

The Art of Propaganda

Anna Shavit,
October 10, 2019



Session Structure

- ★ Creation of teams
- ★ teams
- ★ presentation sessions
- ★ length of presentation 10-15 minutes
- ★ power point - 40 points

Structure

- ➔ Propaganda - the definition problems
- ➔ Propaganda, Communication Theory or Persuasion
- ➔ Rhetorics
- ➔ Discussion

- propaganda is probably old as human race
- the early hieroglyphic writings of Egyptian and Mesoamerican (Aztec, Mixtec, Zapotec and Maya) shows history that favoured the ruling class
- Mayan texts and monuments often manipulated historic dates, life spans of rulers etc.
- but not all persuasion is PROPAGANDA

Ancient Rome and Greece

- equal citizens and everyone was expected to speak on his behalf
- the Greek court system did not allow lawyers
- politics - citizens were expected to defend their rights
- so average Greek was not only interested in learning how to argue
- it was totally necessary to be capable of living in the society and protect own property and to be banished from the community
- the role of Sophist

**When it has all
started?**



The Pope Gregory XV.

The origins of the terms

- ➔ little use of the term prior the World War One
- ➔ the word had been coined in 1622
- ➔ The Office for the Propagation of the Faith was established
- ➔ *Congregation de propaganda fide*
- ➔ Pope was afraid by the global spread of Protestantism so the new office was meant to supervised the Church's missionary efforts in the New world

**the word of propaganda
thus took the negative
meaning in Protestant
countries**

**and positive in Catholic
countries, positive
connotation as
education or preaching**

The word of Propaganda



Oxford English Dictionary:

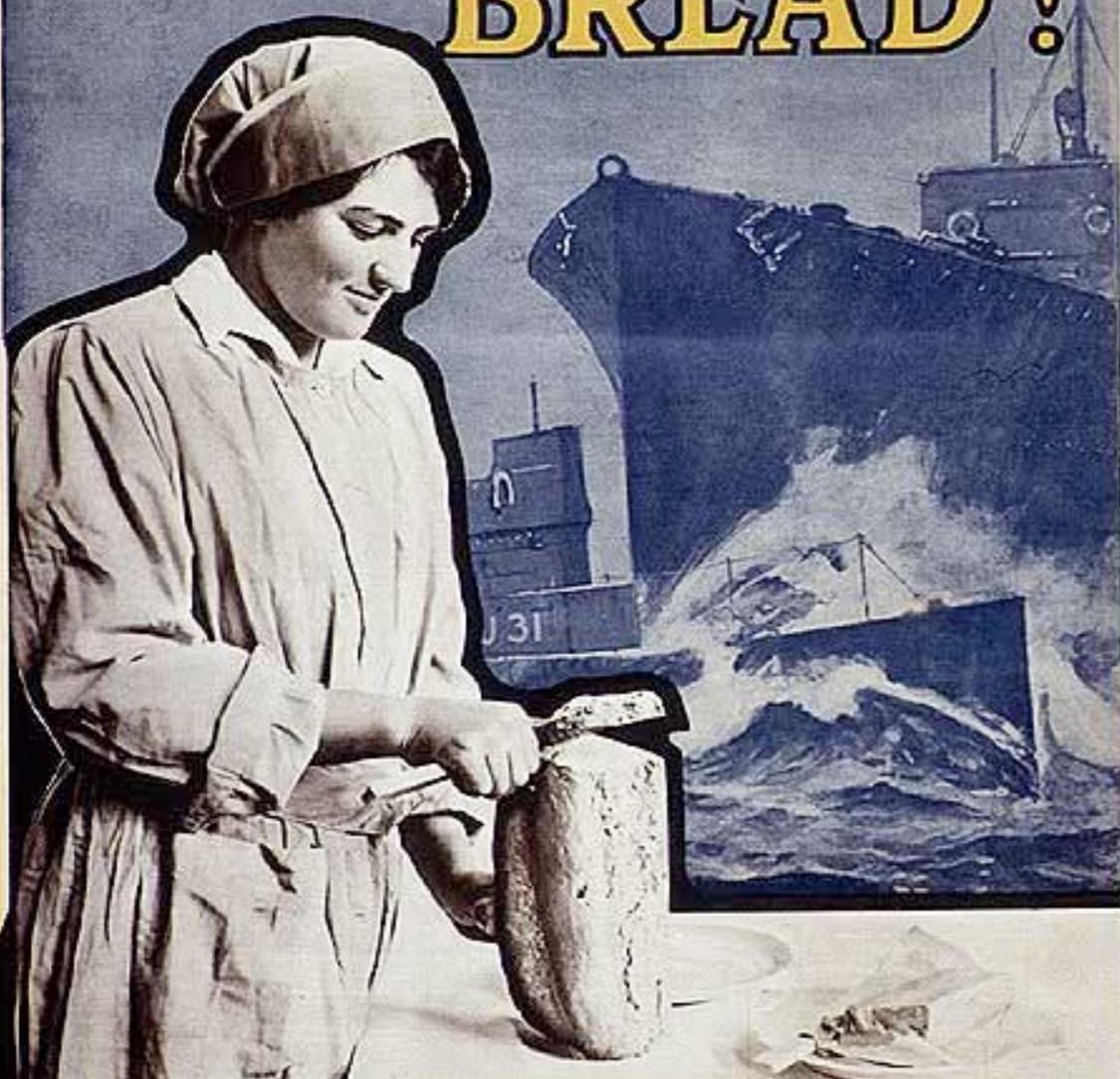
Any association, systematic scheme, or concerted movement for the propagation of a particular doctrine or practice.

