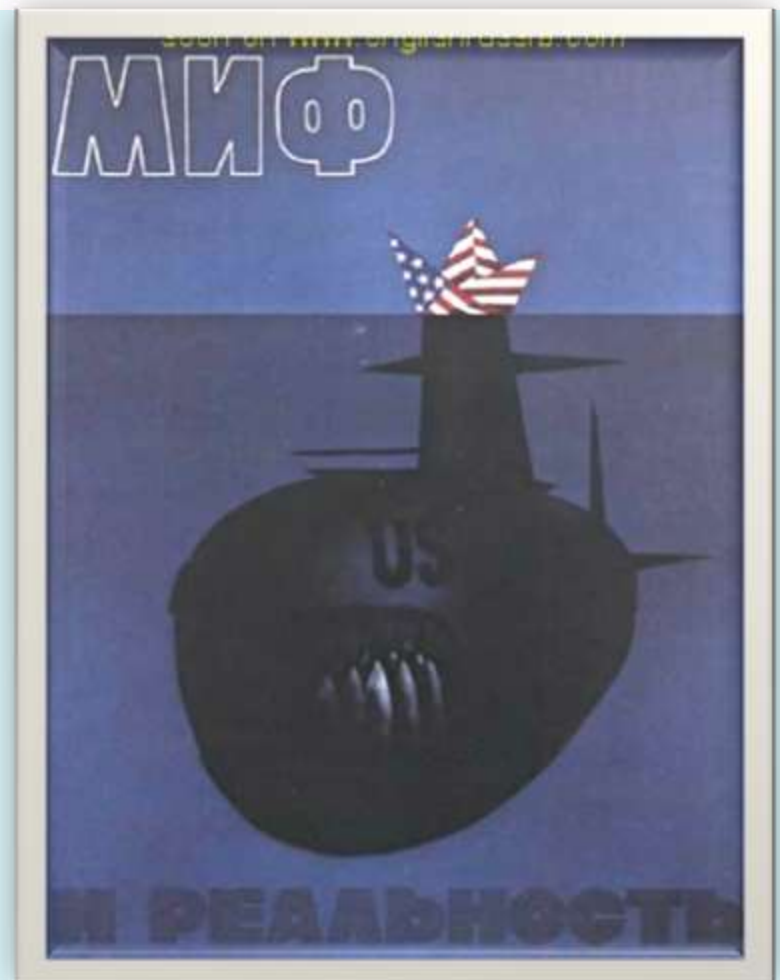


# Three ways to deal with propaganda

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1. To suppress it
2. To answer it by counter-propaganda
3. To analyze it

