

# Propaganda

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1. The Goal for this Session is to Have a Conversation About Propaganda – what it is and how to discern it.
  - a. Dictionary Definition:
    - i. Propaganda: noun, pră-pə-'gan-də
    - ii. Definitions and Synonyms
      1. a congregation of the Roman curia having jurisdiction over missionary territories and related institutions.
        - a. It is also known by its former title, the **Sacred Congregation for the Propagation of the Faith** ([Latin](#): *Sacra Congregatio de Propaganda Fide*), or simply the **Propaganda Fide**. On 5 June 2022, it was merged with the [Pontifical Council for Promoting the New Evangelization](#) into the [Dicastery for Evangelization](#).
      2. the spreading of ideas, information, or rumor for the purpose of helping or harming an institution, a cause, or a person.
      3. ideas, facts, or allegations deliberately spread to further one's cause or to damage a rival cause; also: a public action having such an effect.
2. Truth
  - a. What is Truth?
    - i. David “Thy Word is Truth”
    - ii. Jesus “I am the Truth”
    - iii. Jesus “Holy Spirit is The Spirit of Truth”
    - iv. Paul “Let God be True and very man a liar.”
    - v. John “your anointing teaches you – and is true – and is no lie”
  - b. Challenges – Truth can be slippery
    - i. Jesus said to Pharisees who knew every jot and tittle of the Tanak, “You err – you know neither the scripture nor the power of God.”
    - ii. God told Job’s friends (Eliphaz, Bildad, Zophar) – “You have NOT spoken the Truth about me, as Job has.”
    - iii. Satan quoted scripture to deceive Jesus.
    - iv. Balaam spoke true statements, but God called him a “false prophet”
    - v. The Philippian FortuneTeller’s assistant spoke the truth - - but in an attempt to deceive for monetary gain.
    - vi. John the Baptist proclaimed that “Jesus was the lamb of God who takes away the sin of the world” – but later wrote “Are you the One who is coming, or should we look for another?”
    - vii. Before the cross, all believed (except Judas) but afterward, they all doubted. Some were not convinced by the reports of the resurrection.
3. Examples
  - a. Watchers / Sons of God / Nephilim – “men’s every thought was evil only continually”
  - b. Communism / Socialism
    - i. Hitler and the Sudetenland

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1. The Reichskonkordat (1933 – Hitler and Vatican)
  - ii. USSR under Stalin
  - iii. China under Mao
- c. US Government Policies and Advertising
  - i. The Interstate Highway System
  - ii. Nuclear Bombs
  - iii. The Space Race
  - iv. The Food Pyramid
  - v. Smoking
  - vi. Kennedy Assassination
  - vii. COVID-19
  - viii. Dr Morris Fishbein and Cancer
  - ix. Terrorism
  - x. Deniers: Holocaust, Election, Climate Change, Science, 911
  - xi. Existential Threats: Islam, China, Russia, Aliens
- d. Media
  - i. Video: [Uncovering WWII Propaganda | Explained in 3 Minutes](#)
  - ii. Video: [\(2650\) The Master of Nazi Propaganda - Joseph Goebbels in 60 Seconds #history #worldwar2history #ww2history - YouTube](#)
  - iii. Video: [Why US Supports Israel? | Chris Hedges](#)
  - iv. Video: [Operation Mockingbird - The Secret Project That Manipulated the Media and Public Perception #shorts](#)
  - v. Video: [unfortunately some members of the media](#)
  - vi. Video: [Is the US media being held hostage?](#)
  - vii. Video: [VACCINE PROPAGANDA AT ITS BEST](#)
  - viii. Video: [FOOD PYRAMID is a LIE! 🙄 #shorts #food](#)
  - ix. Video: [Noam Chomsky: The five filters of the mass media machine | The Listening Post](#)

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4. **Joseph Goebbels' Five Principles of Propaganda** were part of his broader strategy as Nazi Germany's Minister of Propaganda. Some key elements include:
  - a. **Centralized Control** – Propaganda must be planned and executed by a single authority to ensure consistency.
  - b. **Emotional Appeal** – Avoid abstract ideas; instead, use simple, emotionally charged messages.
  - c. **Repetition & Stereotypes** – Constantly repeat a few ideas using familiar phrases.
  - d. **One-Sided Messaging** – Present only one side of an argument while discrediting opponents.
  - e. **Targeted Vilification** – Select a specific enemy for intense criticism and blame.

