

Miloš Gregor / 26/10/22

CDSn4104: Hybrid Warfare

**how  
to look  
at propaganda**



what **is** propaganda?

what **does** propaganda?

what are potential **sources** of propaganda?



# propaganda, persuasion, and information warfare



# propaganda, persuasion, and information warfare

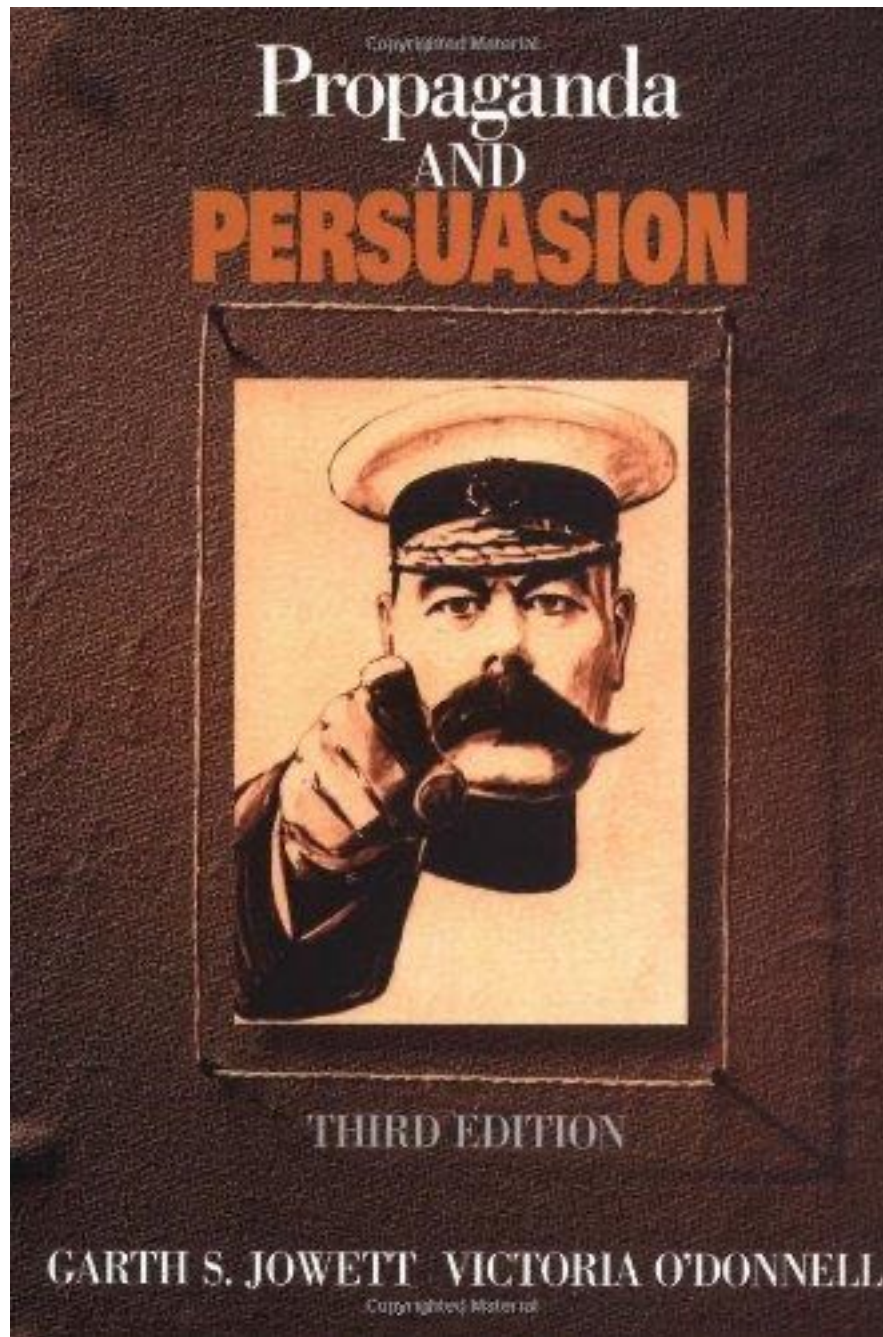
propaganda  
information warfare  
disinformation  
fake news  
persuasion





# definition of propaganda

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*“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, Victoria O'Donnell

# definition of propaganda

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*“Propaganda is neutrally defined as a systematic 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