# Anti-American Propaganda: Russia



# Anti-American Propaganda: Russia



# Anti-American Propaganda - Russia





# Anti-American Propaganda: Russia

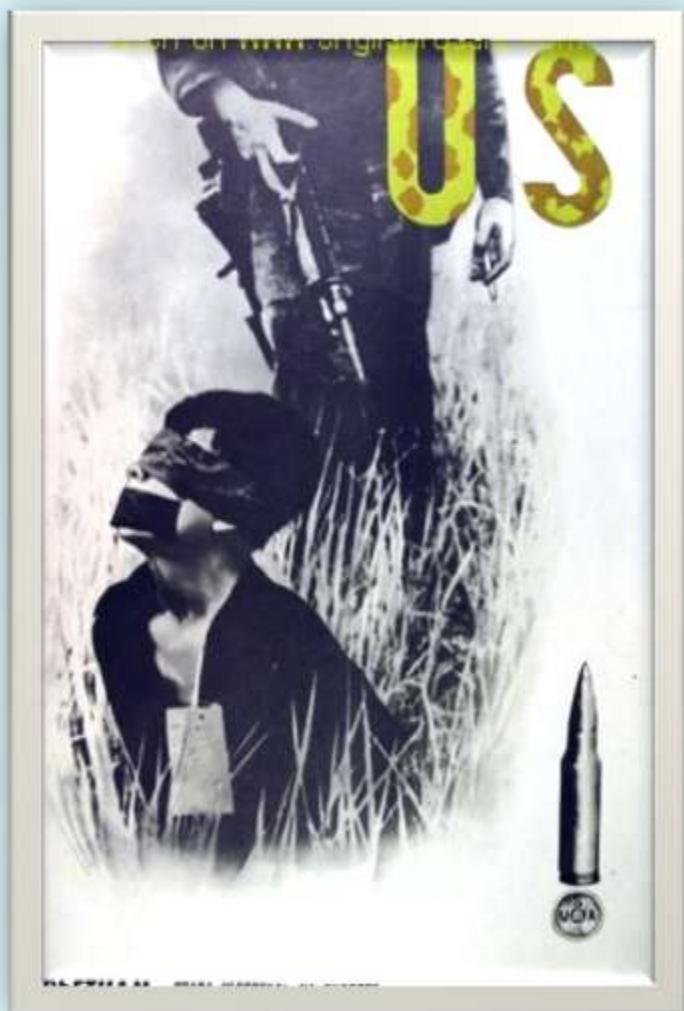


# Anti-American Propaganda: Russia

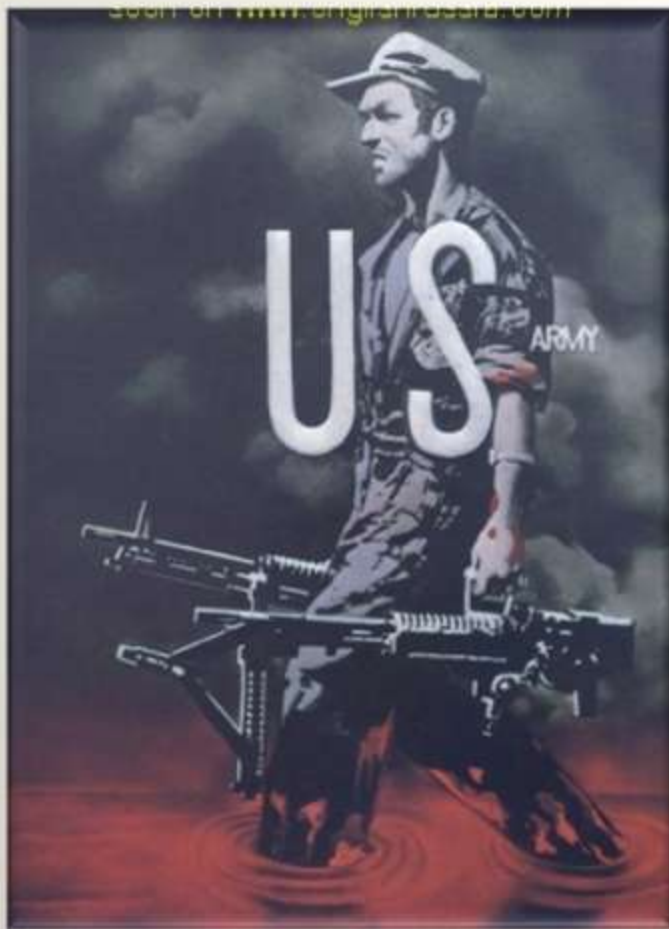








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# Anti-American Propaganda: N. Korea







A North Korean propaganda poster depicting a woman with a determined expression, shouting and holding a large American flag. She is wearing a yellow shirt and a white headband with the Korean text '미군나가라' (Go home, US troops). The background is a brown, textured surface with faint, illegible text. A diagonal banner in the upper right corner contains the Korean text '인민군을 돕고 인민의 안전을 지키자' (Help the People's Army and protect the safety of the people). At the bottom, large, bold Korean text reads '불행과 고통의 화근- 미제침략군을 몰아내자!' (The cause of misfortune and pain - Drive out the US imperialist侵略 army!).

불행과 고통의 화근-  
**미제침략군을 몰아내자!**





李如建 1994





















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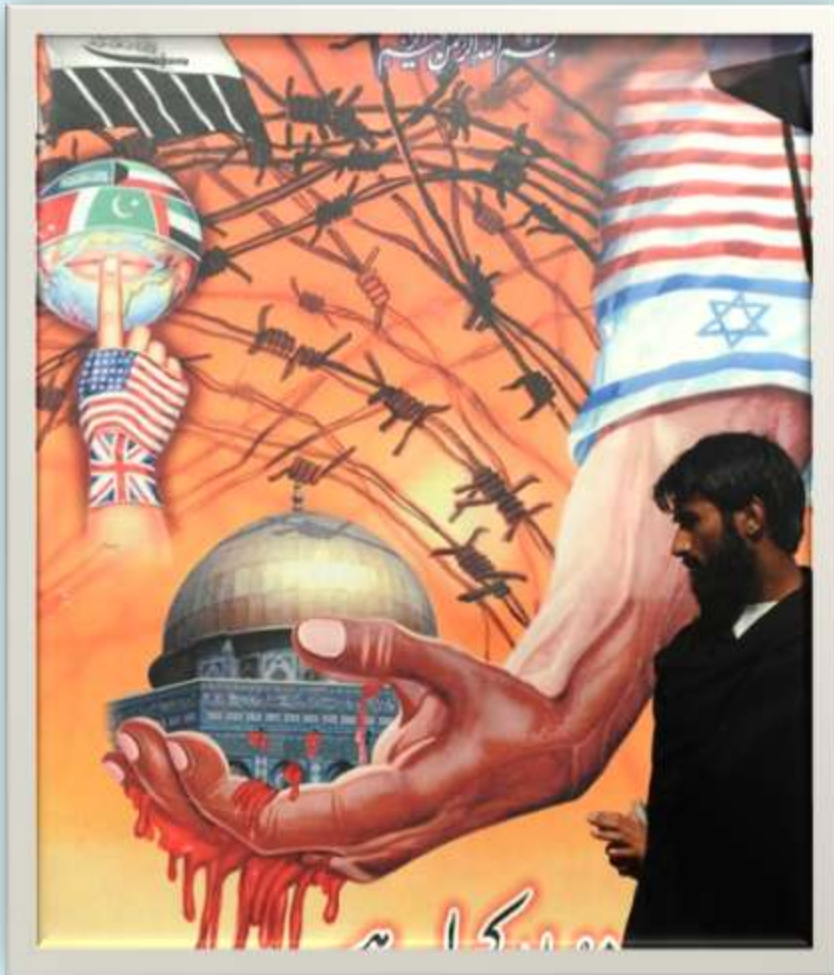
**NORTH KOREA IS**



