

Miloš Gregor

CDSn4104: Hybrid Warfare

**how
to look
at propaganda**

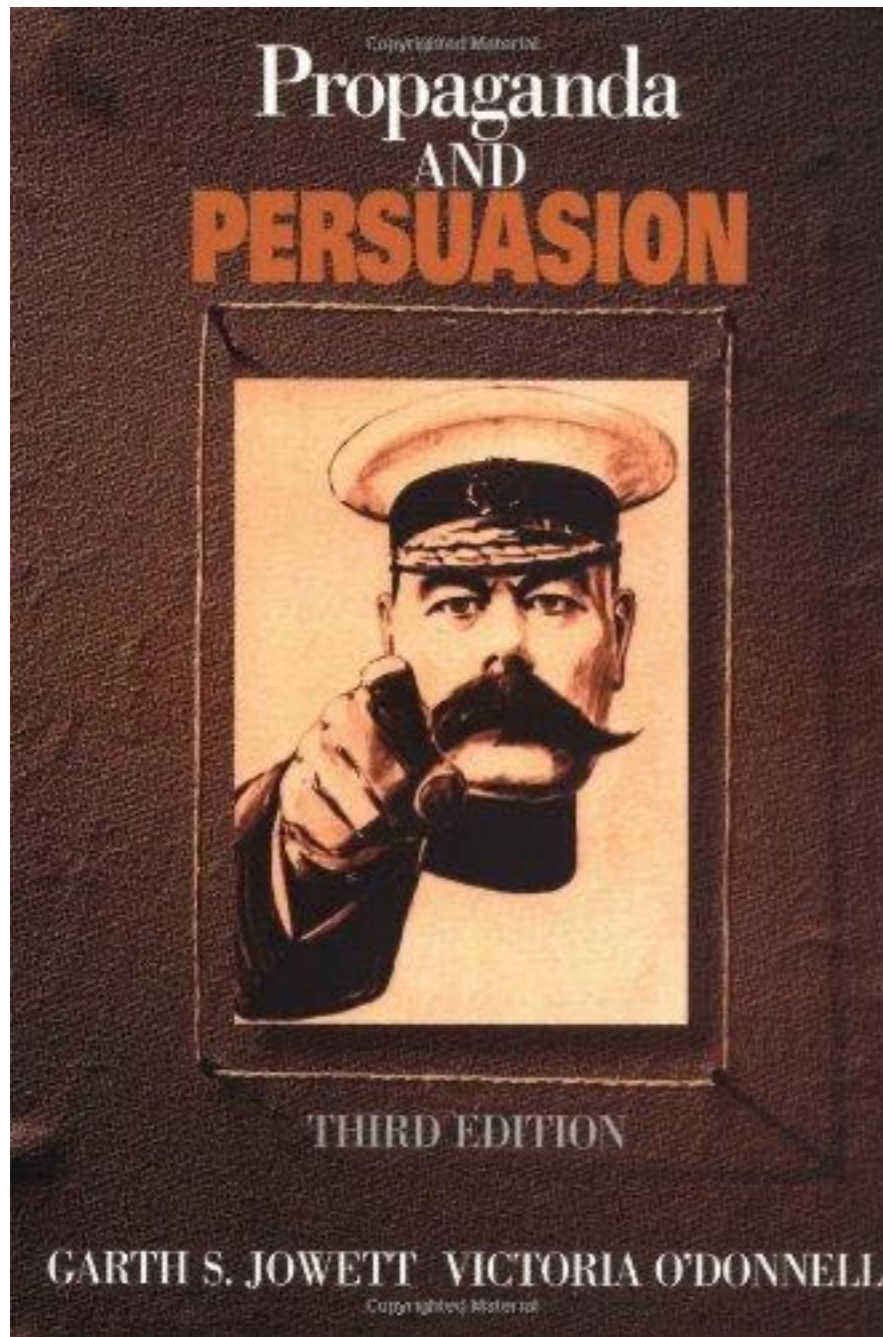


what **is** propaganda?

what **does** propaganda?

what are potential **sources** of propaganda?

definition of propaganda



“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

origin and development of the term ‘propaganda’