could be anything from a campaign to improve public health through vaccination, sanitary cooking or a propaganda driven by any anti-clerical or socialist activist

there was no a definition until 1911 in Encyclopaedia Britannica

- however we could argue Napoleon knew how to use the practice
- situation is changing around 1915
- propaganda is getting slowly but surely different meaning
- WHY?

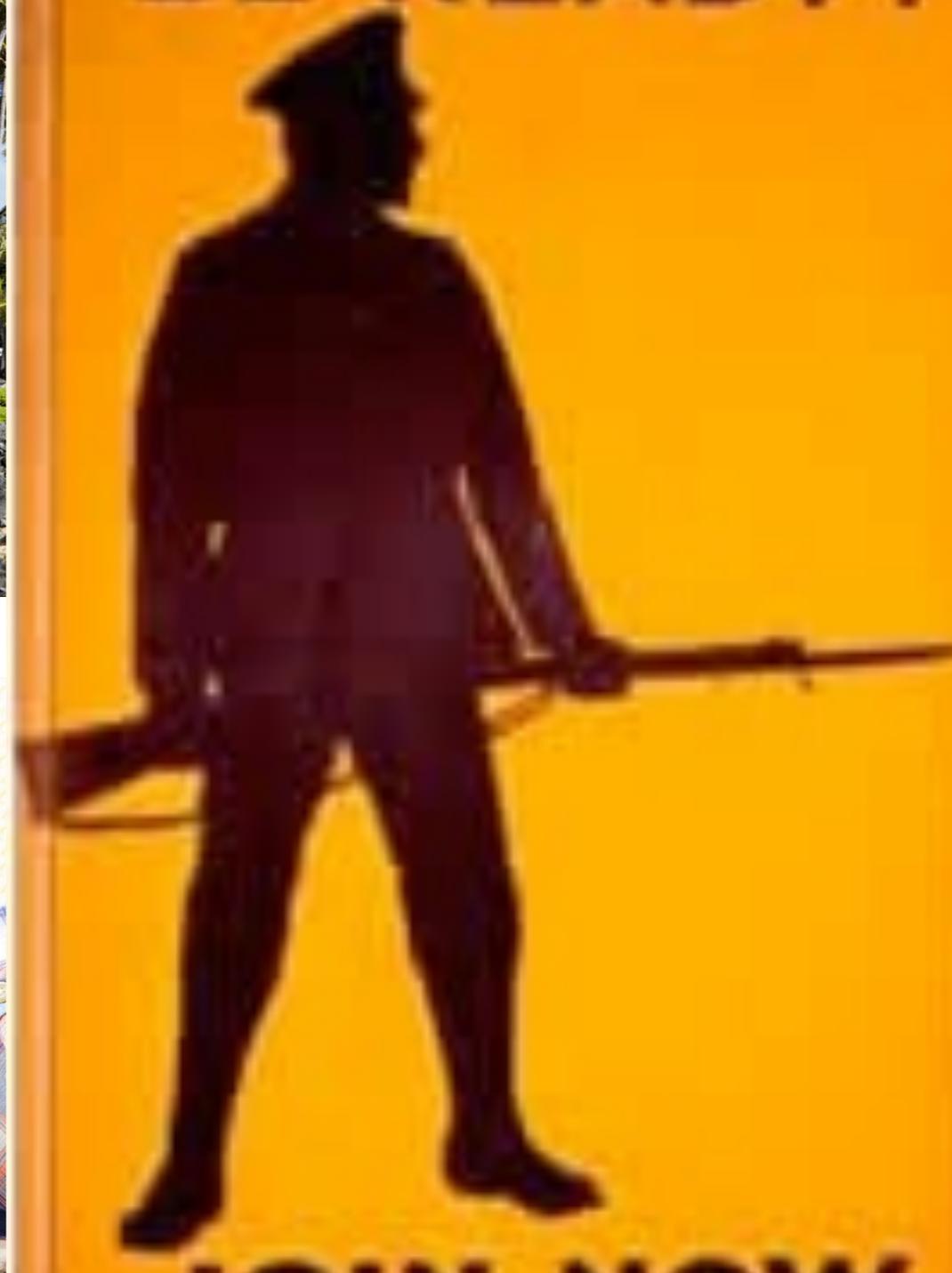
**DON'T WASTE
BREAD!**



**SAVE TWO THICK SLICES
EVERY DAY, and
Defeat the 'U' Boat**

MINISTRY OF FOOD F.C. No. 18 CLARK & BIRWELL, LTD. PRINTERS, LONDON

BE READY!



JOIN NOW

- The term propaganda did not see widespread use until the beginning of the 20th century, when it was used to describe the persuasion tactics employed during World War I and those later used by totalitarian regimes

- Originally defined as the dissemination of biased ideas and opinions, often through lies and deception (Pratkanis 1991)
- Later on many scholars discovered propaganda was not only the sole property of “evil” and totalitarian regimes and that it often consists of more than just clever deceptions
- the word has evolved to mean mass “suggestion” or “influence”
- Propaganda involves images, slogans and symbols to play prejudice and emotions

Definition ???

- ✓ complicated
- ✓ propaganda represents the antithesis for objective search for truth
- ✓ all propaganda is manipulative
- ✓ biased message
- ✓ connotation with totalitarian regimes (Nazi Germany, USSR, Mao China, Communist regimes, Cold War, Vietnam War etc.)
- ✓ “comeback” ? now-days?

911

Categories and scopes of propaganda

- Arts:

