

Theories of Propaganda, Persuasion, **vol. II** and Information Warfare

CDS445 November 6, 2018

Miloš Gregor





today's lecture

- ▶ differences between propaganda and political marketing
- ▶ components of propaganda
- ▶ manipulative techniques





part one:

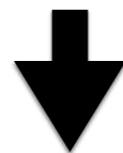
propaganda vs. political marketing



propaganda vs. political marketing

propaganda

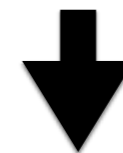
replace education
 tries to convince no matter what
 (usually) in authoritarian regimes
 secret
 true purpose is hidden



you **do not know** it when you face it

political marketing

commercialized approach
 refers to consumer approach
 only in democracy
 public
 everyone knows the message



you **know** it when you face it



propaganda vs. political marketing

spinning & spin-doctoring?



propaganda vs. political marketing

- ▶ term spin-doctor was created in the U.S. in 1980's
- ▶ management of how political messages are going to be interpreted
- ▶ to 'spin' = to give the policy, personality or event a favorable gloss
- ▶ sinister connotation (manipulator, propagandist, conspirator)

(for more info: McNair 2000, 2005; Maloney 2000)

propaganda vs. political marketing

- ▶ unscientific neologism coined by journalists
- ▶ neither scientific concept
nor the self-labeling of a branch
- ▶ demonization of spin as a journalistic
counterstrategy



Dustin HOFFMAN Robert DE NIRO

A Hollywood producer. A Washington spin-doctor. When they get together, they can make you believe anything.



"OUTRAGEOUS
FUN!
Hoffman
hasn't
been this
hilarious since
"Toussie"
THE NEW YORK TIMES

"A COMIC
TRIUMPH."
THE WASHINGTON POST

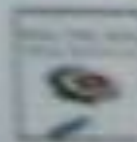
"A GLOUOUSLY
CYNICAL
BLACK COMEDY!
WICKED
SMART SATIRE!"
THE NEW YORK TIMES

"HILARIOUS
and impossible to resist!"
THE NEW YORK TIMES

A DAVID LEVISON FILM

Wag the dog

A comedy about truth, justice
and other special effects.



WAG THE DOG is a trademark of New Line Cinema. © 1997 New Line Cinema. All rights reserved. Distributed by New Line Cinema. www.wagthedog.com

**Sorry
Iraq.**





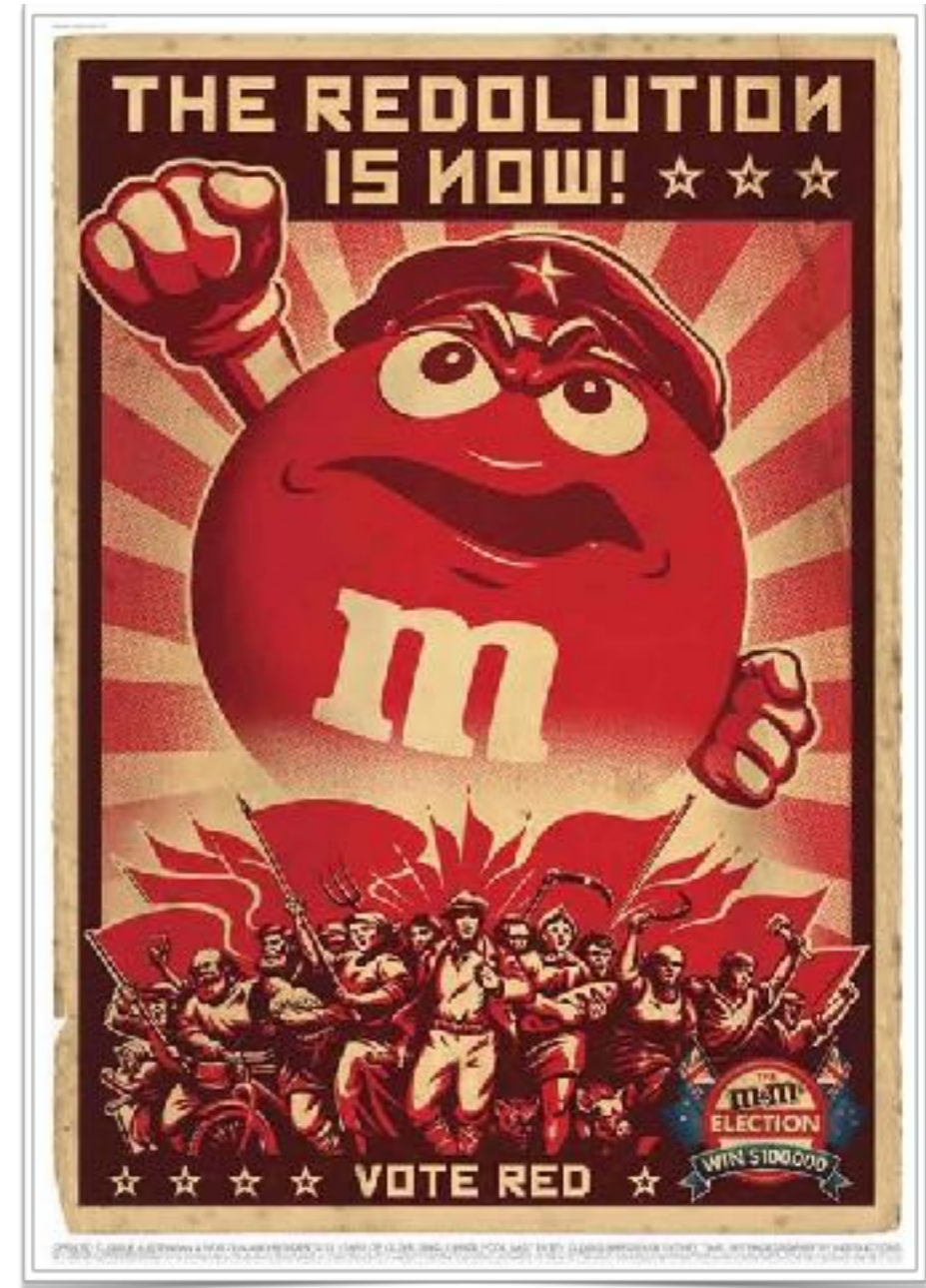
part two:

