

propaganda

Meaning of Propaganda

- The word propaganda is derived from the Latin word. “**Propagate**” which means to generate or to reproduce in an artificial manner
- . Young defines propaganda as the propagation of ideas, opinions and the attitudes and the real purpose of which is not being clear to the hearer or the reader.

- According to Doob
- **“Propaganda is a systematic attempt by interested individuals to control the attitudes of groups of individuals through the use of suggestions and consequently to control their action.”**

- **Thus**
- (a) propaganda is well planned and properly organised
- (b) Propaganda is affected by suggestion
- (c) Propaganda is not done directly, but in a symbolic form like in advertisements of various products
- (d) The sole purpose of propaganda is to change and control the public opinion and convert the actions in the desired line.

- The whole idea and purpose behind propaganda is to draw the attention of people, change attitudes and beliefs and control their behaviour in a mass scale.
- **According to Fredrick**, all propaganda is bad. It is unsocial because it “dwarfs the critical faculties, engenders fear and suspicion and produces intellectual slavery.”

. Need for Propaganda:

- **lot of practical importance.** Propaganda cannot be said to be only commercial or religious or political.
- **1. Propaganda is necessary to bring social change**
- **2. Propaganda is essential for eradication of social evils like dowry, child marriage, gender, bias and prejudice towards minority groups, SC and ST and socially and economically disadvantaged persons.**

- 3. To build casteless and classless societies, propaganda in the right direction is essential.
- 4. To make people aware about certain diseases, like T.B., Cancer, Leprosy and AIDS etc. to reduce infant mortality rates, to make people conscious of the fruits of prohibition, to increase production level, shift the urban based attitude of people to rural based, propaganda is undoubtedly needed.
- Therefore, we find that accident prevention weeks, leprosy eradication weeks, international women years, children's day, drug and AIDS prevention weeks, and many other prevention weeks of this type are observed where people go in procession on the roads with placards, banners, posters and shout slogans to draw the attention of people.

- Radios and TVs. broadcast and telecast respectively various propaganda related materials to increase the consciousness of people and change their attitude.
- 5. The economic policy of the country, the successful implementations of various welfare programmes, projects, saving and investment schemes and policies, especially planned for the upliftment of the poor, down trodden and minority groups can be made public only through propaganda, similarly, the mode of operation of democracy, the general programme of action of the Government should be extensively propagated in public interest.

Kinds of Propaganda

- **Propaganda may be classified into:**
- (i) Direct and Indirect
- (ii) Primary and Secondary
- (iii) Conscious and Unconscious

(i) Direct Propaganda:

- In direct propaganda, the public is aware of the purpose of the propagandist –
- for instance, propaganda campaigns taken up by Government or voluntary, social organizations on family planning, Prohibition, literacy, women's welfare, dowryless marriage, education for all, saving schemes, national integration, health care and protection from infectious diseases.
- Here the purpose of propaganda is very clear and devoid of ulterior motive.
- People are aware of the objective of propaganda and it is transparent.

Indirect Propaganda:

- people are not aware of the objective and purpose of the propaganda. It is concealed.
- The propagandists in this technique try to change the views, ideas, beliefs and attitudes of people in a very **tactful and subtle manner** as per their desire.
- The national sentiments of patriotism is aroused among the fellow countrymen by national leaders during wartime for national integration.
- The purpose behind such propaganda is to persuade more and more people to join the army, to save the country through the arousal of patriotism.

(ii) Primary and Secondary Propaganda:

- The propagandist tries to investigate and excite the attitudes and prejudices that already exist through primary propaganda.
- The tension between the Hindu and the Muslim, the upper caste and the lower caste, the Thakurs and the backward classes continues from the past into the present.
- Kashmir problem may be a brilliant example in this regard. The tension between the Hindus and the Muslims provide a special advantage to the Azad Kashmir to revolt and to take recourse to war and militancy.

Secondary propaganda

- In secondary propaganda no previous attitude, belief, prejudice or mental set is present.
- Through propaganda new tendencies and thoughts are set in the minds of people.

(iii) Conscious and Unconscious Propaganda

- Conscious propaganda is done purposefully and with some intention like propaganda made for a particular political party at the time of election.
- But in unconscious propaganda, the propagandist has no intention to propagate something. **It appears accidentally and unknowingly**

Types of Propaganda by DOOB

- (a) Revealed propaganda
- (b) Delayed Revealed Propaganda
- (c) Concealed Propaganda
- Types of propaganda may refer to **the** motive of the propagandist, the methods he employs, the recognition and non-recognition of his objectives and the consequences of his propaganda

(a) Revealed Propaganda:

- In this propaganda, the propagandist offers suggestions to people. It is quite clear and perceptible.
- In revealed propaganda the intention of the propagandist is quite clear.
- Take the example of the propaganda made during elections, in various advertisement of goods etc.

(b) Delayed Revealed Propaganda:

- In delayed revealed propaganda, the intention of the propagandist does not show up immediately.
- The whole purpose and intention is revealed after a good deal of time while the ground for propaganda has already been prepared.
- During war time, this sort of delayed revealed propaganda is much used.
- The emphasis is given on the recruitment of as many soldiers as possible, by arousing the feeling of nationality, patriotism and similar other sentiments.
- This delayed revealed propaganda is often effective because of its dramatic appeal.