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## Three Propaganda Frameworks

### Propaganda & Organizing Tactics Compared

Outline Step	Bernays	Goebbels	Alinsky
<b>1. Identify a person or group to be removed</b>	Targets behaviors or industries, not people.	Singles out enemies (e.g., Jews, communists).	Advocates picking a target to focus opposition: "Pick the target, freeze it, personalize it, and polarize it." <sup>1</sup>
<b>2. Give them a new name to distinguish them</b>	Uses branding to shape perception.	Uses dehumanizing labels to isolate.	Uses symbolic framing and ridicule to define the opposition: "Ridicule is man's most potent weapon." <sup>1</sup>
<b>3. Accuse them of scandalous acts with a bold lie</b>	Employs emotional appeal and selective truth.	Mixes lies with partial truths to incite fear.	Pushes negatives until they flip: "If you push a negative hard enough, it will break through into its counterside." <sup>1</sup>
<b>4. Differentiate the group from the larger whole</b>	Segments audiences for persuasion.	Creates stark divisions to justify exclusion.	Polarizes the target to isolate them from allies: "Cut off the support network and isolate the target from sympathy." <sup>1</sup>
<b>5. Offer to remove or neutralize the group</b>	Persuades for behavioral change.	Justifies removal through propaganda.	Uses pressure and direct action to force concessions, not extermination: "Keep the pressure on. Never let up." <sup>1</sup>

# Propaganda

## Bernays vs. Social Media Marketing

Bernays' Principle	Modern Social Media Tactic
<b>Engineering of Consent:</b> Shape public opinion by appealing to unconscious desires	<b>Influencer marketing:</b> Use relatable figures to subtly guide consumer behavior
<b>Third-party endorsements:</b> Experts or celebrities lend credibility	<b>Social proof:</b> Likes, shares, and testimonials validate choices
<b>Emotional triggers:</b> Tap into fear, desire, or identity	<b>Targeted ads:</b> Algorithms deliver emotionally resonant content based on user data
<b>Spectacle creation:</b> Events like the "Torches of Freedom" parade	<b>Viral campaigns:</b> Hashtag challenges, livestreams, and branded stunts
<b>Symbolic framing:</b> Link products to deeper values (freedom, health, status)	<b>Brand storytelling:</b> Align products with lifestyle, values, and identity narratives

### Psychological Continuity

Bernays leaned heavily on Freud's theories—believing people are irrational and driven by subconscious urges. Today's marketers use:

- **Behavioral data** to predict and influence choices
- **Neuromarketing** to test emotional responses to content
- **Microtargeting** to segment audiences by personality, mood, and values

### Ethical Echoes

Bernays's work raised concerns about manipulation and elitism. Social media marketing faces similar critiques:

- **Filter bubbles** and **echo chambers** reinforce biases
- **Dark patterns** nudge users toward impulsive decisions
- **Surveillance capitalism** monetizes attention and behavior

In short, Bernays didn't just influence marketing—he **anticipated** it. Social media is the digital evolution of his analog strategies

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## 5. Principles for Identifying Propaganda

- a. Oft-repeated “themes” or “sound bytes” – does it create a lens through which you magnify, ignore, or interpret events?
- b. Do the messages promote an emotional theme vs a factual one? Can they be verified, or is information withheld?
- c. Are you forced to choose a side? To declare “friends” vs “enemies” based on who believes your message?
- d. Is there a penalty for challenging the assumptions or an “a priori” conclusion?
- e. Is there an appeal to experts, authority or credentials as the only basis for making your decision?
- f. Are you asked to subset groups and accept one while rejecting the other?

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## 6. Biblical and Spiritual Resources

### a. A Choice:

- i. Isa 11:3-4 ESV And his delight shall be in the fear of the LORD. He shall not judge by what his eyes see, or decide disputes by what his ears hear, but with righteousness he shall judge the poor, and decide with equity for the meek of the earth; and he shall strike the earth with the rod of his mouth, and with the breath of his lips he shall kill the wicked.
- ii. Jesus smelled “the Fear of God” to discern lies – rather than trust his own Sight and Hearing

### b. A Gift:

- i. 1 Cor 12:10 Discerning of Spirits – as a gift

### c. A Skill:

- i. [Heb 5:14 ESV] 14 But solid food is for the mature, for those who have their powers of discernment trained by constant practice to distinguish good from evil.