# origin and development of the term 'propaganda'

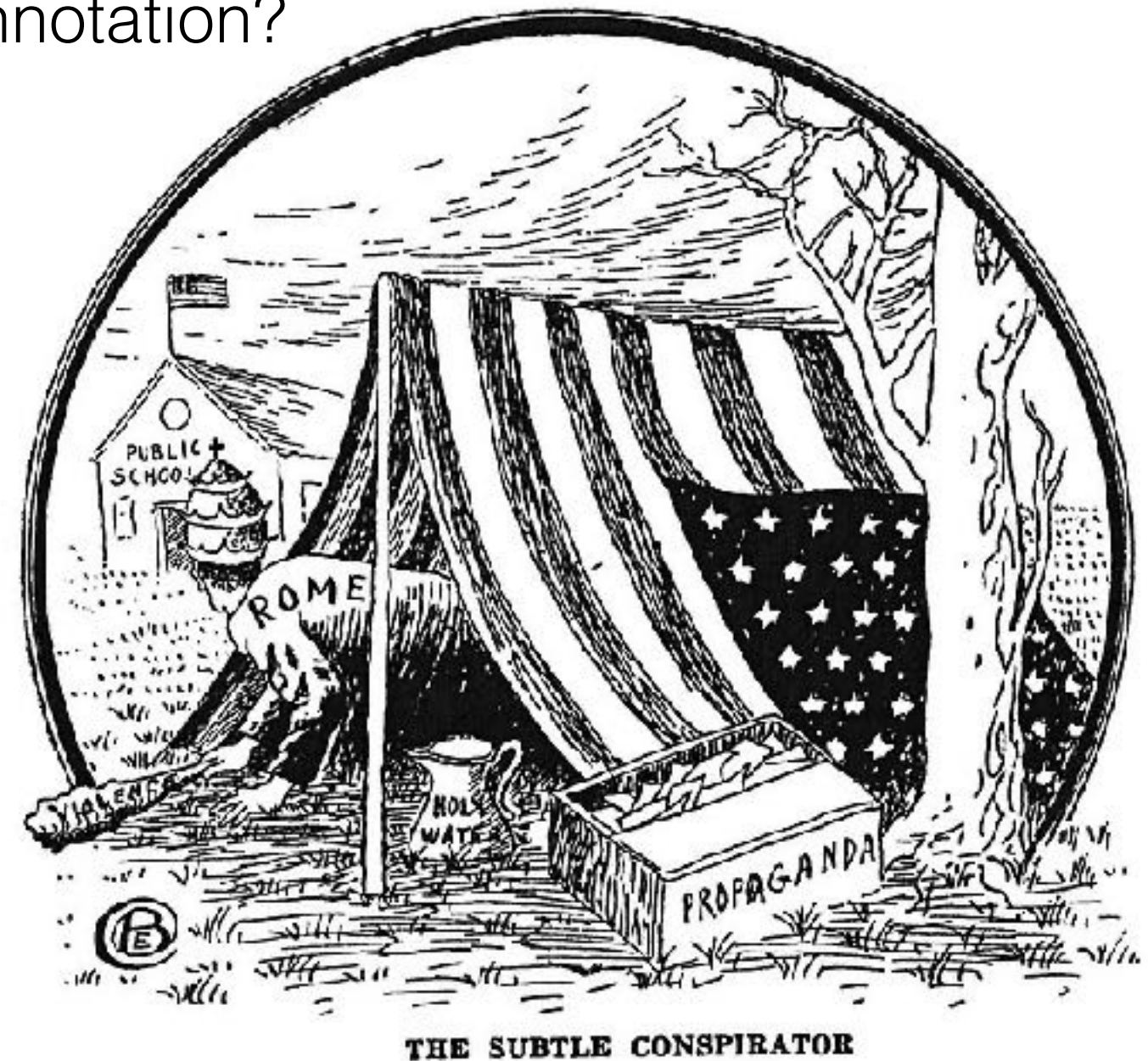
- ▶ 1622: Pope Gregory XV established the Sacra Congregatio de Propaganda Fidel (Sacred Congregation for Propagation of the Faith)
- ▶ The term not widespread until the beginning of 20th century



# origin and development of the term 'propaganda'

- ▶ neutral, positive, or negative connotation?

