UNDERSTANDING PROPAGANDA

Animal Farm Stations
- Propaganda: ideas or statements that are often false or exaggerated and that are spread in order to help a cause, a political leader, a government, etc.  
  ~Merriam Webster

- It is a 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
THOSE WHO USE PROPAGANDA WILL ATTEMPT TO:

• appeal to the listeners’ emotions
• respond to their wants, needs, & values
• supply simple ideas & information
One of the propagandists greatest tools is the listener or viewer’s emotions. Propaganda is meant to form opinion, rather than rational thought. Those who use propaganda to manipulate will appeal four aspects of human nature.
APPEALS:

01 HOPES AND DREAMS

02 GUILT AND RESPONSIBILITY

03 ANGER AND FEAR

04 LOVE AND HATE
I WANT YOU FOR U.S. ARMY
NEAREST RECRUITING STATION
AM I PROUD!

I'm fighting famine . . .
by canning food at home
Change over to a VICTORY JOB

APPLY TO YOUR NEAREST NATIONAL SERVICE OFFICE
Propaganda CAN be used for good; you need to be able to note when it’s used to promote a one-sided case, rather than help all.