

# THE INFLUENCE OF

# PROPAGANDA

## IN EVERYDAY LIFE

## WHAT IS PROPAGANDA?

### DEFINITION

PROPAGANDA IS THE SPREAD OF IDEAS TO INFLUENCE PUBLIC OPINION. IT'S OFTEN TO SUPPORT A SPECIFIC POLITICAL GROUP OR CAUSE

(EDWARD BERNAYS, "PROPAGANDA" (DESIGN THEORY, 2024))

### PURPOSE

ADVERTISING IS MEANT TO INFLUENCE WHAT YOU BUY. PROPAGANDA IS MEANT TO INFLUENCE WHAT YOU THINK

(EDWARD BERNAYS, "PROPAGANDA" (DESIGN THEORY, 2024))

### TECHNIQUES

ADVERTISING AND PROPAGANDA USE THE SAME TECHNIQUES

(EDWARD BERNAYS, "PROPAGANDA" (DESIGN THEORY, 2024))

## BEYOND THE FLASHY STUFF

PROPAGANDA THRIVES WHEN IT'S MUNDANE. WHEN WE THINK OF PROPAGANDA, WAR AND LIES MIGHT COME TO MIND, BUT IT'S OFTEN SUBTLE (SECOND THOUGHT, 2023)

A LOT OF THE MOST EFFECTIVE PROPAGANDA IS QUIET, IT'S SUBTLE. YOU WANT TO EMBED DISPLAYS OF POWER IN THE NATIONAL SUBCONSCIOUS WITHOUT CALLING ANY ATTENTION TO IT." - DESIGN THEORY

"NEWS MEDIA, SOCIAL MEDIA POSTS, POLITICAL ADS, AND EVEN ARCHITECTURE OR DESIGN IN PUBLIC SPACES ARE USED SUBTLY TO SHAPE OPINIONS AND BELIEFS" - DESIGN THEORY

## HOW DESIGN SHAPES PERCEPTION

USE OF COLOR  
PSYCHOLOGY, SYMBOLISM,  
SLOGANS, AND IMAGERY TO  
EVOKE EMOTIONAL  
RESPONSES

TECHNIQUES BY DESIGNERS AND ARCHITECTS



EXAMPLES

COLORS: BOLD TO EVOKE  
PATRIOTISM OR URGENCY  
IMAGERY: FAMILIAR SYMBOLS  
FOR TRUST OR FEAR  
LANGUAGE: EMOTIONALLY  
CHARGED WORDS OVER  
FACTUAL ONES

### THE IMPACT ON SOCIETY



**SOCIAL INFLUENCE:**  
SUBTLE PROPAGANDA SHAPES VIEWS ON POLITICS,  
COMMUNITY VALUES, AND NORMS.

**SIGNIFICANCE:**  
QUIETLY EMBEDS INFLUENCE IN SOCIETY, OFTEN  
UNNOTICED.

**RECOGNITION CHALLENGES:**  
HARD TO IDENTIFY, ESPECIALLY IN TENSE  
POLITICAL CLIMATES.

### TIPS FOR SPOTTING PROPAGANDA

**ASK CRITICAL QUESTIONS:**  
WHO BENEFITS FROM THIS MESSAGE?  
WHAT EMOTIONAL RESPONSE IS IT TRYING TO  
TRIGGER?  
IS THE SOURCE CREDIBLE?

**VERIFY INFORMATION:**  
SEEK INFORMATION FROM DIVERSE, CREDIBLE  
SOURCES.  
FACT-CHECK AGAINST WELL-KNOWN, RELIABLE  
OUTLETS.



PROPAGANDA SHAPES EVERYDAY  
MEDIA; AWARENESS IS KEY TO  
PROTECTING PERSONAL VIEWS.

### REFERENCES (WORK CITED)

DESIGN THEORY - <https://youtu.be/9H2Z0I2JXRU?si=VJKMvwWREDSROULET>

SECOND THOUGHT - <https://youtu.be/DL2FNWILDZG?si=GF6KBNBBHSQOUFGK>