components of propaganda



how does propaganda work

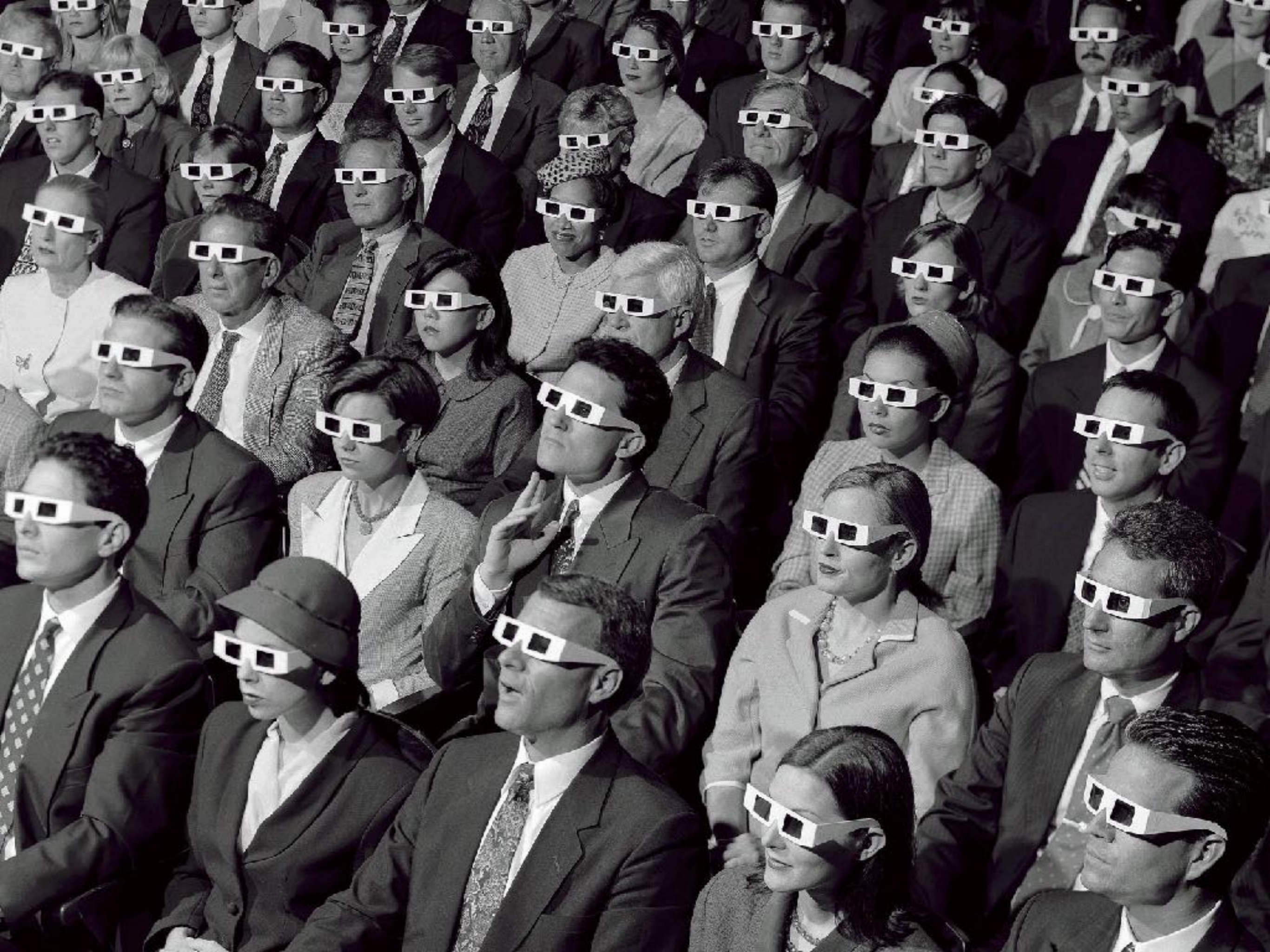
- ▶ modern propaganda draws upon techniques and strategies used in advertising
- ▶ simplifies
- ▶ always biased
- ▶ geared to achieving a particular end
- ▶ employs symbols
- ▶ employed by governmental and private organizations