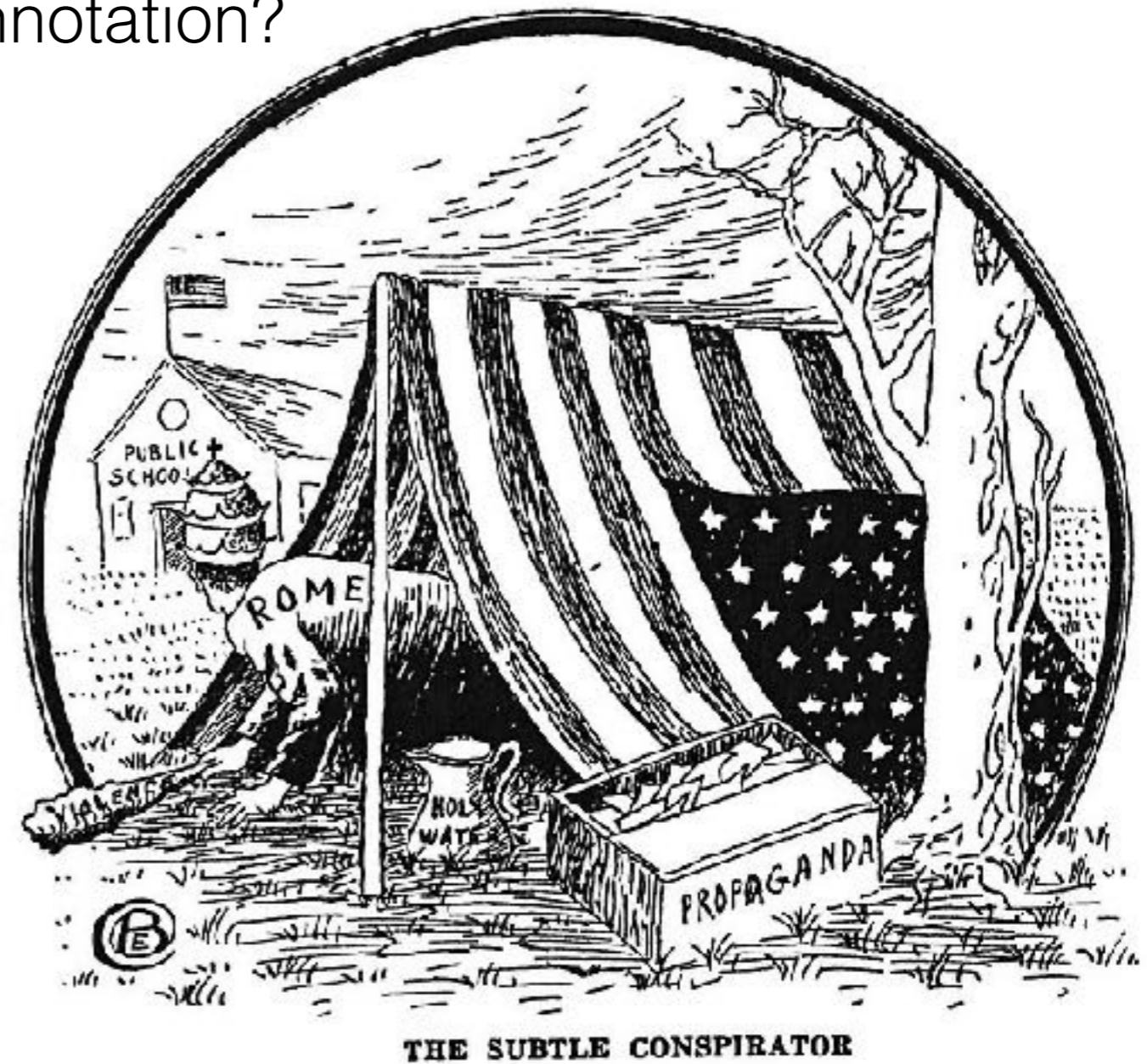
- ▶ 1622: Pope Gregory XV established the Sacra Congregatio de Propaganda Fidel (Sacred Congregation for Propagation of the Faith)
- ▶ The term not widespread until the beginning of 20th century



origin and development of the term 'propaganda'

