

One superhero (one we can assume is spiderman)



One modern example of constructive propaganda is a campaign ad created by the Hellenic Association of Blood Donors. This ad shows a superhero (one we can assume is Spiderman) giving/receiving blood. It demonstrates the idea that when giving blood one can in a sense become a superhero. The Hellenic Association of Blood Donors is trying to attract people to donate blood. The ad includes the phrase " You can be someone's superhero" and a creative display of appealing visuals. The act of donating blood can help save a life.

It plays on the idea that superhero's save lives and connects that to the fact that donating blood can save a life. This propaganda is an example of Transfer. It associates the symbol of a superhero to donating blood at an attempt to relate them. This ad is an example of constructive propaganda. A modern example of destructive propaganda are Isis videos and ads. Isis specifically intends to replicate western pop culture. They try and recruit new young members to join their group.

Many young men think they are powerless in today's society and Isis plays off of this idea. They make it seem as if joining Isis would give them some power and a reason for being alive. A large amount of these young adults that are deciding to join Isis ironically play many violent video games. Isis propaganda videos tend to stay away from mentioning religion and instead focus on Western pop culture.

Isis mimics the same first person style of " Call of Duty" in their videos as well as the same reckless driving and shooting as " Grand Theft Auto." Furthermore, a week after " The American Sniper" was released, Isis

replicated the same long range assassination techniques in their propaganda videos. This idea of associating western pop culture with Isis has in fact been working. There has been a 70% increase in terrorists worldwide. Isis uses this technique to encourage their members to think of themselves as actors in a movie.

Isis' recruiting attempt is being done on a large scale, more massive than any other terrorist group. Isis' propaganda videos are certainly a modern example of destructive propaganda.