architecture Albert Speer, Stalinist Baroque (copy of Scycrapers in NYC)

painters El Greco, Titian - painters propagandist (Counter Reformation, glorifying)

literature Shakespeare was occasional promoter of Tudor family

Orwell's Animal Farm promoted by Britain's Foreign Office

- Propaganda and Education

propaganda has normally be juxtaposed with education

with the difference - propaganda teaches people what to think, whereas education teaches people how to think

anyway education can be a good servant of propaganda

Journalism ar

- direct action
- repetition
- Dr. Goebbels
- Rude pravo
- control of information

NS.-Rechtspflege

Seite 7



Die Bekämpfung der Zigeunerplage auf neuen Wegen

Die Zigeuner sind für das Reich, für Volk und Staat eine akute Gefahr. Wer sie erfolgreich bekämpfen will, muß die Zigeuner zunächst — frei von allen romantischen Vorstellungen und Gefühlshypothesen — nach ihrer Herkunft, ihrer Rasse, ihren Sitten, ihrer Lebensart kennen lernen und sie sehen, wie sie wirklich sind.

Zigeuner, die als mehr oder weniger „hetzliche“ Gestalten durch moderne Operetten und Zigeunerfilme gaulen, sind Romanfiguren, die unser Mitgefühl und unsere Sympathie erwecken sollen. Sie können uns nicht irre machen im Kampf gegen jene Zigeuner, die, wie lebhafte, immer in Herden auf Fahrt mit Karren und Wohnwagen, neuerdings sogar mit Kraftwagen umherziehen, jede ernste und ehrliche Arbeit ablehnen und unter dem Deckmantel des „Saulierens“ oder als Schirmhüter, Scherenhüter, Kesselhüter, Kochhüter, Siedmacher, als Währungs-, kleine Schaulustler, Reis aber in Wirklichkeit durch verstopften Bettel und Eigentumsdelikte ihren Lebensunterhalt suchen.



