

# Introduction to Propaganda

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# What is propaganda?

- A way of manipulating people using images and words to achieve a desired affect or outcome
- Propaganda clouds reality and gets in the way of clear and honest thinking
- During wartime, propaganda is designed to provide a focus for our mistrust and hatred, to dehumanize the enemy so they may be killed without remorse

# Bandwagon

- Hop on the bandwagon or else you don't fit in. Everyone is doing it, so you should too. This technique is contrived peer pressure – no one wants to be left out or behind.

# Bandwagon

- Everyone listens to the Fuhrer



# Testimonial

- A celebrity or expert who endorse a product, candidate, or idea. Think about all of the commercials with celebrities. The celebrity may not always be qualified to speak on the subject.

# Testimonial

**VICTORY WAITS  
ON YOUR FINGERS—**



**KEEP 'EM FLYING, MISS U.S.A.**

UNCLE SAM NEEDS STENOGRAPHERS! • GET CIVIL SERVICE INFORMATION AT YOUR LOCAL POST OFFICE  
U.S. CIVIL SERVICE COMMISSION, WASHINGTON, D.C.

# Testimonial

**Pvt. Joe Louis says—**



**"We're going to do our part  
... and we'll win because  
we're on God's side"**

# Euphemisms

- The use of words or statements that deter from the meaning, to make it not as bad, and more tasteful to the general public. The Nazis used the term resettlement to describe the mass murder of the Jews.



# Appeal to Authority

- Appeals to authority have important and powerful people supporting a candidate or idea. Similar to testimonial.

# Appeal to Authority



"One People, One Reich, One Führer"



# Plain Folks

- This technique has a person or cause being associated with regular people. Candidates who are just like you – they put their pants on one leg at a time too.

# Plain Folks



"We are for  
Adolf Hitler!"

# Plain Folks



Let's get to work to  
**MAKE AMERICANS STRONG**

# Transfer

- Propagandists transfer the fame, prestige, or reliability of something or someone to an issue that may or may not be related. Any politician who publicly says a prayer is transferring religion to their image. Use of a flag or patriotic leader is also commonly utilized. The Nazis justified treatment of the Jews by “proving” their inferiority through their own science.

# Transfer



# Logical Fallacies

- Drawing a conclusion from a series of premises. For example: Religion is good. Wars are fought over religion. Therefore, religious wars are good.



# Fear

- During wartime this technique is used often. It informs people that personal danger is imminent if they do or do not do some specific action.

# Fear



# Glittering Generalities

- Use of words and images that generally carry a favorable meaning to everyone; including liberty, democracy, freedom, and civilization. It hopes to associate a person, idea, or group with a positive feeling, but no direct evidence. The largest problem with this technique is that all of these words mean different things to different people.

# Glittering Generalities



"Open the door to freedom!  
Put a strong man at the  
helm! Out of the swamp!  
Forward with the powers of  
renewal!"

# Glittering Generalities



# Name-Calling

- This technique links a person or idea to a negative image. It is hoped that association with this negative symbol will cause the viewer to reject it outright. A derivative of this technique involves carefully selecting descriptive words. Compare the connotations word determined and aggressive. This is the opposite of glittering generalities.

# Name-Calling



# Name-Calling



"The Jew: The inciter of war, the prolonger of war."



# Other Techniques \*

- **Misery** - Appeals to pity or sympathy to gain support.
- **Fancy Words** - Use of elegant or technical sounding words to persuade and camouflage the truth.
- **Word Magic** - Uses emotional or catchy words to create a positive feeling and makes it easier to remember the product or idea.

# Other Techniques \*

- **Black and White** - Presents an issue as having only two choices. If you don't like one choice, you must choose the other
- **Simplicity and Repetition** - Keep it simple and say it often enough so people will remember it and believe it

# Credits

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