

Recognizing Propaganda

Propaganda is information that is used to influence an audience or further an agenda. The statements or ideas in propaganda are usually false, biased, or misleading; they are used to manipulate a person beliefs and attitudes towards a specific point of view.

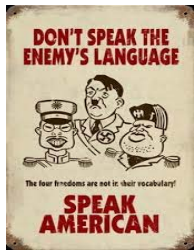


Activate Strong Emotions

- Plays on human emotions to direct audience to desired goal
- Fear, hope, anger, frustration, sympathy
- Recipient is moved by the message of the author.

Simplify Information & Ideas

- May use accurate and truthful information...
- OR uses half-truths, opinions, and lies.
- Use of metaphors, imagery and repetition to make them seem "true."



Respond to Audience Needs & Values

- Appeal to specific groups, racial or ethnic identities, or beliefs and values within a population.
- Propaganda becomes personal and relevant
- People pay attention and absorb key information and ideas.

Attack Opponents

- Form of political and social warfare
- Identify and vilify opponents
- Used to discredit individuals & destroy their reputation,
- Exclude specific groups of people, incite hatred or cultivate indifference.



Wartime Propaganda

Governments during World War I devoted massive resources to producing material designed to shape opinion and action internationally. The efforts to justify their actions and build international support resulted in some of the most powerful propaganda ever produced. The successes of these campaigns would eventually influence the strategies and propaganda produced during World War II.

There are generally 5 Main Objectives of Wartime Propaganda:

Recruitment of Soldiers:

Used to increase enlistment in Armed Forces, promoted as a noble sacrifice



Nationalism:

Used to justify actions of war, promote patriotism, and glorify symbols of national identity



Conservation of Resources:

Urged consumers to save materials that could be used for weapons, uniforms, etc.

Financing the War:

Encouraged civilians to purchase war bonds and pay higher taxes to fund costs of war efforts



Supporting the Home Front:

Emphasized community and sacrifice, recruited women to work in factories, encouraged industrial productivity