### d. An Observation:

- i. [1Jo 2:21-22 ESV] 21 I write to you, not because you do not know the truth, but because you know it, and because no lie is of the truth. 22 Who is the liar but he who denies that Jesus is the Christ? This is the antichrist, he who denies the Father and the Son.

## 7. What to do about Propaganda?

### a. Speak the truth – in love.

- i. Expose the evil deeds of darkness.

### b. Bless those who curse you!

### c. Let your speech be seasoned with salt that it may give grace to the hearer.

### d. Rebuke, reprove, exhort with all longsuffering and sound teaching.

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## Resources

[What Was Nazi Propaganda? | Holocaust Explainer](#)

[Every Government the CIA Has Overthrown and What Happened Next](#)

[unfortunately some members of the media](#)

[Is the US media being held hostage?](#)

[Noam Chomsky: The five filters of the mass media machine | The Listening Post](#)

[Operation Mockingbird - The Secret Project That Manipulated the Media and Public Perception #shorts](#)

[This is How Empires Fall & Why China is Next](#)

[VACCINE PROPAGANDA AT ITS BEST](#)



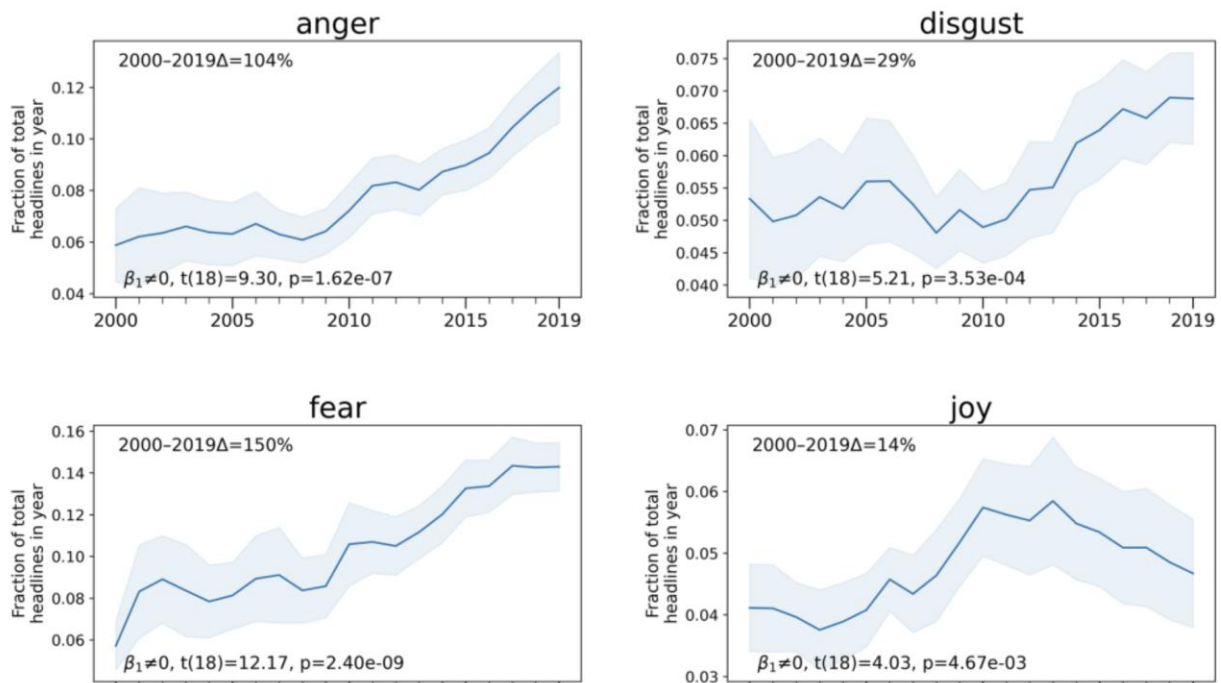
**BIG THINK**

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# Negative, emotionally manipulative news headlines have skyrocketed since 2000

The media is deliberately pushing your buttons.



Source: D Rozado et al., PLoS ONE, 2022.