



# PROPAGANDA: CASE STUDIES

CDSn4104 HYBRID  
WARFARE

# WHAT IS PROPAGANDA?

*“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.”*

Wide-spread and multifaced phenomenon

Related with modernity – Importance of mass culture

# PRE-MODERN I

Heroic poems, legends, hymnus

- Battle of Kadesh (1274 BC)

Importance of print and increasing mobility and literacy

Institutionalized by Catholic Church

- Pontificio Collegio Urbano de Propaganda Fide (1627)

French revolution and Napoleonic Wars

- Caricatures and bulletins
- La Marseillaise





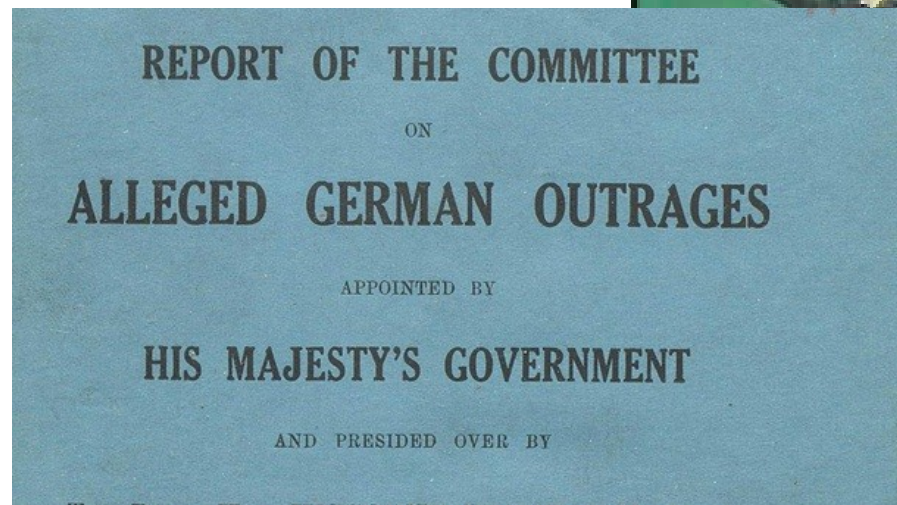
# FIRST WORLD W

Need for mass mobilization and consistent war effort (home front)

- Motivation of fighting forces and population
- Demonizing enemy
- Communicate key messages

United Kingdom as leading country

- Centralization under the Foreign Office (1916) and Ministry of Information (1918)
- Report of the Committee on Alleged German Outrages (1915)
- Inspiration for Nazi Germany



# TOTALITARIAN F

Third Reich and Soviet Union as a new type of regimes

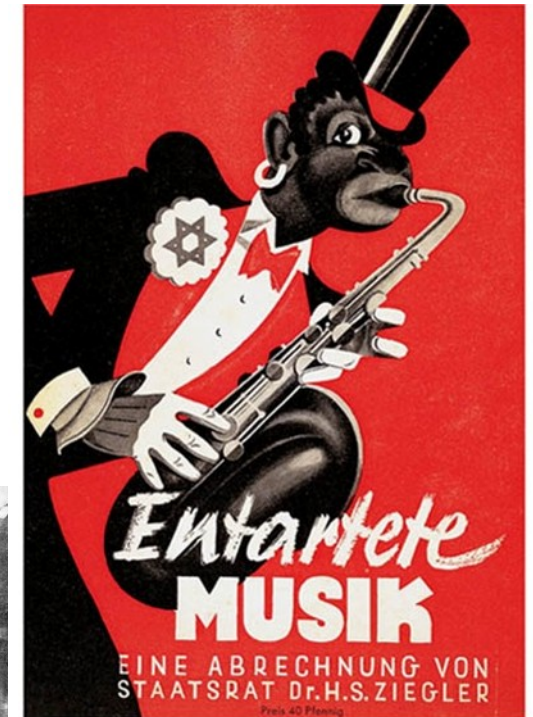
- Constant mass mobilization of population as key feature of regime
- Ambition to create new man

