

Manipulative Techniques of Propaganda

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what is the propaganda nowadays?

- ▶ does not necessarily tells lies
- ▶ should strengthen existing believes
- ▶ The news media's focus on objectivity and covering “both” sides of a story also plays into the hands of a deceiver attempting to spread a story based on altered images. Media provide both stories with equal time and rarely offers objective, rigorous analysis.

Great propagandist is a man who tells the truth, or selects truth that serves his purposes, and tells it in such way the recipient does not think that he is receiving any propaganda.

disinformation

Disinformation	Not Disinformation
Malicious lies	Truthful statement
Audio-visual disinformation	Accidental falsehoods
True disinformation	Jokes
Side-effect disinformation	Sarcastic comments
Adaptive disinformation	Accidental truths
Altruistic disinformation	Implausible lies
Detrimental disinformation	Satire

source: Fallis 2015, 415.

Propaganda. You know it when you see it.







우리의 최고존엄을 감히 모독하고 그에 손을 대려는자들은



무서운 징벌을 면치 못할것이다!

Propaganda is a phenomenon **from the past.**





الدولة الإسلامية في العراق والشام





Have you ever had a dramatic change of heart or a strong emotional response after looking at something as simple as a billboard or a commercial?



*If so, you may have been looking at **propaganda**.*



DIE WELLE



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George Orwell

Animal Farm (1945)





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



part one:

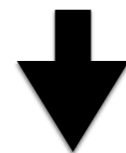
propaganda vs. political marketing



propaganda vs. political marketing

propaganda

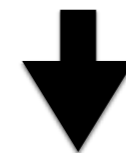
replace education
 tries to convince no matter what
 (usually) in authoritarian regimes
 secret
 true purpose is hidden



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)

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



**Sorry
Iraq.**





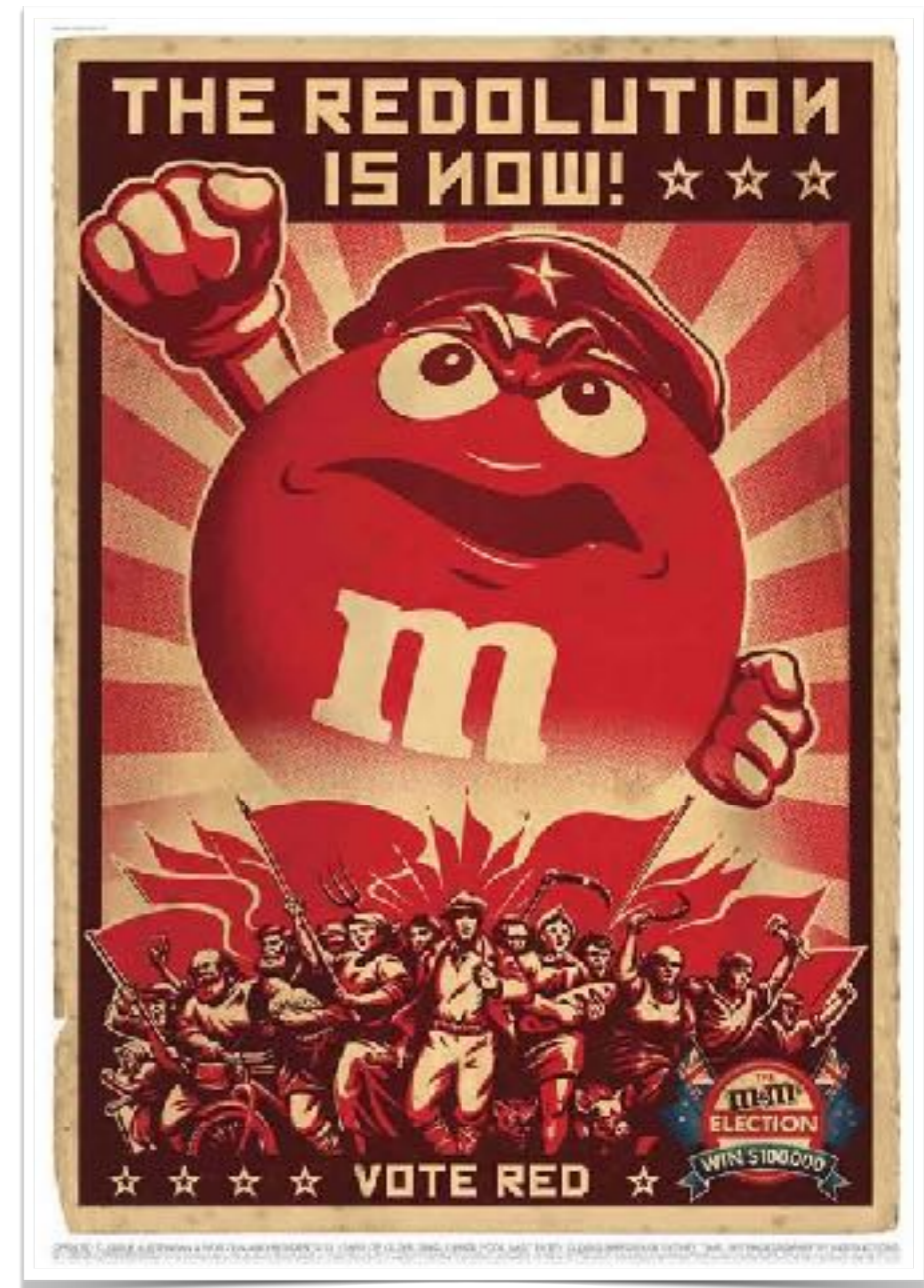
part two:

components of propaganda



how does propaganda work

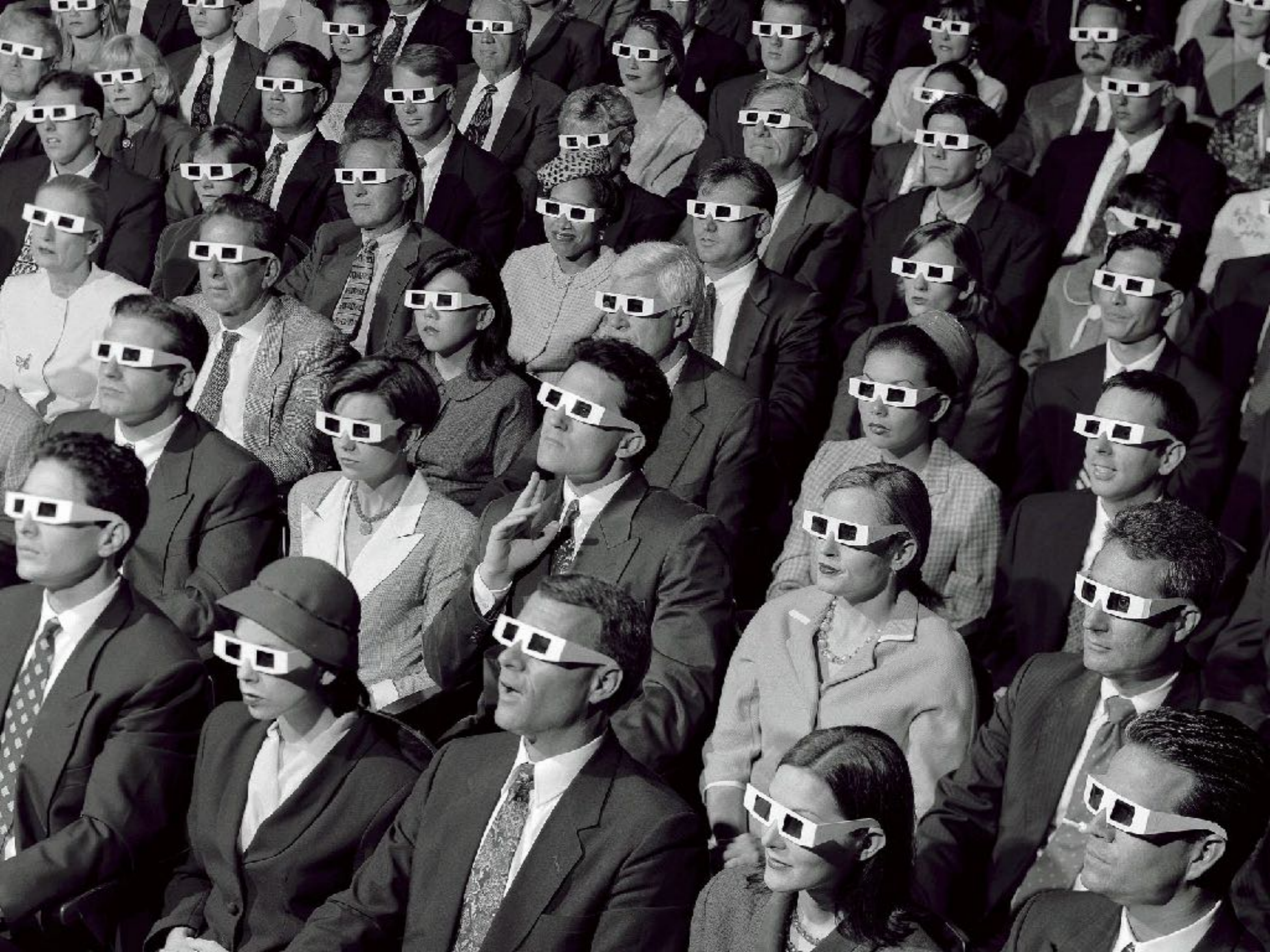
- ▶ modern propaganda draws upon techniques and strategies used in advertising
- ▶ simplifies
- ▶ always biased
- ▶ geared to achieving a particular end
- ▶ employs symbols
- ▶ employed by governmental and private organizations