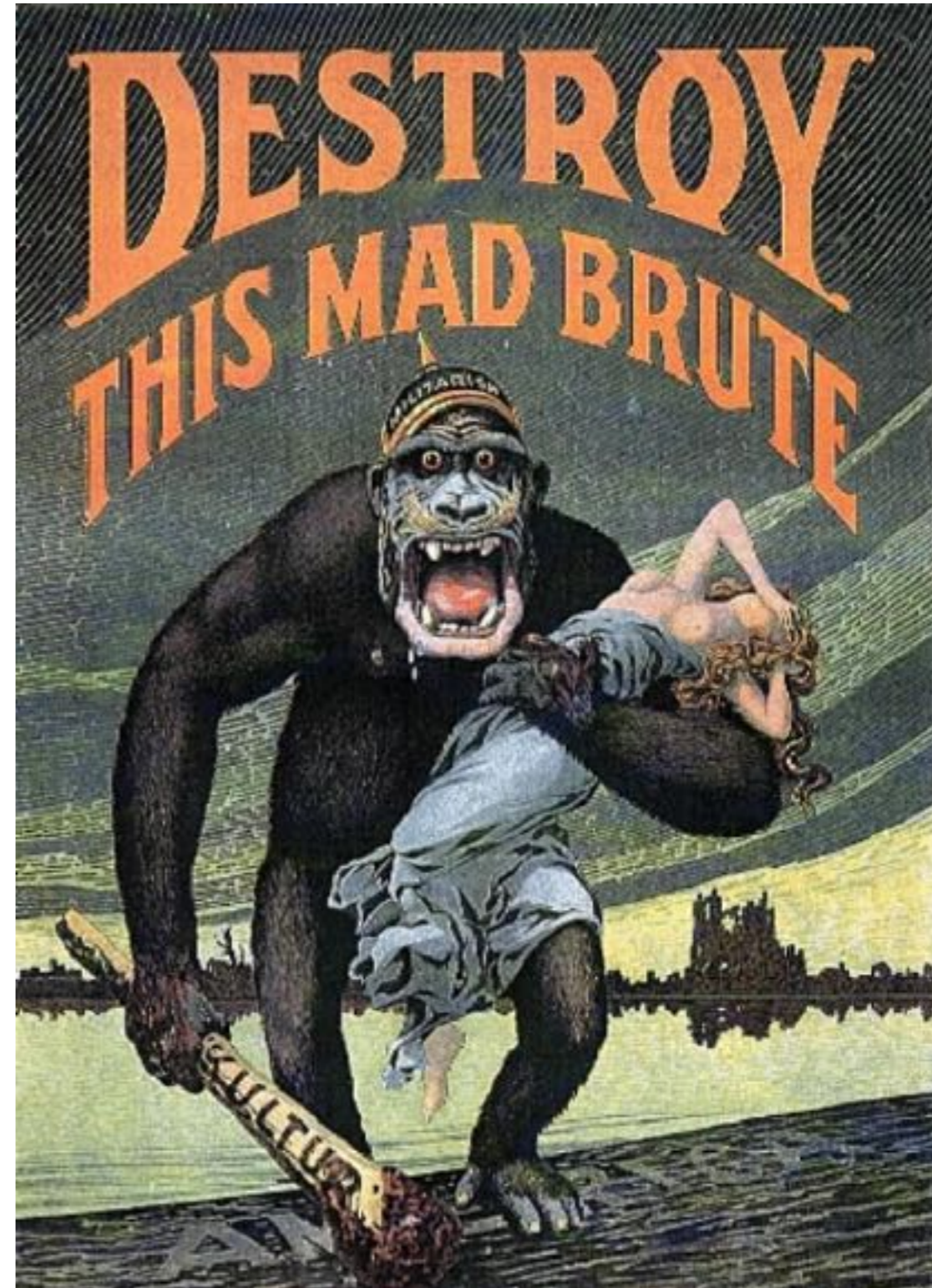
- ▶ neutral, positive, or negative connotation?

