**Dystopian Propaganda**

Propaganda is used to subtly influence people into conformity. Sometimes the propaganda appears as music as in “2BRO2B”, or a commercial in *Minority Report*, or as billboard slogans in *1984*. Propaganda is used to make people believe (perhaps believe that they are safer) or to frighten people (someone is always watching) or it may be used to legitimize the political philosophy of the current “administrative” power.

Assignment: You are to create a piece of dystopian propaganda. You may choose the format it will take. Some options are like the ones listed above: commercial script, billboard sign, music lyrics, or you could create your own genre – speech, greeting card, toy, game, etc. The propaganda must be something that can reach most if not all of the population so an e-mail or conversation wouldn’t work. The most common choice is a poster.

Step 1: To help you determine the type of propaganda you will create, imagine a society in the future that may have elements of a dystopia: Oppressive in Nature, 1 Fatal Flaw, and Resistance Movement. Or you could focus on current events: make it real, make it pertinent.

What might constitute the fatal flaw? Examples from what we have read have included 1) Population Control 2) Crime Reduction 3) Knowledge Suppression

Step 2: Once you have established the fatal flaw, decide how the government, a private corporation or whomever might influence society to believe that this is beneficial for them.

Think logically – why would people go along with something unless they believed it was in their best interest?

Appeals: are you going to appeal to the people through Fear? Logic? Ethics?

Step 3: create your original piece of propaganda.

If you choose, you may work on this assignment with a partner (no more than two people may work together).

This assignment is due: FRIDAY!

This assignment is worth 15 points.

**Some Common Propaganda Techniques**

#1: Bandwagon

This technique tries to persuade everyone to join in and do the same thing.

#2: Testimonial

An important person or famous figure endorses a product.

#3: Transfer

Good feelings, looks, or ideas transferred to the person for whom the product is intended.

#4: Repetition

The product name or keyword or phrase is repeated several times.

#5: Emotional Words

Words such as luxury, beautiful, paradise, and economical are used to evoke positive feelings in the viewer.

#6: Name-calling

Negative words are used to create an unfavorable opinion of the competition in the viewer's mind.

#7: Faulty Cause and Effect

Use of a product is credited for creating a positive result.

#8: Compare and Contrast

The viewer is led to believe one product is better than another, although no real proof is offered.