

Propaganda



**ASSIGN
BUSTER**

Your 09 February Propaganda Propaganda is publicizing selected information in an organized way, which is regarded as misleading or dishonest. It is often used in opposition to government, to tarnish corporate image, the church, in politicking and against a popular or prominent person (Oxford University Press, 1995). This practice has been long established especially in times of war and in some countries during election. Propaganda is used today as it was in the past. However, it has taken many turns in that it is now used in elections (politics) in many countries all over the world to convince the electorate to vote as well as in advertising products. Although most of the electorates favour a particular party, they sometimes change their minds about the party for which they had a preference because news is going around that the electorates are backing the other party. The political parties often lie about what they are going to do and frame stories about what the other party and some evil that they have done. It is also used in advertising where the advertisers give the impression that a particular product is out of this world. They use personalities who are very popular to convince people to buy products. So if a particular musician or singer is in the limelight at a particular point in time then that musician or singer will be likely to persuade persons who would not want to make purchases of products under normal conditions. They are usually dishonest about what the product can do and so people buy them and for a moment think it works because they are totally caught up in the " advertiser's moment". This advertising is done on various media - television, print, the internet, radio, television and electronic billboards. In the past propaganda was used in times of war and is still being used today. Each side would be indicating to their supporters or country folks that they are in control of the war they are winning when this is really not so.

The print media was used a lot back then as television and internet was not available. Propaganda is a negative tool. It seeks to make the advertisers better off by making the customers worse off from something that may not add value. For the political parties it makes one party appear better off and another party appear worse off. However, in the end it has negative outcomes for the populace who are guided or influenced by propaganda. On the other hand, in a war if one of the parties hears that they are winning the battle it acts as a form of encouragement and gives them the motivation to fight much harder to the end. The definition of propaganda has not changed it is only the use that has changed or I might add, the ways in which it is used has taken on new dimensions having mainly been used in war time to be used in advertising campaigns of various forms. It continues to be a dishonest mode of operating. "Everyday we are bombarded with one persuasive communication after another. These appeals persuade not through the give-and-take of argument and debate but through the manipulation of symbols and of our most basic human emotions. For better or worse, ours is an age of propaganda" (Pratkanis and Aronson 9, qtd on web). Technology has certainly changed the face of propagandising. With the use of technology, propagandising has taken on new dimensions. With the invention of the television it got a huge boost as people were both hearing and seeing. Now we have the internet being used and the propaganda gets where it is going even faster. Works Cited "Rise of modern propaganda." mason.gmu.edu/mason. (n. d). Web. 8 Feb 2011 The Oxford Concise Dictionary of Current English. 9th ed. Oxford: Oxford University Press, 1995, Print