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

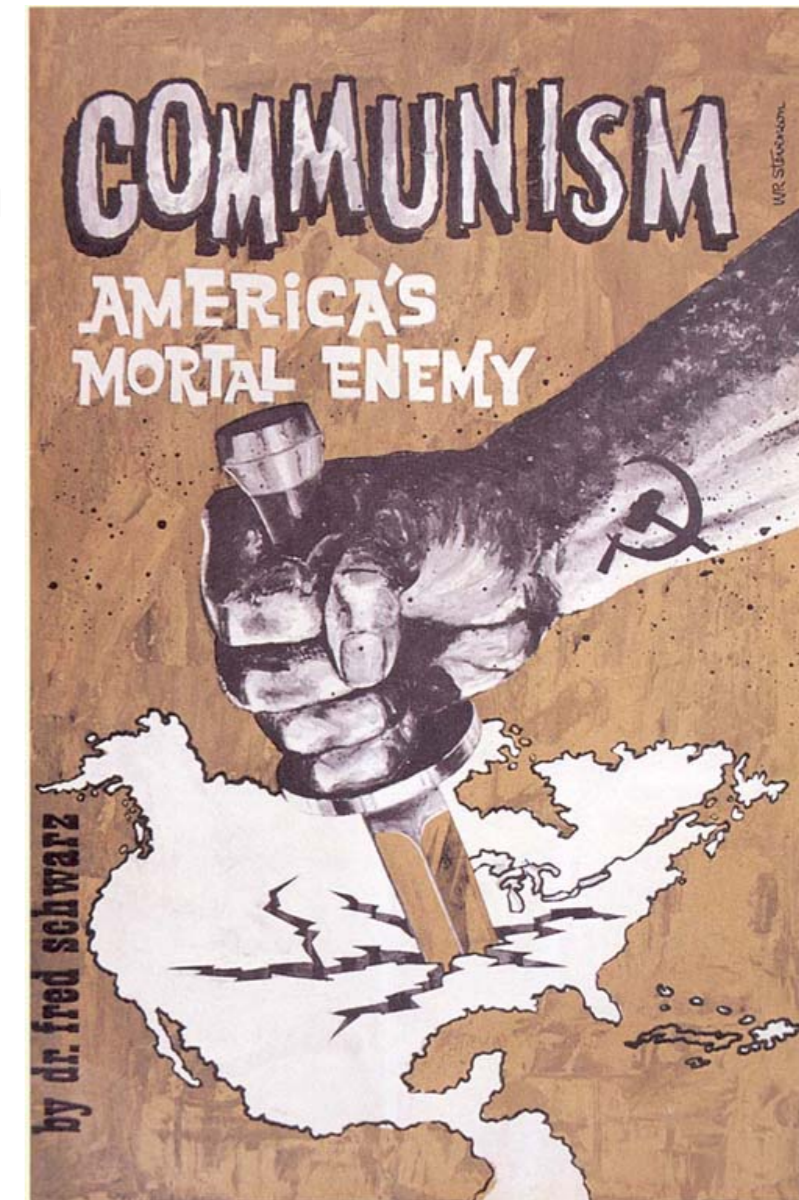


origin and development of the term 'propaganda'

- ▶ 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 - E7HKMG



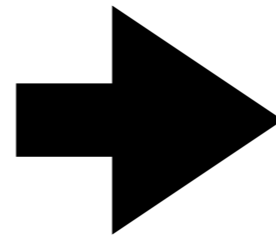
propaganda used to be divided into three types



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

propaganda vs. public information campaign

white propaganda



public info campaign





black propaganda

- ▶ 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...





well, partly yes...



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 occult 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

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

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

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?

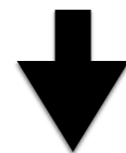


*If so, you may have been looking at **propaganda**.*

propaganda vs. political marketing

propaganda

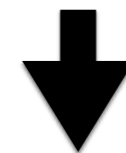
replace education
 tries to convince no matter what
 (usually) in authoritarian regimes
 secret
 true purpose is hidden



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



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'"

"A COMIC
TRIUMPH."

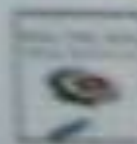
"A GLOUOUSLY
CYNICAL
BLACK COMEDY!
WICKED
SMART SATIRE!"

"HILARIOUS
and impossible to resist!"

