

PROPAGANDA

WHAT IS PROPAGANDA?

Propaganda is the spreading of ideas, information, or rumor for the purpose of helping or injuring an institution, a cause, or a person.

High on **story**, **influencers**, **aim** and **emotion**.



CASE STUDY: State-sponsored propaganda in Hungary

- 476 state owned media outlets
- Centralised propaganda machine
- Foreign funding = enemy of the state



PROPAGANDA



Ideology



Binary World



Emotion



Disorientation



STEP 1: CREATE AN IDEOLOGY

Violent ideology consists of six types of arguments and beliefs:

1. Identification of injustice & critique
2. Identification of a collective enemy is responsible
3. Configuration of a stereotype that devalues / dehumanises the enemy
4. Description of a positive social identity
5. Definition of collective goals and potentially violence as the only effective method
6. Prediction of a future state / a reached goal through violence



STEP 2: BUILD A BINARY WORLD VIEW

Propaganda is powerful because it is very simple.

It uses 'message' rather than true, verified stories.

The message is comforting and offers a simplification of the world and shows 'good vs. evil', 'bad vs. good'.

This bipolar worldview is the starting point for radicalisation because it creates an 'us vs. them'-divide.

It creates a fear for the other.

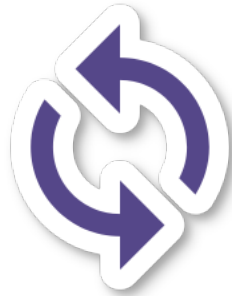


STEP 3: PLAY ON EMOTION

Propaganda is powerful because it is emotional.

It incites hatred and fear, building segregation whilst promoting empowerment and superiority.

Propaganda includes the reinforcement of societal myths and stereotypes that are so deeply embedded within a culture that it is often difficult to recognize the message as propaganda.



STEP 4: DISORIENTATE YOUR AUDIENCE



The Firehose of Falsehood:

- High volume of propaganda: lies repeated by different sources
- Rapid, continuous, repetitive
- No commitment to objective reality: completely false or kernel of truth
- No commitment to consistency

WHAT IS A NARRATIVE?

A narrative is simply, something that happens to someone that teaches us something.

Narrative can be defined as:

- “a system of stories that share themes, forms, and archetypes” or
- “a collection of stories told from a particular point of view”

HOW TO RECOGNISE PROPAGANDA NARRATIVES?



There is something wrong/unjust in the world.

We need to act to fight this injustice/oppression.

We are the only ones who are able to fight the oppressors.

If you're not with us, you're against us (thus, supporting the oppressors).

We are the vanguards of a revolution so violence is allowed against anyone who opposes us.

There is something wrong/unjust in the world.



The West was once better and ruled the world. Migration and progressives ruined our country.

We need to act to fight this injustice/oppression.



We need to stand up and defend the West and our white dominance.

We are the only ones who are able to fight the oppressors.



We need to fight the culture war before it's too late.

If you're not with us, you're against us (thus, supporting the oppressors).



You are brain washed if you don't join us.

We are the vanguards of a revolution so violence is allowed against anyone who opposes us.



We need to train. We need to stock up on guns.

GET BAD NEWS

**** #HIGHSCORE ****

TOTAL MADNESS!!

**I JUST BECAME A
MASTER OF
DISINFORMATION!**

OFFICIAL CERTIFICATE





THANK YOU!