



# UNDERSTANDING PROPAGANDA

*Animal Farm* Stations

## WHAT IS PROPAGANDA?

- 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.

**01** HOPES AND DREAMS

**02** GUILT AND RESPONSIBILITY

**03** ANGER AND FEAR

**04** LOVE AND HATE

**APPEALS:**

# EXAMPLES



# We Can Do It!



*J. Howard Miller*

POST FEB. 15 TO FEB. 28



WAR PRODUCTION CO-ORDINATING COMMITTEE



WALTER DILLINGER FLAG

**I WANT YOU  
FOR U.S. ARMY**

**NEAREST RECRUITING STATION**



**AM I PROUD! . . .**



**I'm fighting famine . . .  
by canning food at home**

U. S. DEPARTMENT OF AGRICULTURE

United States War Relocation Authority



**Change over to a**  
**VICTORY JOB**

**APPLY TO YOUR NEAREST NATIONAL SERVICE OFFICE**

© 1945

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.