how does propaganda work

- ▶ weapon in the arsenal of mass persuasion & information warfare
- ▶ replace education, but ... !
- ▶ danger when competing voices are silenced





- ▶ rhetoric is emotional persuasion
- ▶ form of reasoning
- ▶ pseudo arguments
- ▶ undergoing revival
- ▶ metaphor

role of lies?



components of propaganda

propaganda then and now?



- ▶ importance of the myth
- ▶ a story with key values
- ▶ myth, nation, race and martyrdom
- ▶ symbol – first emotional value
- ▶ cheap form of propaganda
- ▶ do not underestimate symbols
- ▶ attractive to people with lesser capacity of abstract thought

components of propaganda – symbolism

Symbols are not universally decoded.



components of propaganda – symbolism



components of propaganda – symbolism



- ▶ visual receptors
- ▶ emotional connections
- ▶ short clear message
- ▶ image is always stronger





efficient propaganda

UNITED we are stronger,
UNITED we will win



efficient propaganda



efficient propaganda

Syria Deeply spoke to Syrians as refugees flee the ongoing civil war in droves with the hope of gaining asylum in Europe. Often paying smugglers their life savings, the refugees risk their lives along the way.

efficient propaganda





key foundations of propaganda

- ▶ emotions
- ▶ ideology
- ▶ values
- ▶ hyperbole





part three:

manipulative techniques





manipulative techniques

1. assertion
2. bandwagon
3. blaming
4. fabrication
5. false dilemma, lesser of two evils
6. labelling / name calling
7. fear appeal
8. card stacking
9. transfer
10. plain folk