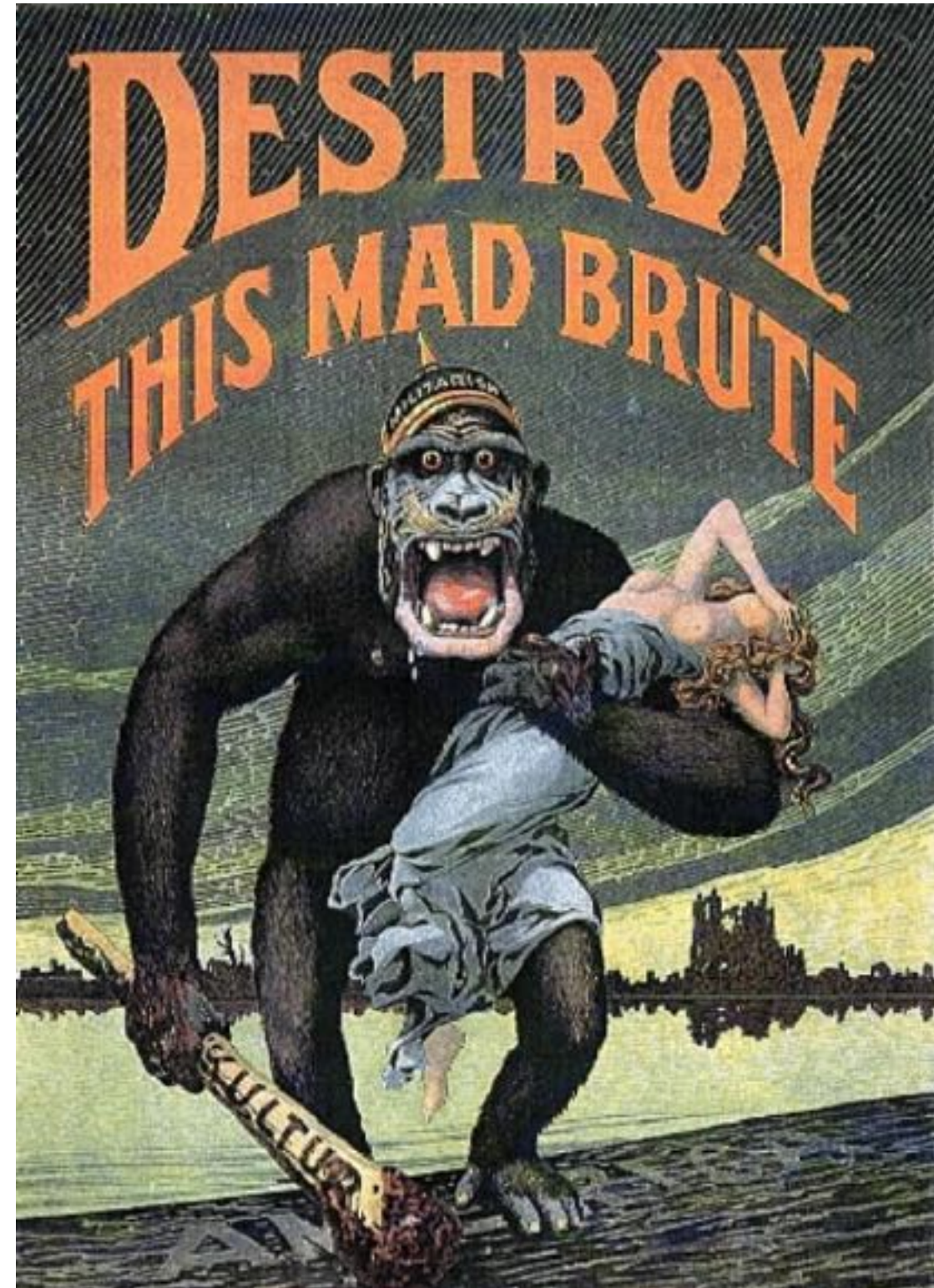
In English, propaganda was originally a neutral term for the dissemination of information in favor of any given cause.



