

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

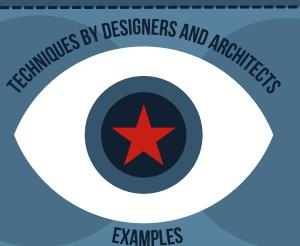
PROPAGANDA THRIVES WHEN
IT'S MUNDANE. WHEN WE
THINK OF PROPAGANDA, WAR
AND LIES MIGHT COME TO
MIND, BUT IT'S OFTEN SUBTLE
(SECOND THOUGHT, 2023)

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



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

ICE: 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=vjkmvwreosroulet