



# Propaganda

مرفوعہ

1. Harold Lasswell defined propaganda as; it refers solely to the control of opinion by significant symbols, stories, rumours, reports, pictures, and other forms of social communication.

Public opinion

2. Propaganda in the broadest sense is the technique of influencing human action by manipulation of representation.

طریقہ

These representations may take spoken, written, pictorial or musical form.

3. Propaganda is an effort to make public opinion in favor of

a particular interest.

ORIGINE

فرینڈز فوٹو سٹوڈیو  
اسلامک آرٹس گیلری  
0314-6861192

a group of people

The term propaganda comes from the congregation de propaganda fide – congregation for the propagation of faith, established by Catholic Church in 1622.

2. It was time of Reformation because various groups were breaking away from Catholic Church and the Congregation was part of the church's efforts for Counter Reformation. One of the

⇒ Propaganda change the behaviour of the man or any individual, for any purpose

(Entirely)



great issues of that time was the struggle between science and religion as source of knowledge about the world.

## PROPAGANDA EDUCATION.

Propaganda education became major concern in United States in period prior to world war-II. (1939-45)

Hadley Cantril - a social psychologist gave a talk on Boston Radio Station on what propaganda is? How it affects the people?

Edward A. Filene contacted Hadley Cantril, appreciated his talk & offered to become the President of the Institute of Propaganda Analysis which was established in 1937. The advisory board of the Institute included name of several other people who later made various contributions to communication theory including Edgar Dale & Leonard Doob.

The Institute's main concern was the rise of Nazis to power in Germany & the effects that Nazi Propaganda might have in United States.



# TYPES OF PROPAGANDA

A. From source point of view.

## 1. White Propaganda

In white Propaganda the source of propaganda is known.

## 2. Gray Propaganda

In Gray Propaganda a deceitful source is mentioned which is not actual one.

## 3. Black Propaganda

In Black Propaganda no source is mentioned.

B. From Time Point of View.

## 1. Tactical Propaganda

This is for short term or immediate purpose.

## 2. Strategic Propaganda

This is for long term objectives.

C. From Operational Point of view.

## 1. Offensive

To attack enemy by Propaganda.



## 2. Defensive ⇒

To counter enemy's Propaganda.

### D. From Purpose Point of View. ⇒

1. To mobilize hatred against enemy. ⇒ دشمنی → ایضاً

2. To preserve friendship of allies. ⇒ دوستی برقرار رکھنا

3. To procure cooperation of neutrals. ⇒ حاصل کرنا

4. To demoralize enemy. ⇒ دبا دہانی

## TARGETS OF PROPAGANDA

Propaganda to be effective, must always be aimed at particular target. The propagandist must know the audience. If target is a foreign country, do not address the whole nation rather select a single group within that nation which has common habits, interests, attitudes etc, such as:-

1. **Soldiers**:- They have common experience, frustration, fears

& doubts etc. Tell them bad news from home. For example

bombings, hunger, epidemics, strikes, riots, incompetence of

the government, bad news from other fronts. The purpose of

## 2. Glittering Generality

- i. Fresh ii. Super iii. Great people to fly with PIA. iii. Coke adds life.

## 3. Transfer :- Relate a good image with a product.

جوجیتا وہی سلطان

## 4. Testimonial

Acknowledgement by celebrity or a prominent person.

## 5. Plain Folks

Use traditional & simple approach.

## 6. Card Stacking

Mixing true & false.

## 7. Band Wagon

Follow the crowd.

## FOR DETAIL CONSULT.

The Fine Art of Propaganda by Alfred McClung Lee & Elizabeth Breech.



such propaganda is to make soldiers disappointed and sick of fighting spirit.

2. **Women in Enemy Country.** Women are usually anxious about their men at fronts. Tell them bad news from fronts, hunger, shortage of ammunition, lack of medical care, heavy casualties, chances of defeat.

3. **Labour:-** Exploit their traditional grievances, dearness, low wages, long duty hours.

4. **Students:-** The feelings of youth are exploited to create unrest.

## THE PROPAGANDA DEVICES

### 1. Name Calling

Giving bad names, e.g

- Terrorist
- Fundamentalist
- Black Sheep
- Fifth columnist.

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