(c) Concealed Propaganda:

- Human intelligence can make propaganda invisible and concealed.
- Birth day, death anniversary or centenary of distinguished and great sons and daughters of the soil are celebrated where references are made to their ideology, life style, sacrifices and achievements.
- Even in these types of celebrations there is a seed of propaganda.
- Pictures and documentaries to indicate the contributions of the party in power and progresses and prosperity of the people are examples of concealed propaganda

. Principles of Propaganda

- Doob has developed some principles of propaganda:
- (i) **Intentional and Unintentional Propaganda:**
- Apparently distinction between intentional and unintentional propaganda is not very clear and real.
- But Doob says in **intentional propaganda**, the propagandist is aware of the ends and aims for which he takes recourse to propaganda.
- He has a clear view of the purpose which is crystalized perceptually

- But in case of **unintentional propaganda**, the individual unknowingly and incidentally influences peoples' beliefs and attitudes to achieve an aim. Here the intention is clouded and imperceptible.
- When a man in an informal get together is habitually or incidentally talking about the good qualities of a person on the eve of election for which he is a candidate, it is an instance of unintentional propaganda,
- usually the advertising agencies or a particular political party are aware of the propaganda objective whereas the house wives or the respectable school teachers are rather blissfully ignorant of the propaganda objective. But people somehow achieve the respective ends by both the methods.

(ii) Perception:

- Perception as a principle of propaganda suggests that the object of propaganda should have a **clear out line in cognitive and perceptual field of the people**. It should be understood, felt, heard and seen by the people. Propaganda cannot be successful and effective in a vacuum. It should be strictly displayed so that it can readily catch the attention of people.
- Propaganda, in other words should be made attractive visually, auditorily and cognitively. At the time of election, the qualities of a candidate should be categorically and clearly differentiated from the other rival candidate for the sake of comparison and favourable attitude towards the person in question. The slogans and visuals should be as **catchy as possible**.

Techniques of Propaganda

- In 1937, Clyde Miller started an Institute of Propaganda Analysis at New York. It was established before the last world war as a non-profit corporation for scientific research in methods used by the propagandist in influencing public opinion.
- The purpose of this organisation was to make the public immune from propaganda and make them think and behave more rationally.

(i) Name Calling Device:

- Clyde has observed that the propagandist by scolding the opponent or telling ugly things against the rival, diminishes the strength of the rival party or opponent.
- The name calling device often degenerates into silly abuses and unhealthy personal attacks.
- If in an anti fascist society one is called Nazi i.e., a fascist, he is, at once, thoroughly disreputed.

(ii) Plain Folk Appeal:

- Some people who generally keep themselves aloof from the public, take part in large number of public activities at the time of election.
- Their participation is meant to touch the sentiments of the public.
- By creating a healthy atmosphere and cordial relation between the public and the propagandist, they make themselves appear as ordinary people, like eating midday meal or lunch along with the children in remote rural school or eating dal and chapati with the poor folk sitting on the floor.

(iii) Glittering Generalisation:

- Certain slogans, high sounding attractive words are used by the propagandist to touch the mind of the audience and carry it with them. Sometimes such words and slogans are so misleading and confusing that one cannot make any real sense out of it.
- Slogans like “vote a man with a heart and a party with a soul” or
- “for peace, prosperity and welfare of mankind”
- “for communal harmony, national integration and international welfare” or “to maintain the sovereignty of India”,
- “to maintain stability and free from external aggression”, “to remove corruption”,
- “all human purposes are rotten, every cause conceals a latest crookedness” etc. are extremely catchy

(iv) Testimony or Suggestion:

- This technique makes use of prestige suggestion so that people who are not very critical are influenced by this type of propaganda.

v) Card Stacking:

- This term has a colloquial origin. It refers to outright invention, suppression or distortion of facts in the interest of some selfish end. Facts are twisted, moulded to suit one's own view.
- Card stacking involves the selection of use of facts or falsehoods, illustrations and distractions, logical and illogical statements in order to give the best or the worst possible case for an idea, programme, or product. In other words, wild rumours are spread against the opponent party.
- All types of falsifications, illogical statements and distortions are made to mislead the public. In the distortion technique plain lies often work admirably at least for the time being.
- The Pakistan press, radio, TV media always try to project that India is making atom bombs and military preparations and this is a real threat to the sovereignty and independence of Pakistan.

(vi) Band Wagon Effect:

- It is the general tendency of people to go by the majority opinion particularly because majority opinion has the power of suggestions.
- They do not consider the merit of the case or issue in question. They think that since the majority of the people are doing it, the action must be correct. The tendency to be with the victorious side leads to the success of the band wagon technique.
- saying “**everybody, atleast all of us are doing it**”, the propagandist attempt to convince all the members of a group.

Conditions of Effective Propaganda

- (1) Devices should be employed to make possible clear perception of the objects of propaganda.
- A clear selection and use of all available channels of communication is desirable. Ideas should be placed in attractive surroundings. Expressions should be made in a simple language and should be repeated.
- (2) Direct and indirect suggestions should be used to make propaganda effective.

- (3) Methods should be adopted to appeal the interest, attitude and beliefs of people. One common device should be used to vary the appeal.
- (4) Antagonistic doctrines and ideas should be combated.
- (5) Attempts should be made to create favourable attitude by positive suggestion.

- (6) Various devices should be followed to reduce the chances of failure.
- The propagandist may take the help of prestige suggestion to increase the importance of his cause by having prominent people to support him and his ideas.
- He may also somehow create the impression that large number of people approve his case of cause.

- (7) First impressions often last long.
- Repetition of ideas,
- variation in the appeal,
- by reinforcing the initial ideas with new arguments for the purpose of acceptance and novel type of emotional appeal etc.
- may be used to change temporary approval in to firm conviction.

- (8) When a propagandist finds that mass appeal is not successful, he may change his efforts at first to personal appeals of group leaders who may be better disseminators of ideas than what he is.

- THANK YOU