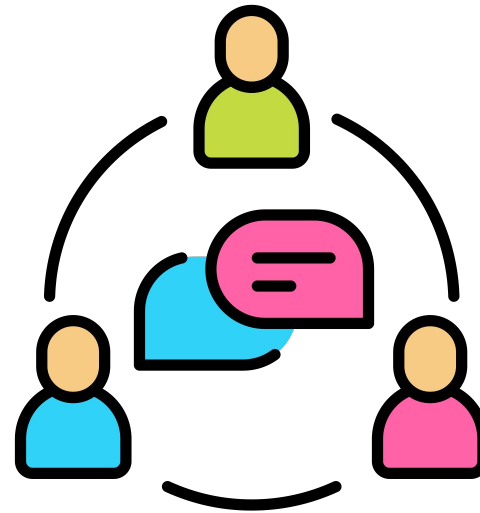# 1.2

Definitions and Types of Propaganda

Note

- Interactive symbol: tasks for groups

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Propaganda
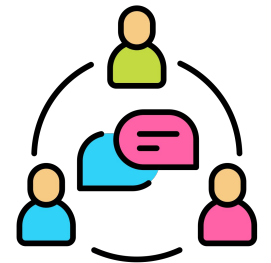
- **Propaganda definitions**
  - Build groups: Go to the web page of the <u>Propaganda Media Lab</u> (link) and read the definition of propaganda (1-8).
  - Which elements of these definitions do you consider most relevant?
  - Why might definitions of propaganda change over time and between cultures?
  - Write down your group's own one-sentence definition of propaganda using the elements you find most important

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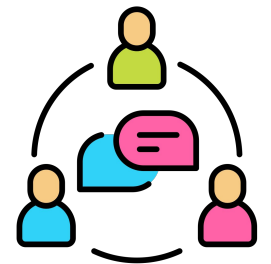
Propaganda

- In your group: Look at the following definition of propaganda by Walter and Ophir, 2023. Do you agree with their approach or are they missing something from your point of view?

Propaganda

- **Definition**
  - "The purpose of propaganda is to influence the opinions, beliefs, attitudes, and behaviors of a target population. The goal could be as concrete and specific as influencing voting or protesting behaviors or abstract as sowing discord among the populace. Oftentimes, the propaganda aims to encourage people to adopt the ideology of the propagandist, preferably without them becoming aware of the persuasion attempt. […] Propaganda is often employed at times of war or conflict to influence the opinions and behaviors of both local and foreign audiences." (Walter & Ophir, 2023)

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Propaganda

- **Types**
  - **White**: publicity activities that involve communicating a message from a known source
  - **Gray**: obfuscated communication from an unattributed or obfuscated source, e. g. some type of astroturfing
  - **Black**: falsely attributing messages to different entities, e. g. a hostile source, in order to stir up hate, or cause it to lose credibility (Farkas & Neumayer, 2020)
  - **Vertical:** "administered and controlled by elites and formal institutions (e.g., political or religious)"
  - **Horizontal:** "made from the ground up in a nonhierarchical fashion (Walter & Ophir, 2023)

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Propaganda

- In your group: White, gray, or black propaganda, vertical or horizontal propaganda?
  - **WW1**: US army recruiting poster showing "Uncle Sam"

Source: wikipedia.org (link)
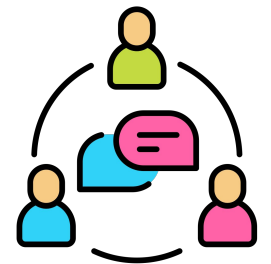
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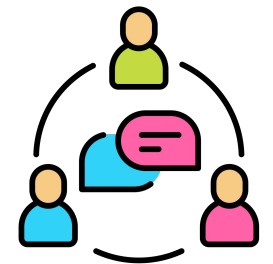

WHITE &
VERTICAL
PROPAGANDA

Source: wikipedia.org (link)

Propaganda

- In your group: White, gray, or black propaganda, vertical or horizontal propaganda?

  - **Cold war**: Secret campaign by the British government targeting states in Africa, the Middle East, and parts of Asia with leaflets and reports from fake sources to discredit cold war enemies. It was run from the 1950s to the late 70s. Documents spread hatred of Israel to appear authentic (Burke, 2022)

Source: Theguardian.com (link)

Propaganda

- In your group: White, gray, or black propaganda, vertical or horizontal propaganda?

  - **Cold war**: Secret campaign by the British government targeting states in Africa, the Middle East, and parts of Asia with leaflets and reports from fake sources to discredit cold war enemies. It was run from the 1950s to the late 70s. Documents spread hatred of Israel to appear authentic (Burke, 2022)

BLACK & VERTICAL PROPAGANDA

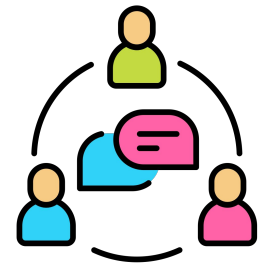Source: Theguardian.com (link)

Propaganda

- In your group: White, gray, or black propaganda, vertical or horizontal propaganda?
    - **Umbrella movement**: Inserting Xi Jinping into a *Time* cover as a subversive act (Lee, 2015)

Source: time.com (link)

Source: read.dukeupress.edu (link)

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Propaganda

- In your group: White, gray, or black propaganda, vertical or horizontal propaganda?
  - **Umbrella movement**: Inserting Xi Jinping into a *Time* cover as a subversive act (Lee, 2015)

BLACK & HORIZONTAL PROPAGANDA

Source: time.com
(link)

Source: read.dukeupress.edu
(link)

Literature

Burke, J. (2022). Secret British 'black propaganda' campaign targeted cold war enemies. The Guardian https://www.theguardian.com/world/2022/may/14/secret-british-black-propaganda-campaign-targeted-cold-war-enemies-information-research-department

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