Die Lichtbilder zeigen drei typische Zigeuner. Sie gehören einer Zigeunerbande an, die seit Jahren mit Wohnwagen als Werkzeugschlepper im Reich umherzog und 1937 aufgelöst wurde. Ihre wirklichen Namen und ihre Staatsangehörigkeit waren bisher trotz umfangreicher, auch mit ausländischen Behörden geführter Verhandlungen nicht einwandfrei festzustellen. Alle drei befinden sich seit fast zwei Jahren im Arbeitshaus.

Nicht jeder allerdings, der als „Zahrender“ ein „Zigeunerleben“ führt, ist auch ein Zigeuner. Die echten Zigeuner sind eine eigene, der unseren artfremde Rasse. Es sind die blamtesten Zigeuner, die sich schon in ihrem Aussehen, ihrer Sprache und in ihren Sitten von anderem „Fahrenden Volk“ unterscheiden, und zwar sehr unterscheiden. Denn Holz ist der echte Zigeuner auf die Zugehörigkeit zu seinem Volk und zu seiner Rasse.

Heute wissen wir, daß die Zigeuner aus Indien stammen. Nach alten Chroniken tauchten sie um das Jahr 1417 zum erstenmal in Deutschland auf; damals noch in großen Gemeinschaften geführt von Zigeuner-„Königen“ und „grafen“. Der Weg, den sie von Indien zu uns nahmen, läßt sich aus der Zigeunersprache, die im wesentlichen indiarischen Ursprungs zu sein scheint, und zwar aus den vielen Ausdrücken feststellen, die der persischen — auch der Name „Zigeuner“ wird von dem persischen Wort *zangi*, d. h. „Wustlant“, hergeleitet —, arabischen, armenischen, türkischen, griechischen und ungarischen Sprache entstammen. In Deutschland sind sie dann besonders im Süden, und zwar im Böhmer Wald, im Schwarzwald, in Ober- und Niederbayern, in der Pfalz





und in Hessen, aber auch im Braunschweigischen, im Harz und in Thüringen hervorgetreten. Hier sind ihre Wanderbezirke, in denen sie früher in großen Stoppkafkas und Stämmen, oft unter Stammeshäuptlingen, umherzogen und wo sie heute noch „zu Hause“ sind. Es entstanden auch

* Prof. H. Müller: „Zigeuner und Landfahrer“ in „Der waldenburger Kreis“, S. 6. Verlagsbuchhandlung Wittenberg 1936.

Poster

- visual receptors
- emotional connections
- short clear message
- image is always stronger

Propaganda - modern conditions

- social control
- social change
- information overloaded
- ambivalent opinion (the opportunity lies in the confusion)
- single issues groups
- news manufacture - press needs a story with clear characters
- postmodernism (the universe of postmodernism = the universe of propaganda)
- psychological level (emotions etc.)

Rhetoric, myth and symbols

- rhetoric is emotional persuasion and its core is emotion
- form of reasoning
- pseudo arguments - to achieve self-justification
- rhetoric is undergoing revival (exceedingly important role in Ancient Greek and Rome)
- EVERYONE LIES?
- the role of metaphor - a device or principal used by Adolf Hitler

