

What is propaganda?

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Information used
to manipulate
behavior or belief

Background

In the 20th century, propaganda became a pejorative word. So today, our propagandists call themselves (among other things)

- advertisers and marketers
- political consultants and speech writers
- public relations officers

Background

Behaviors that propagandists commonly attempt to manipulate

- voting
- purchasing
- health (i.e. vaccination, dentistry, etc.)

Beliefs that propagandists commonly attempt to manipulate

- religious
- scientific (i.e. evolution, global warming)
- foreign, public and social policy

Background

Recognizing Propaganda

Propagandistic messages are ones that

- bypass reason
- suppress discourse
- leave individuals feeling that they have made up their own minds
- are repeated so often, and from so many sources that the repetition itself creates an illusion of truth
- might be true or false, but do not contain enough information to reasonably make such an evaluation (propaganda and lie are not synonymous)

Background

How can one use propaganda rather than be used by it?

- ask what has been left out
- seek out evidence with which to evaluate its assertions, then do so
- identify and evaluate its assumptions
- identify its emotional triggers and determine if they are justified

War Made Easy's focus is War Propaganda

Basic messages in war propaganda

- We are good
- They are evil
- Stop them from destroying us

We are good



They are evil



Stop them from destroying us



In its use of propaganda, our government is not unique; and despite what our war propaganda says, we are all human.

Given that, it should not surprise you to learn that our enemies use propaganda on their populations in much the same way as our government uses it on us.

We are good



They are evil



Stop them from destroying us



The documentary **WAR MADE EASY** shows how war propaganda has been used by politicians and the media to build support for U.S. wars from Vietnam through those we are now fighting in Iraq and Afghanistan.

As you watch, look for the messages embodied in the propaganda it presents. Ask yourselves if this film is one that students and teachers should view and discuss. Might it be used to help them learn to avoid manipulation and make reasoned choices as they encounter propaganda campaigns throughout their lifetimes?