



11 Techniques of Propaganda

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What is Propaganda?

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What is Propaganda?

Have you ever had a dramatic change of heart or a strong emotional response after looking at something as simple as a billboard or a commercial?

If so, you may have been looking at *propaganda*.

Discussion Topics

1. What are some potential sources of propaganda in the modern world?

Sources include commercials, billboards, print ads (catalogues, magazines, direct mail, etc.), and political campaigns, among many others.



Part 1: Assertion

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Part 1: Assertion

Assertion is the simplest form of propaganda. It consists of simply stating a debatable idea as a fact, with no explanation or justification.

The Middle East will never be at peace.

A record number of hurricanes have been caused by global warming this year.

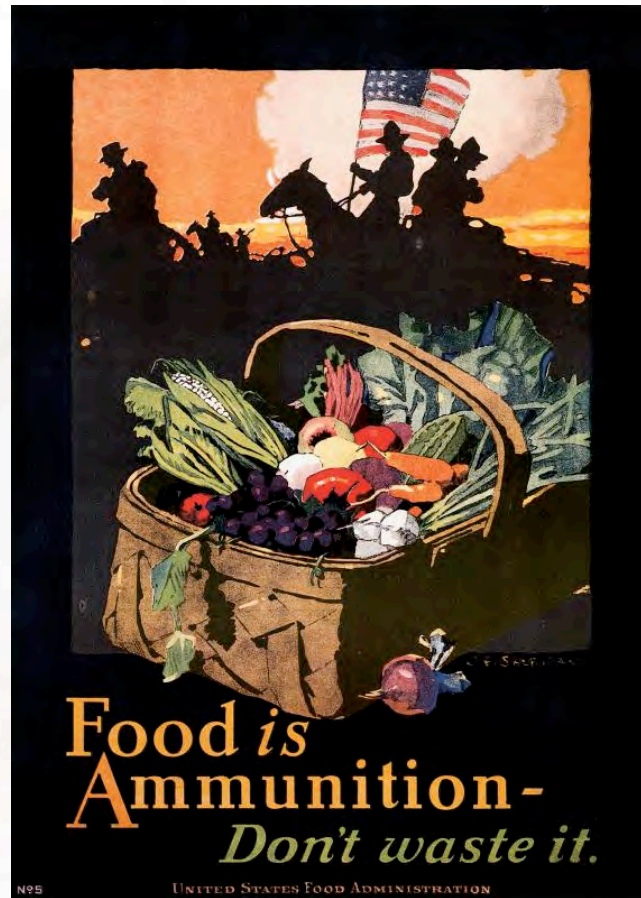
Part 1: Assertion

Assertion relies on the premise that people are essentially gullible and like to believe what they are told.

Women are bad drivers.

Men never stop to ask for directions.

Part 1: Assertion



Assertion is sometimes used in political or military propaganda, as in this illustration from World War I.

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