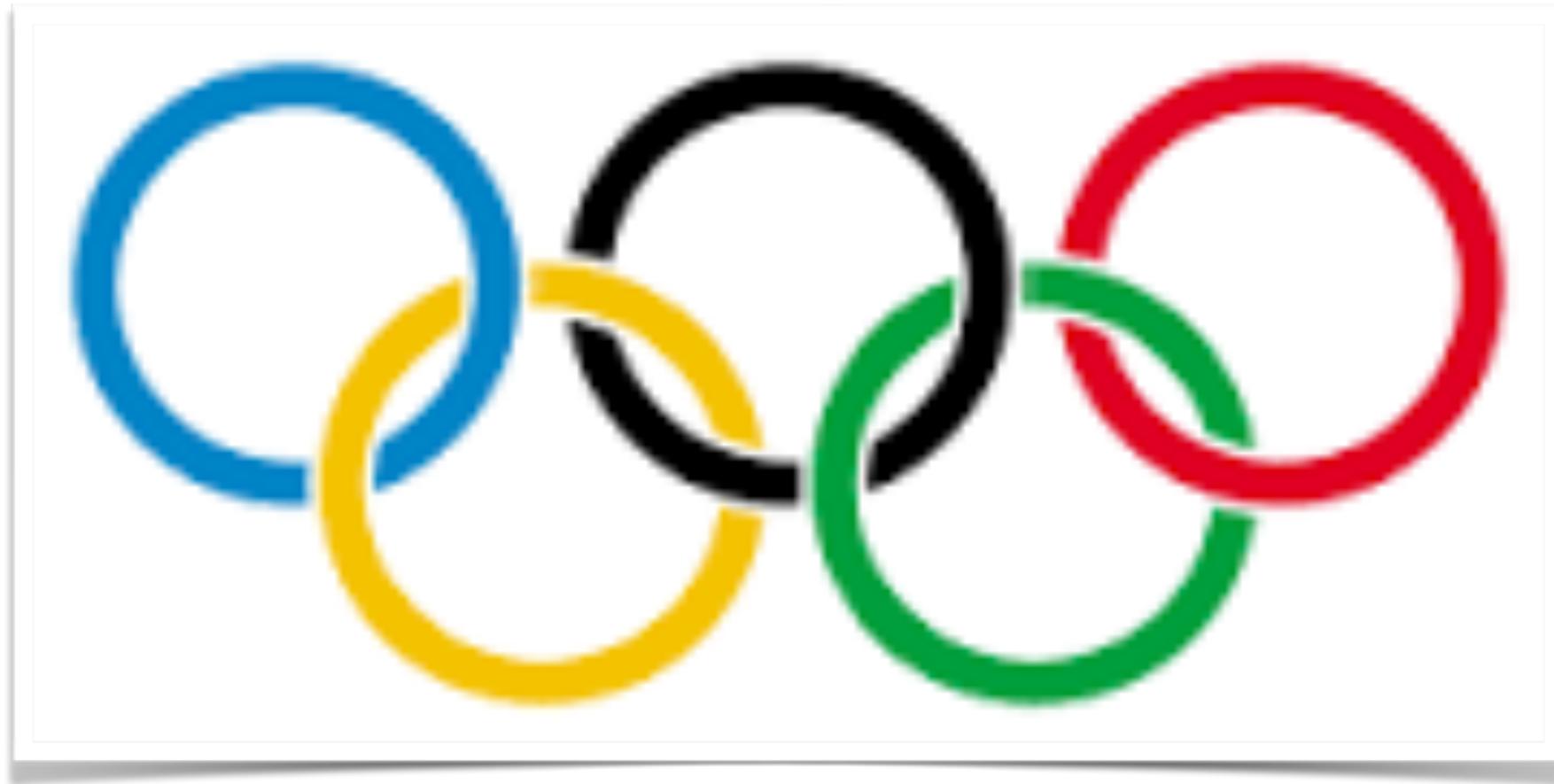
Myth

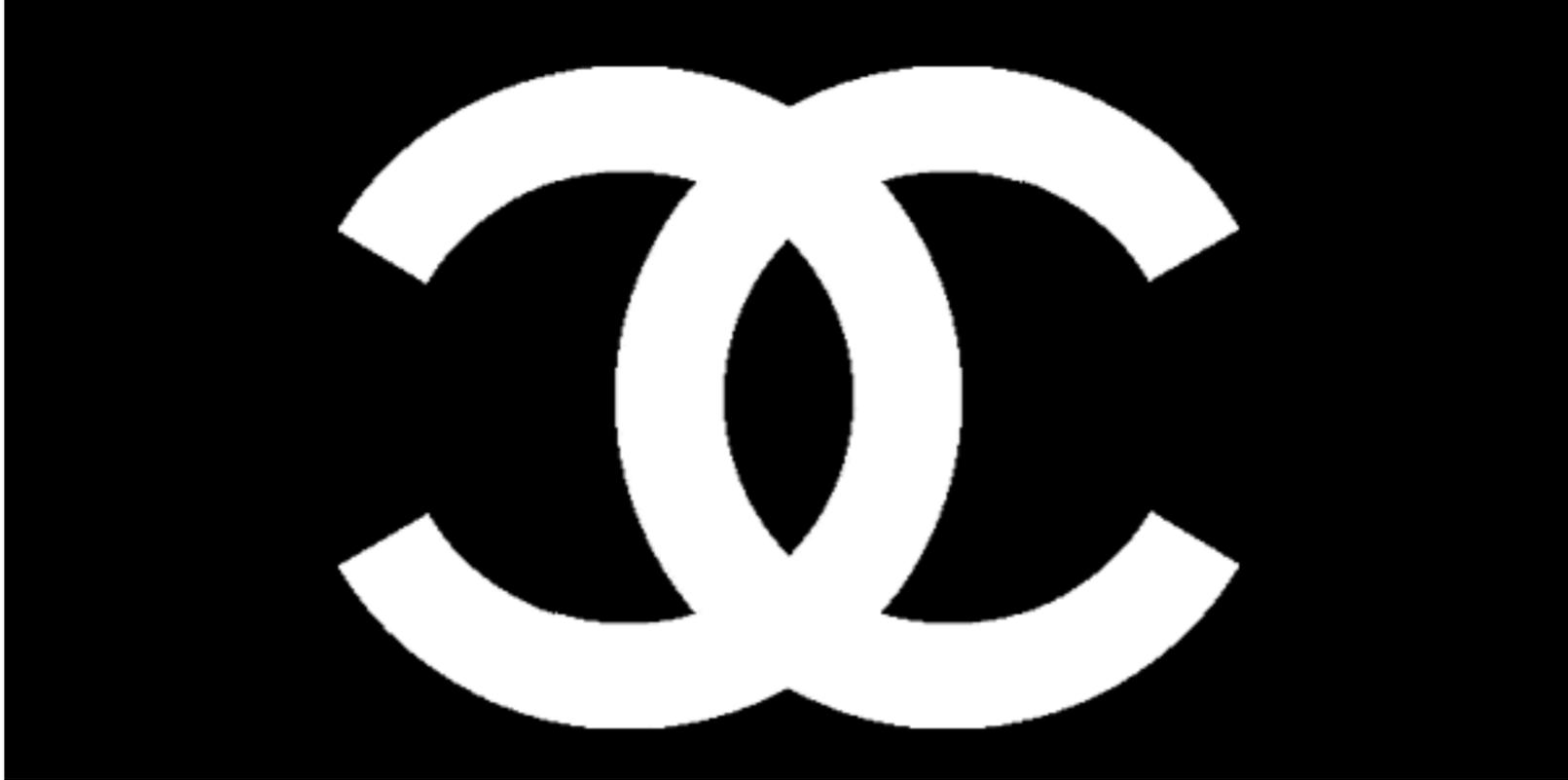
- importance of the myth
- a story which illuminates key values in the society
- creates a story, relates to symbolism
- myth, nation and race
- myth and martyrdom

Symbolism

- symbol - first emotional value, latterly cognitive evaluation
- immensely cheap form of propaganda (but powerful)
- we should not underestimate symbols
- attractive to people with lesser capacity of abstract thought
- the more educate people become = they appear less symbol conscious















Czech
Republike

REPUBLIKA

Repúblike
Checa

REPUBLIKA

Républike
tchéque

REPUBLIKA

Repubblike
Ceca

REPUBLIKA

Tschechische
Republike

REPUBLIKA

Czech
Republike
Чехия

REPUBLIKA

Czech
Republike
جمهورية التشيك

REPUBLIKA

Czech
Republike
チェコ共和国

REPUBLIKA

Czech
Republike
Tsjechië

REPUBLIKA





SIKKOPDA

AUTO





- symbols are not universally decoded (svastika on buddhist image have completely different connotations as on Nazi poster)

Key foundations of propaganda

- emotions - central to persuasion
- ideology (structure and clarity), propaganda feeds of ideology
- values - propaganda doesn't destroy them but constrict the; obsessive need of values
- hyperbole = propaganda doesn't seek for a dialogue it is MONOLOGUE and often uses technique popular in advertising - hyperbole (we don't have to believe it, it is an illusion we all share)

Subversion - one of key tools

- subversion is a technique used to achieve shifts in interpretations
- perfectly logical argumentation can be deployed (similar to spin doctoring)

1. redefining the situation (smoking is not addiction it is choice of freedom)
2. the interrogative mode a way making people to rethink their position
Who governs? Who is responsible?
3. the use of language to reposition in the minds target audience some concept that earlier language had made problematic
4. social endorsement you have to connect with the target group,
campaign promoting cigarettes for teenagers will emphasize rather the social consequences than the risk of cancer
5. framing the evidence label matter, more interesting information is 10 % of society suffers, 15 % children is illiterate comparing to 90 % of society is well off and 85% can read and write
6. illusory correlation which means seeing events or features to be related, when they are not (based on O'Shaughnessey)

**Propaganda or
Persuasion?**

**Postindustrial
propaganda?**

**Is everyone
propagandist?**

**What is the role of
persuasion?**

Aristotle 323 B.C.

