

# Propaganda Exam Study Guide



## **PROPAGANDA BASICS**

*“Propaganda does not deceive people; it merely helps them to deceive themselves.” –Eric Hoffer*

- The Continuum of Persuasion and Propaganda
- Data Smog
- Peripheral and Central Communication
- Cognitive Misers
- Essential Dilemma of Modern Democracy

## **GEORGE ORWELL: POLITICS AND THE ENGLISH LANGUAGE**

*“In a time of universal deceit - telling the truth is a revolutionary act.”*

- Defend/refute/qualify Orwell’s argument that sloppy language can permit authoritarian government.
- Analyze how Orwell believes we must change our language to make it more effective.
- Understand how Orwell links both vagueness and excessive precision of language to authoritarianism.

## **CHOMSKY AND HERMAN: THE MANUFACTURE OF CONSENT**

*“If we choose, we can live in a world of comforting illusion.”*

- The difference between propaganda in democratic and totalitarian societies
- Outright Lying and Suppression of Fact
- Educating Citizens to Observe, But Not See
- Framing the Debate
- The Five Filters
  - Ownership
    - Degree of Corporate Control
    - Impact of Cross-Ownership
  - Advertising
  - Sources
    - Symbiotic Relationship
    - Reliance of Press Agents/PR
  - Flak
  - Ideology

## **OBJECTIONS TO CHOMSKY AND HERMAN**

*“One wonders if Chomsky ever considered the possibility that someone lacking in his own logical rigor might read his book and carelessly draw the conclusion that the bombing of Washington is required.”*

- Identify 4-5 objections to their claims.
- Articulate (in a paragraph) why the critics are right or wrong about Chomsky/Herman.

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## JACQUES ELLUL: PROPAGANDA – THE FORMATION OF MEN’S ATTITUDES

“The goal of modern propaganda is no longer to transform opinion but to arouse an active and mythical belief.”

- Propaganda as Modern Science
  - Techniques
  - Techniques Used in Various Countries
- The Individual and the Masses
- Total Propaganda
  - Myth
  - Laws/Education
- Orthopraxy
  - Participation
  - Myth and Conditioned Reflex
- Fundamental Currents in Society
  - Collective Sociological Presuppositions
  - Social Myths
- Timeliness
  - Operational Words
  - The Current Events Man
- Types of Propaganda
  - Political Versus Sociological Propaganda
  - Agitation Versus Integration
  - Vertical Versus Horizontal

## NEIL POSTMAN: AMUSING OURSELVES TO DEATH

“[M]ost of our daily news is inert, consisting of information that gives us something to talk about but cannot lead to any meaningful action.”

- Dystopia We Chose
  - Orwell’s Authoritarian Vision
  - Huxley’s Chosen Nightmare of the “Orgy Porgy and Bumblepuppy.”
- Media Ecology
  - Definition
  - Postman’s Three Ages, Plus One of Ours
    - Age of Speech
    - Age of Print
    - Age of Television
    - Age of Internet
- Problems with Television Spectacle

## SUPPLEMENTAL ARTICLES

- The Autocrat’s Language
- Why Are Wars Not Reported Honestly?