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?

- ▶ 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





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



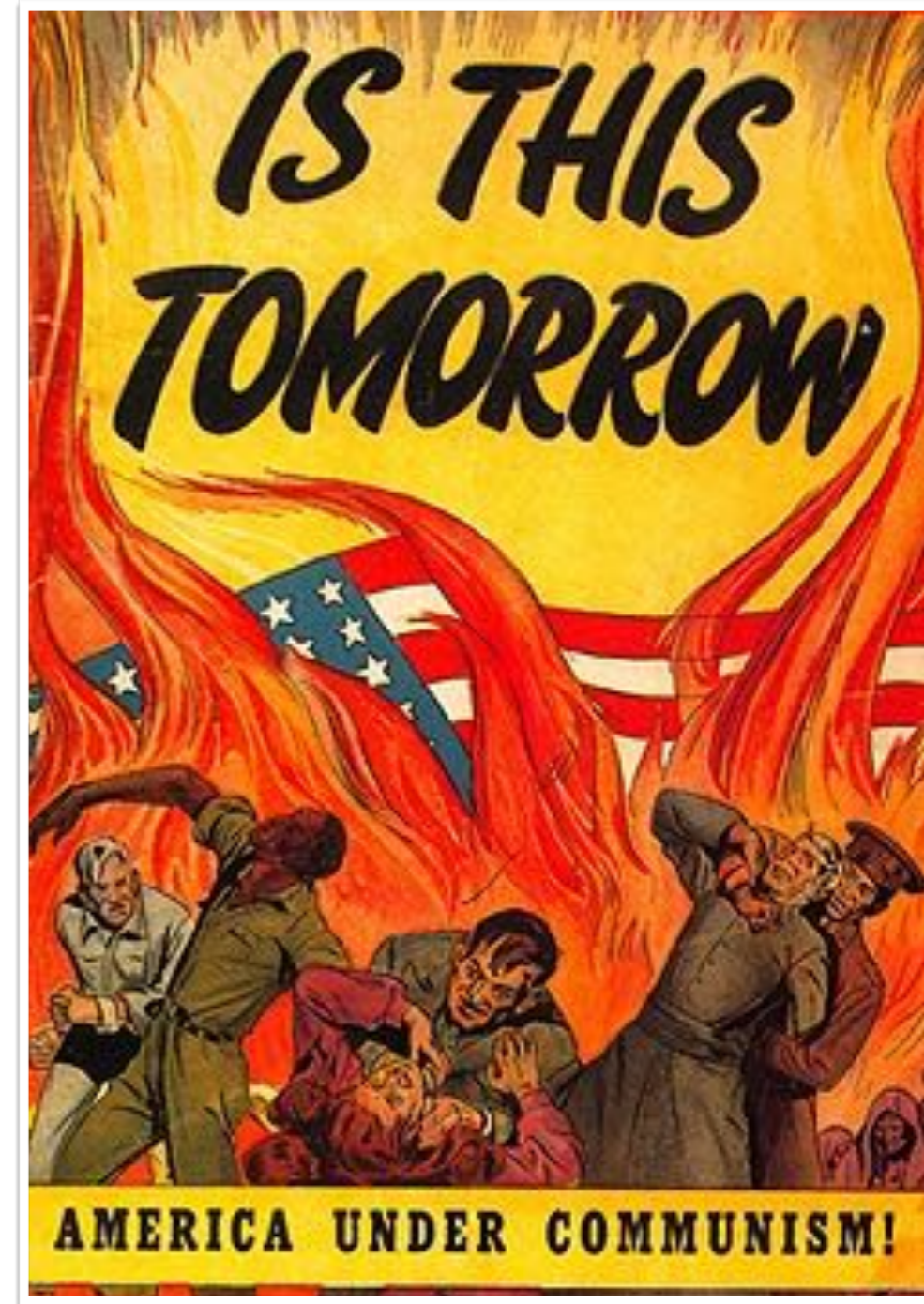
1. assertion