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. © 1999 New Line Cinema. All rights reserved. WAG THE DOG is a trademark of New Line Cinema. All rights reserved. WAG THE DOG is a trademark of New Line Cinema. All rights reserved.

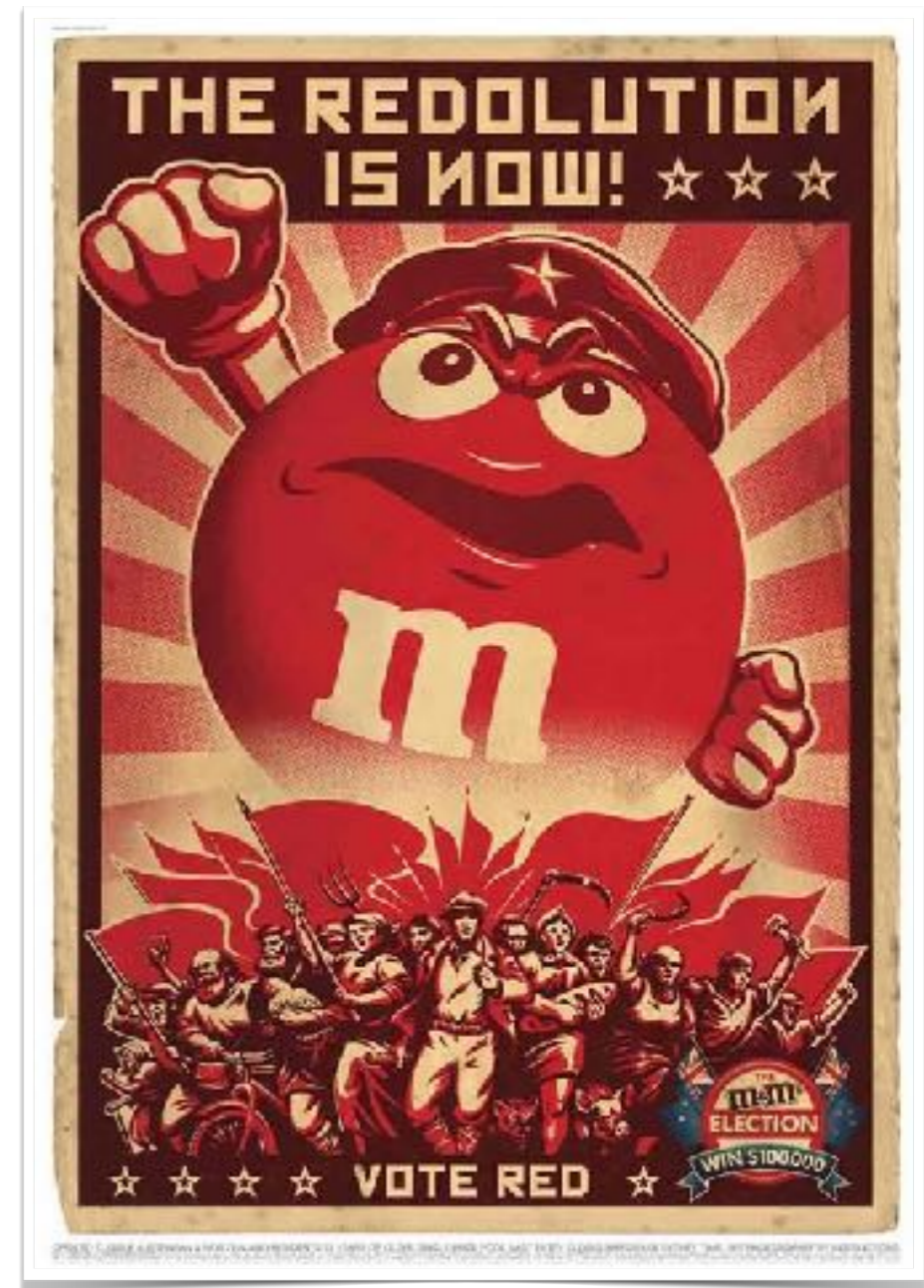
**Sorry
Iraq.**



components of propaganda

how does propaganda work

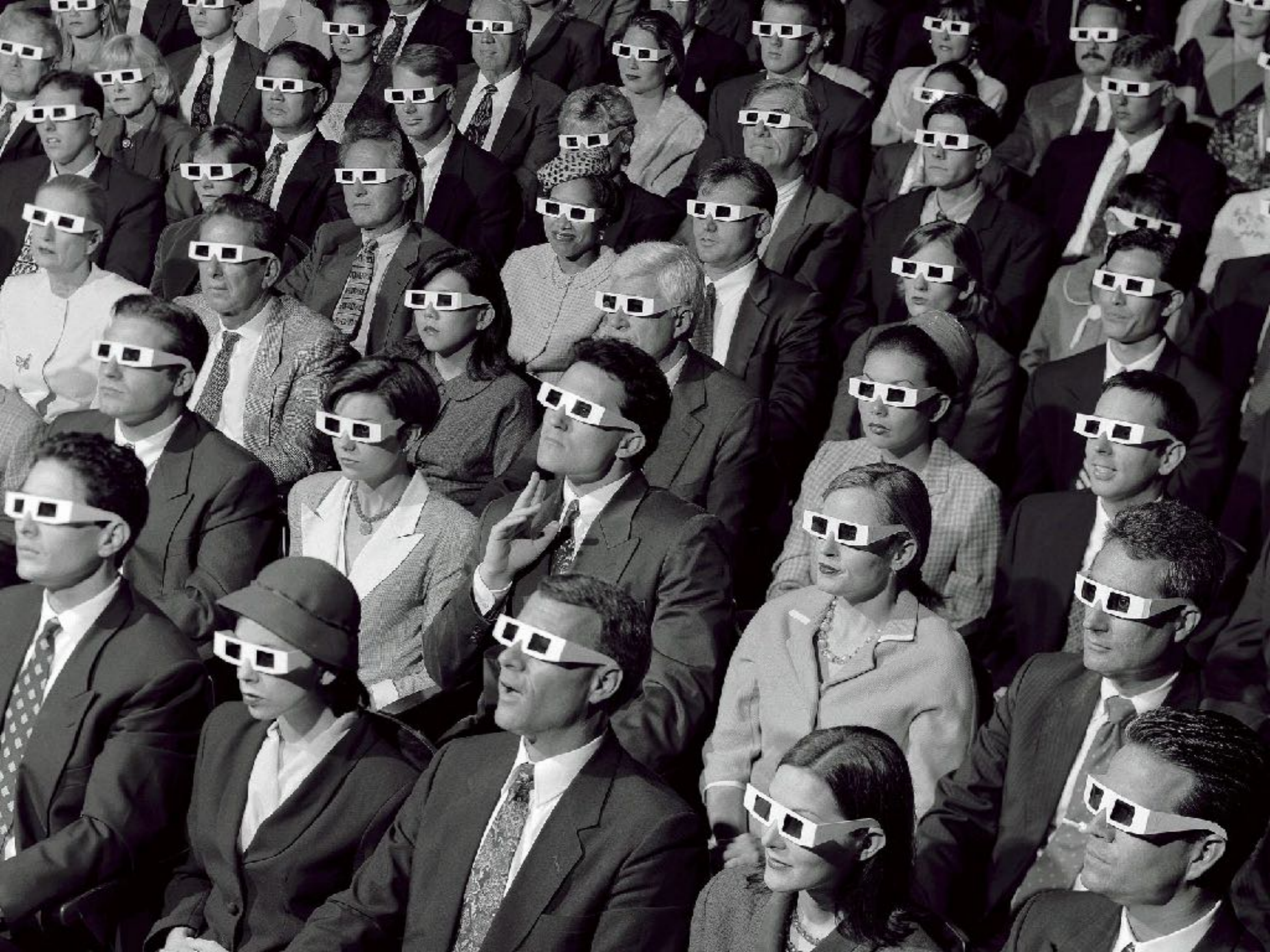
- ▶ modern propaganda draws upon techniques and strategies used in advertising
- ▶ simplifies
- ▶ always biased
- ▶ geared to achieving a particular end
- ▶ employs symbols
- ▶ employed by governmental and private organizations



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





Thank you.



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