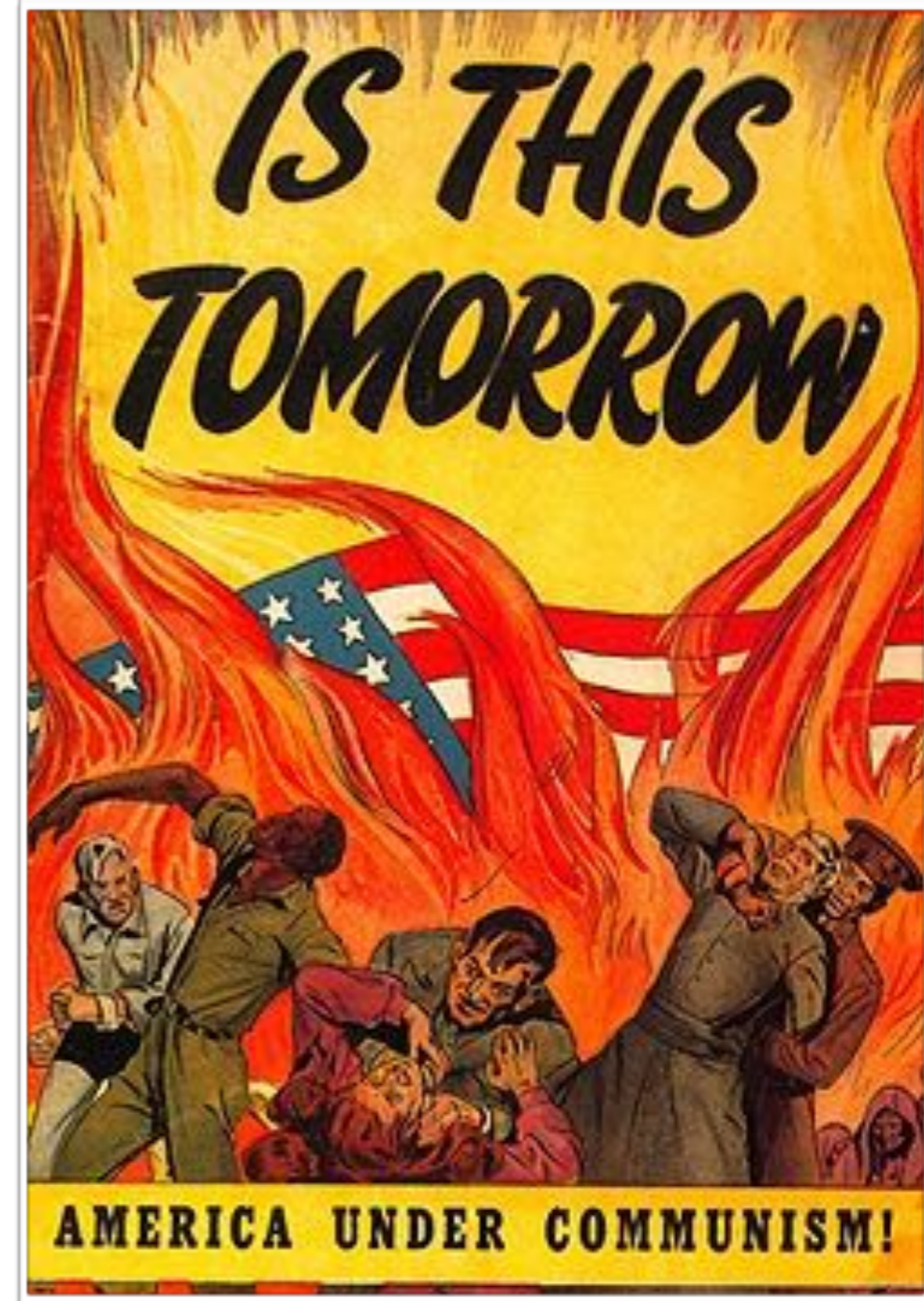
1. assertion

- ▶ simplest form of propaganda
- ▶ simply stating a debatable idea as a fact
- ▶ no explanation or justification

examples:

The Middle East will never be at peace.

A record number of hurricanes have been caused by global warming this year.



2. bandwagon

- ▶ people like to belong to a group
- ▶ especially to a successful & popular group

examples:

Five million members and growing!

Everybody's doing it!



3. blaming

- ▶ people don't want to be responsible
- ▶ better to say someone else is cause

example:

Migrant crisis started when Merkel invited all illegal immigrants.



4. fabrication

- ▶ fiction, fabrication
- ▶ lies people tend to believe
- ▶ mainstream media lie to you,
we are telling truth

example:

*There are weapons of mass
destruction in Iraq.*



5. false dilemma / lesser of two evils

- ▶ black'n'white thinking, false dichotomy, false choice, etc.
- ▶ reducing a complex of argument
- ▶ only one point is appropriate
- ▶ a simple matter of either / or

example:

You are either an ally or an enemy.



6. labelling / name calling

- ▶ negative words to disparage an enemy
- ▶ used to replace of logical arguments
- ▶ appealing to emotions
- ▶ personal level

example:

Clearly, my opponent's bleeding-heart liberalism will not help to solve the current crisis.



7. fear appeal

- ▶ attempts to create support for an idea
- ▶ prejudice
- ▶ disaster element

examples:

*Those who do not participate will
burn in hell.*

Big brother is watching you!



8. card stacking

- ▶ author's opinion
- ▶ problem especially in news
- ▶ unfair advantage to one point of view

example:

Our program to solve the economic crisis is much more effective than the opponents' ones.



9. transfer

- ▶ association, false connection
- ▶ transfer of feeling and association

examples:

A candidate for office addresses allegations of wrongdoing in front of a house of worship while wearing a religious symbol on his lapel pin.

A dove signals peace.



10. plain folk

- ▶ regular people's values
(family, patriotism, etc.)
- ▶ insider view
- ▶ words such as *home, children, dinner table*







manipulative techniques

Propaganda and the Seven Techniques



Research report:
 Analysis of Manipulation Techniques on Selected
 Czech Websites.



Thank you.

 mgregor@fss.muni.cz