

POLITICAL PROPAGANDA

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POLITICAL PROPAGANDA

- **Propaganda**, dissemination of information - facts, arguments, rumours, half-truths, or lies - to influence public opinion.
- Propaganda is also systematic effort to manipulate other people's beliefs, attitudes, or actions by: means of symbols (words, gestures, monuments, music, clothing etc...).

Populism

- Populist parties and social movements are often led by charismatic or dominant figures who present themselves as the "voice of the people".
- In political science, populism is the idea that society is separated into two groups: "the pure people" and "the corrupt elite". They use emotional and simplistic rhetoric.
- <https://www.youtube.com/watch?v=jRZURSFV9hk>

Group 1

Political propaganda:
Donald Trump, USA



Group 2

Political propaganda:
Conservatives (Tories),
Boris Johnson vs.
Labour party,
Great Britain



Group 3

Political propaganda:
Viktor Orbán and his
Party Fidesz,
Hungary



Group 4

Political propaganda:
Matteo Salvini, Italy



Group 5

Political propaganda:
AfD Political Party,
Germany



1. GROUP WORK (30 min.)

- Read the text carefully. While reading, highlight examples of political propaganda* and populism**.
- Discuss what you have marked.



2. POSTER MAKING (30 min.)

- Choose propaganda messages you want your poster to contain.
- Add photographs and design your poster layout. Write your names at the bottom of the poster.
- Define each member`s role in presenting its content.



3. PRESENTATION (4min.)

- Put the poster on the board and present it (present propaganda messages, their purpose, effect, form of communication)
- Listeners` commentary/response and questions.



INSTRUCTIONS (2)

1. GROUP WORK, final thoughts (25min.):

- Answer the following questions:
- What does politicians' propaganda in different countries have in common?
- Do the party leaders that you have worked on today have anything in common?
- How would you separate negative political propaganda from the truth?

2. PRESENTATION (2 min.)

- Students present their final thoughts.



What do politicians' propaganda in different countries have in common?

- anti-democracy,
- nationalism,
- racism,
- against immigrants

They believe in: authority, hierarchy, order, duty, tradition, reaction and nationalism.

Right-wing populism

- They see immigration as good for the elite and bad for the people.
- They are against globalization and foreign ideas.
- They are against what other parties believe: In Europe, they often think, that European values are based on Christian ones, and that Islam, or its values are bad.

Left-wing populism

- They believe in social justice
- Often, they are against capitalism, globalization, and social injustice
- Unlike right-wing populists who want to exclude certain foreigners, they focus on including unprivileged social groups.

Do the party leaders that you have worked on today have anything in common?

Charismatic:

- dominant,
- confident,
- optimistic,
- expressive body language,
- passionate voice, rhetorical skills,
- communication (verbal and nonverbal)
- Enthusiastic...

How would you separate negative political propaganda from the truth?

- Since negative political propaganda is usually based on fear and separates "us" from "them," I would be cautious if I came across this type of content.
- First, I would check to see if the source is trustworthy, such as if it came from a major news organisation that has a long-standing reputation for reporting accurate and transparent news. A good news source would credit the author and clearly identify whether parts of the story reflect the author's opinion as opposed to a commonly accepted belief.
- I would also check to see if the author states where the information came from and if there are links to sources.
- Next, I would check to see if the same facts have been reported by other reliable sources. Overall, it is also important to question why this propaganda is being spread and how it is trying to influence the audience.