**BEST KOREA**



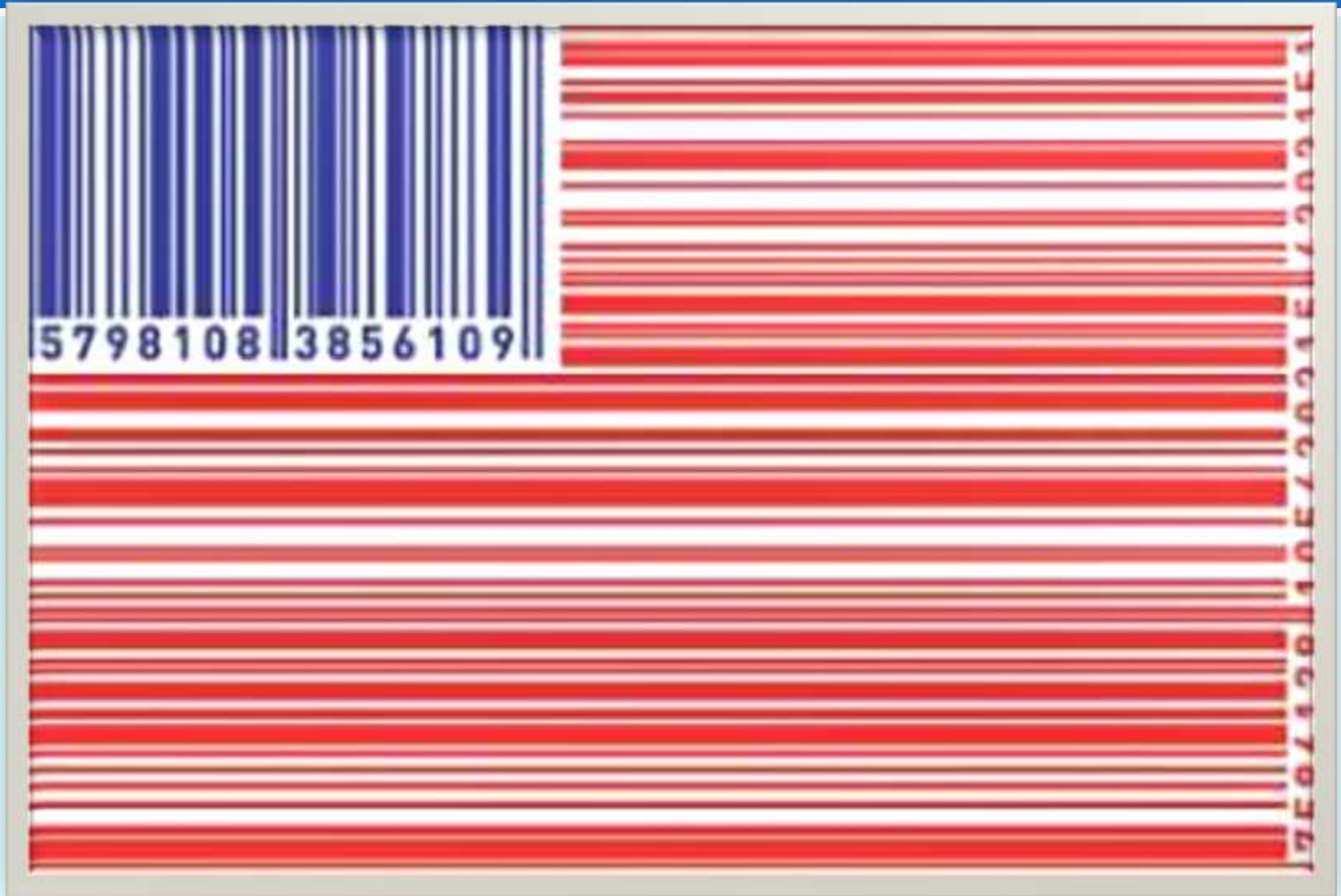
# Anti-American Propaganda: Middle East







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