New means of communication

- Movies (Leni Riefenstahl, Sergei Eisenstein)
- Radio

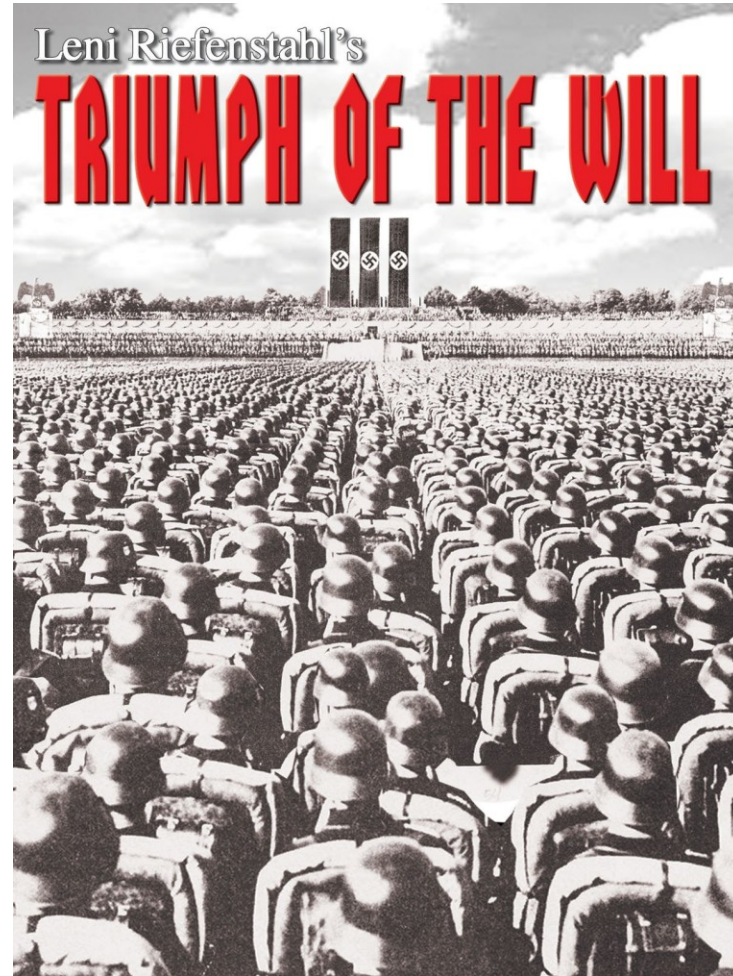
Special institutions

- Reich Ministry of Propaganda (1933)





# TOTALITARIAN REGIMES



# WORLD WAR II

Propaganda as indispensable part of war effort

- Present in all spheres of public life – posters, songs, movies, radio broadcast
- Important role of public speaking

Important component of ideology

- Judeo-Bolshevism x Democracies





# WORLD WAR II

But at the same time use of everyday problems and themes





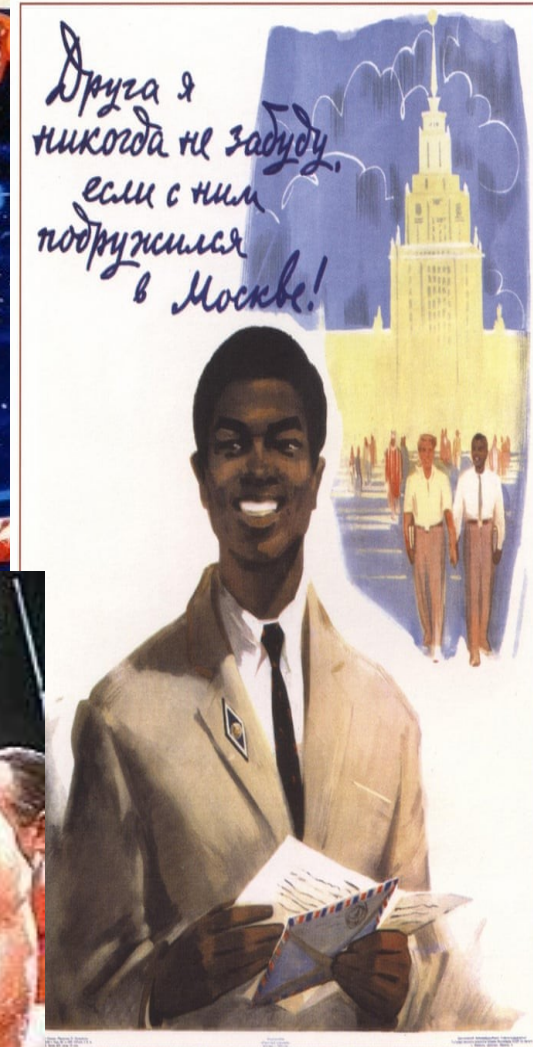
# COLD WAR

Ideological contestation with limited kinetic component – propaganda as the main tool

- Appeal to values represented by each system
- Blurring lines between propaganda and culture
- Every component of politics as venue for propaganda (Space race, decolonization)

Importance of information component

- Radio Free Europe/Radio Liberty
- Operation Infektion (1983)



# MODERN DAYS

Geopolitical contestation is back as well as propaganda

- RT, Sputnik, Confucius Institutes
- Use of internet – trolls (Internet Research Agency)
- MH17 (2014) or COVID-19 (Chinese virus)

Open information space as opportunity

- Non-state actors
- Private companies
- Profiteers

Different context but same goals –  
Challenge for democratic system

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THANK YOU FOR ATTENTION