- introduced the first comprehensive theory of persuasion in RHETORIC
- unfortunately not everyone was according to Aristotle capable of reasoning about every issue
- the tradition of decision by persuasion was kept alive by early Romans; the political court encouraged debate and political speechmaking
- however THE ROMANS start to employ professionals - lawyers and politicians

- Cicero (106 to 43 B.C.) asked a question
- “Has rhetoric produced more harm than good?”
- and answered ... “Wisdom without eloquence has been of little help to the states, but eloquence without wisdom has often been a great obstacle and never an advantage”
- the role of rhetoric used to be irreplaceable (Quintilian textbook was used for almost 1000 years)

The Persuasion of daily life

- The Manchurian candidate (1962) movie
- The story of an American soldier captured during the Korean war - becoming a POW and brainwashed tool of Chinese Communists
- showing persuasion as a powerful tool but...

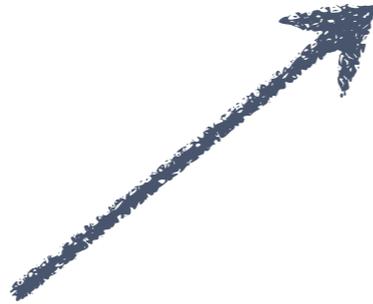
Mindless Propaganda vs. Thoughtful Persuasion

Six facts professional persuaders have learned about modern propaganda

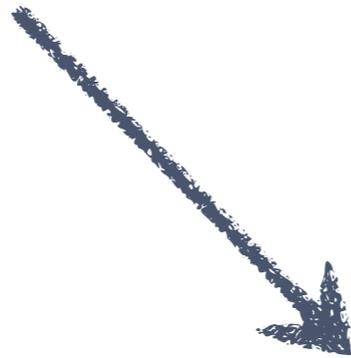
- Ads that contains the words *new, quick, easy, improved, now, suddenly, amazing and introducing* sell more products
- in supermarkets merchandise placed on the eye level sells best
- merchandise placed at the end of supermarket aisle or near to checkout aisle is more likely to be purchased
- bundle pricing - two for \$1 better sells comparing one for 50 cents
- in solicitations and sales calls, asking the target **HOW ARE YOU FEELING** and acknowledging the response can double the rate of compliance with the request

- use of animals, babies or sex appeal are more likely to sell the product than those that use cartoon characters and historical figures

peripheral



PERSUASION



central

Peripheral route

- a message recipient devotes little attentions and effort to processing a communication (it is like watching television while doing something else, or listening to a debate you do not care much about)
- persuasion is determined by simple cues, such as attractiveness of the communicator
- shortly we don't care about the content but the pleasure or pain associated with agreeing to the presented position

Central route

- a message recipient engages in a careful and thoughtful consideration of the true merits of the information presented
- the person even might want to get involved
- ask additional questions etc.
- the persuasiveness of the message is determined by how well it can stand up to this scrutiny

<http://>

www.livingroomcandidate.org/commercials/1988

- Willie Horton ads 1988 Bush vs. Dukakis
- what is the peripheral route?

- “Dukakis let Horton out of prison to rape and kill”
- “Dukakis is weak on crime, especially those committed by bad black guys”

- central route would be?

- What program was he in?
- How unusual this state program is?
- What is the success rate?
- Can Dukakis be personally responsible for such a decision?

**What determines which
route to persuasion
would be adopted?**

Persuasion and politics

**Language is a
powerful tool**

- e.g. you are US president, the country is bracing itself for the outbreak of an unusual epidemic expected to kill 600 people (Pratkinas 1992)
- top adviser will present 2 alternative programs to combat the disease, have estimated likely consequences of each program

- if Program A is adopted, 200 people will be saved

- if program B is adopted, there is a one-third probability that 600 people will be saved and a two-third probability that no people will be saved

- Mr. President, which program do you favour?

- this is based on a study conducted by Daniel Kahneman and Amos Tversky
- 72 % of people selected option A

Just suppose the adviser will present it like this:

- If program A is adopted, 400 people will die
- If program B is adopted, there is one-third probability that nobody will die and a two-third probability that 600 people will die
- Which program will you choose now?

Thank you for your attention