- ▶ 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.



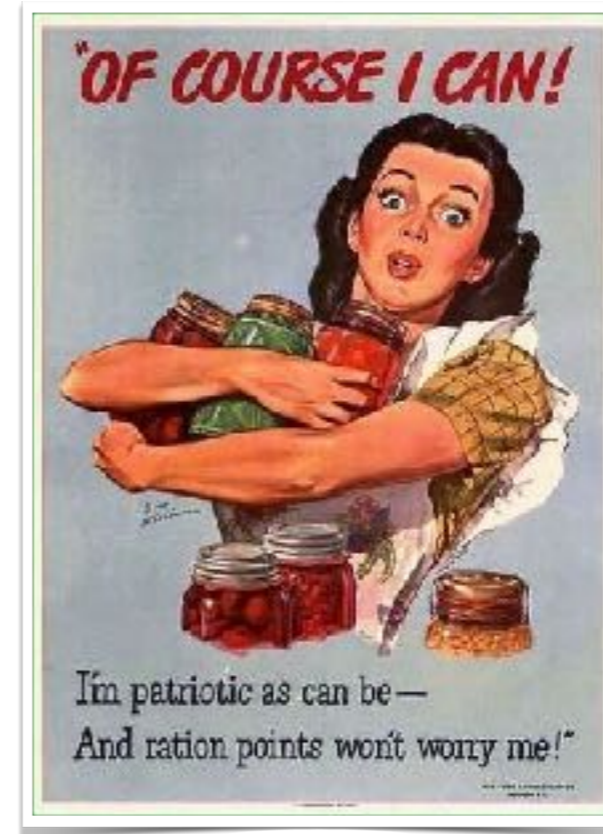
9. transfer

- ▶ 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*



Thank you.

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