

Propaganda: is biased information designed to shape public opinion and behavior

Key Elements of Context

1. Message: What is the nature of the information and ideas being expressed?

2. Techniques: What symbols and rhetorical strategies are used to attract attention and activate emotional response? What makes them effective?

3. Means of Communication & Format: How did the message reach people and what form does it take?

4. Environment and Context: Where, when and how may people have encountered the message?

5. Audience Receptivity: How may people think and feel about the message and how free they are to accept or reject it?

Propaganda Techniques

1: Activate Strong Emotions

2: Advertise a Cause

3: Attack Opponents

4: Respond to Audience Needs & Values

You can find propaganda in:

- Advertising
- Entertainment
- Government & Politics
- Journalism and Public Relations
- Advocacy
- Education