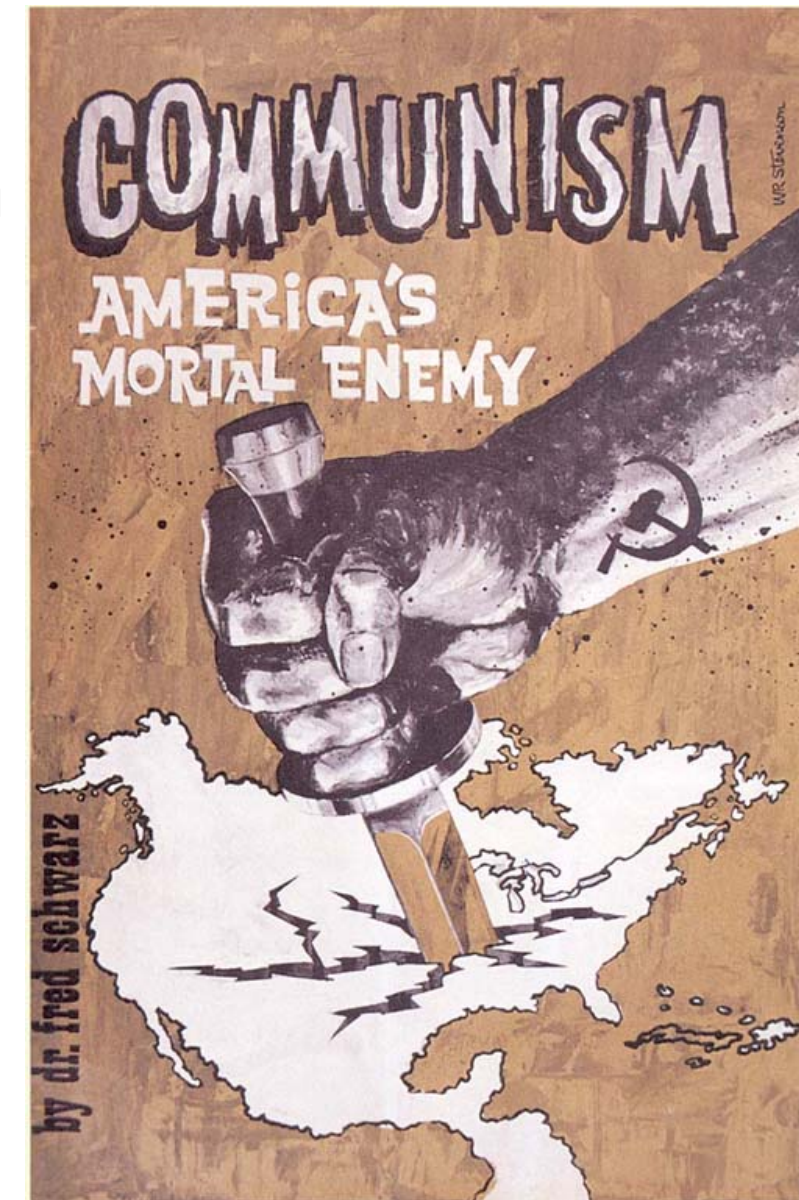


# origin and development of the term 'propaganda'

- ▶ change during the 20th century



- ▶ governments seek to **persuade citizens**
- ▶ propaganda against enemy's own population
- ▶ disinformation used to distract people from the truth and **create new reality**
- ▶ Nazi Germany: Reich Ministry of Public Enlightenment and Propaganda
- ▶ Anti Communist Propaganda







# beside the war



[www.alamy.com](http://www.alamy.com) - E7HKMG



# propaganda used to be divided into three types

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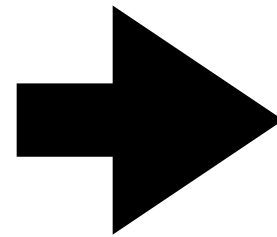


- ▶ white propaganda
- ▶ black propaganda
- ▶ grey propaganda



# propaganda vs. public information campaign

white propaganda



public info campaign





# black propaganda

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- ▶ United States paid Iraqis to publish articles written by US troops
- ▶ Fake radio US personalities spreading pro-American information in Iraq





# grey propaganda









# is propaganda still the same?





# well, partly yes...





# well, partly yes...

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well, partly yes...

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# well, partly yes...

## Theresa May accused of manipulating crucial immigration report before Brexit vote

PM accused of playing up significance of 'benefits tourism' during her tenure as Home Secretary

Harriet Agerholm | @HarrietAgerholm | Wednesday 28 September 2016 11:00 BST | 111 comments



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## Russian propaganda strategies: confuse and obfuscate

# The MH17 disinformation smokescreen

15 months of Russian misinformation and fakes around 298 MH17 victims

**THIS IS WHAT HAPPENS IF RUSSIAN MEDIA QUESTIONS MORE**

**Conspiracy 1**  
The Ukrainian military downed MH17 by a Su-25 fighter jet.  
Pitched by: Russian MoD, developed by Russian investigative committee and media

**Conspiracy 2**  
The Ukrainian military downed MH17 with a Ukrainian Buk  
Pitched by: Russian MoD, developed by Russian state missile manufacturer Almaz-Antey  
Modification: MH17 was downed by a Su-25

MH17 WAS DOWNED ON 17 JULY 2014 IN DONBAS WITH A RUSSIAN BUK MISSILE COMPLEX. FROM SEPARATIST-CONTROLLED TERRITORY.

**Conspiracy 3**  
The Ukrainian government was responsible with a Ukrainian Buk

**Conspiracy 4**  
The Ukrainian military downed the plane in a botched bid to assassinate Putin

**Conspiracy 5**  
It was Israel

**Conspiracy 6**  
It was an attempt to assassinate the Indian Prime Minister Indira Gandhi

**Conspiracy 7**  
It was a result of forces guided by the IMF and its head, Christine Lagarde.

**Conspiracy 8**  
It was the Illuminati attempting to conceal the truth about AIDS

## ... but it has changed in some ways

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- ▶ boom of **disinformation media outlets**
- ▶ paid **internet trolls**
- ▶ direct **influence on political parties** (financial)
- ▶ establishing cultural/ religious **organizations**, NGOs

**to be continued ;-)**



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