

# Essay on collective behavior and social movements

[Experience](#), [Belief](#)



Propaganda is the worst way through which people derive attention and approval from the public. They take advantage of the minimal information that people have towards a particular happening and manipulate them towards what they want. This leaves unsuspecting section of the public with varied views and attitudes towards certain issues. This is a selfish way of expression where people take their personal opinions to be public issues. Instead of having to convince the public of what is not right, I would prefer that such people stay quite and leave the public in suspense. It is usually better for a person to know that they have no clear information about something rather than obtain false information from people (McClung & Briant, 45). The media should always be on the forefront in researching information and subsequently presenting facts rather than opinions. It is usually wise to take any amount of time to prove facts rather than present what is false just to gain public approval.

The media has always been a source of such propaganda where they present false information, knowingly or unknowingly to the public. An example is television adverts where marketing companies will use all possible tricks to market their products. They mislead the public on the component of the product and their ability to serve the required purpose. Considering the high rate of competition, the advertisement will be presented in a manner to suggest that they got the qualities that other products do not have (McClung & Briant, 69). A person comparing the adverts of supplementary products is left confused on who says the right thing. In their effort to get the best product, they are frustrated even as they realize that what was presented to them in the ad is contrary to what the product is. They are hence held

between blindly testing a particular product and trusting what is presented in the advertisement.

### **Work cited**

McClung, Alfred. & Briant, Elizabeth. The fine art of propaganda. Virginia: Octagon Books, 1972.