

# What is Propaganda?

## Definition

- Manipulation of information to influence public opinion
- The spreading of ideas, facts information, claims, or rumors for the purpose of helping OR hurting an institution, a cause, or a person



Image from:

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# Characteristics of Propaganda

- Propaganda's persuasive techniques are regularly applied by politicians, advertisers, journalists, radio personalities, and others who are interested in influencing human behavior
- Propagandistic messages can be used to accomplish positive social ends, as in campaigns to reduce drunk driving, but they are also used to win elections and to sell products

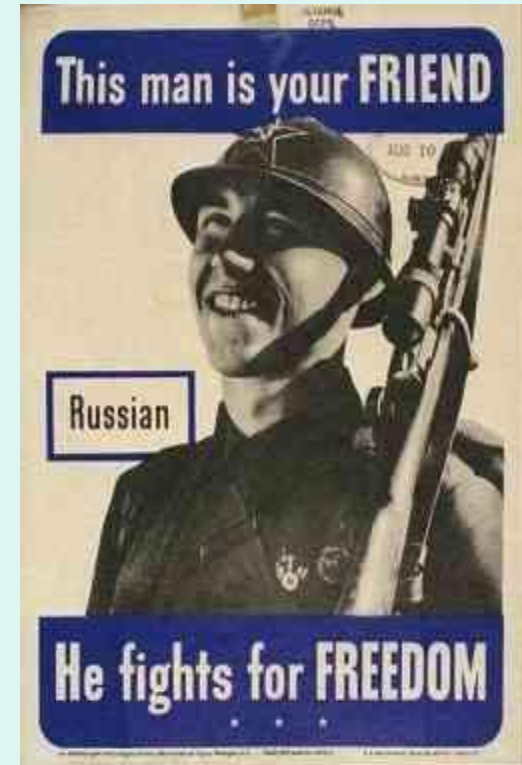


Image  
from:<http://www.cynicalc.com/archives/bloggraphics/Russian.jpg>

# Propaganda

- Persuading with BRIEF techniques not massive amounts of facts (flyers, pins, ads, slogans, etc.)
- Can manipulate people or distort information
- Often appeals to emotions



# Examples of Propaganda



Image from: <http://www.wwwwii-collectibles.com/grp203.jpg>

- During World War II, propaganda was used by nations (Russia & the United States) on both sides to shape public opinion and build loyalty
- The Nazis used propaganda to promote Nazism, anti-Semitism, and the belief of an Aryan master race
- Nazi propaganda was delivered through the Nazi-controlled mass media, banners, posters, and in fanatical/passionate speeches to audiences at mass rallies

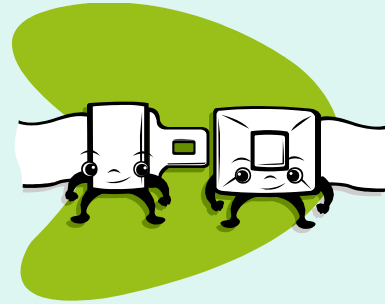
# What are Slogans?

## Definition

- A motto; a saying
- A phrase expressing the aims or nature of an enterprise, organization, or candidate
- A memorable phrase used repeatedly in advertising or for political promotion
- ***Synonyms:*** advertising, announcement, brainwashing, misinformation, maximums, hype, promotion, publication, publicity

# Public Service Slogans

- “Click it or ....”



- “Drive sober or you’ll get ...”



# Characteristics of Slogans

- A type of propaganda; a core part of propaganda
- Memorable
- Mentions the brand name
- Includes a key benefit
- Conveys positive feelings for the brand
- Strategic
- Original
- Simple
- Believable

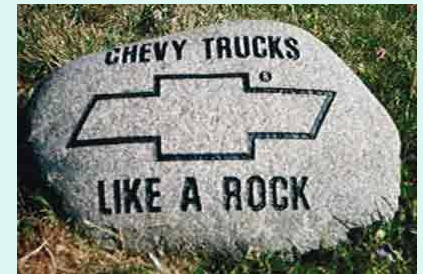


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# Examples of Slogans

## Two main categories:

- **Political slogan:** generally expresses a goal or aim that sums up a thought or belief
  - "Make love not war" against the War in Vietnam.
  - "War on Terror" — George W. Bush
- **Advertising slogan:** is most often intended as a memorable identifier
  - "The Happiest Place on Earth"

Disney

- "When you care enough to send the very best" Hallmark

