

## Propaganda And Persuasion-Part 3

### I. Propaganda And The Big Lie

**“Adolf Hitler and his propaganda minister Joseph Goebbels mastered the art of what has been termed “the big lie.” According to Nazi propaganda theory, one effective way to persuade the masses is to develop and repeat falsehood---for example, “the German people are a master race; Europe is menaced by the Jewish conspiracy.” Such big lies are difficult to prove false.”  
(*Age of Propaganda*, Anthony Prathanis and Elliot Aronson p.72)**

**“Factoids are “facts which have no existence before appearing in a magazine or newspaper.” We define factoid as an assertion of fact that is not backed up by evidence, usually because the fact is false or because evidence in support of the assertion cannot be obtained.”  
(*Age of Propaganda*, Anthony Prathanis and Elliot Aronson p.71)**

**John 8:44 You are of your father the devil, and the desires of your father you want to do. He was a murderer from the beginning, and does not stand in the truth, because there is no truth in him. When he speaks a lie, he speaks from his own resources, for he is a liar and the father of it.**

**2 Corinthians 11:3 But I fear, lest somehow, as the serpent deceived Eve by his craftiness, so your minds may be corrupted from the simplicity that is in Christ.**

**Colossians 2:8 Beware lest anyone cheat you through philosophy and empty deceit, according to the tradition of men, according to the basic principles of the world, and not according to Christ.**

**“There is an ongoing debate about the mechanism of evolution. That debate does not touch the fact of evolution. Creationism does not merit scientific discussion.”  
(*Abusing Science-The Case Against Creationism*, Philip Kitcher, The MIT press, 1982,p.171)**

**“Christianity has fought, still fights, and will fight science to the desperate end over evolution, because evolution destroys utterly and finally the very reason Jesus’ earthly life was supposedly made necessary. Destroy Adam and Eve and the original sin, and in the rubble you will find the sorry remains of the son of God. If Jesus was not the redeemer who died for our sins, and this is what evolution means, then Christianity is nothing.”  
(G.R. Bozarth, *American Atheist*, September 1978, p.30)**

**“More cases of loss of religious faith are to be traced to the theory of evolution...than anything else.”  
(*Studies in Comparative Religion*, Martin Lings, Winter 1970)**

**Genesis 3:4 Then the serpent said to the woman, "You will not surely die.**

**“The way a man lives has nothing whatsoever to do with the salvation of his soul.”  
(Sam Morris, Minister for Baptist Church)**

### II. Packaging

**“The essence of propaganda is a well-designed package.”  
(*Age of Propaganda*, Anthony Prathanis and Elliot Aronson, p.122)**

2 Corinthians 11:14-15 **And no wonder! For Satan himself transforms himself into an angel of light. 15 Therefore it is no great thing if his ministers also transform themselves into ministers of righteousness, whose end will be according to their works.**

1 Samuel 16:7 **But the LORD said to Samuel, "Do not look at his appearance or at his physical stature, because I have refused him. For the LORD does not see as man sees; for man looks at the outward appearance, but the LORD looks at the heart."**

Matthew 23:5 **But all their works they do to be seen by men. They make their phylacteries broad and enlarge the borders of their garments.**

Matthew 23:27-28 **"Woe to you, scribes and Pharisees, hypocrites! For you are like whitewashed tombs which indeed appear beautiful outwardly, but inside are full of dead men's bones and all uncleanness. 28 Even so you also outwardly appear righteous to men, but inside you are full of hypocrisy and lawlessness.**

**"The way an object is described and the manner in which a course of action is presented direct our thoughts and channel our cognitive responses concerning the communication."  
(*Age of Propaganda*, Anthony Prathanis and Elliot Aronson, p.44)**

**"People tend to act on the names and labels that are given to describe an event or situation."  
(*Age of Propaganda*, Anthony Prathanis and Elliot Aronson, p.47)**

**"It would not be impossible to prove with sufficient repetition and psychological understanding of the people concerned that a square is in fact a circle. What after all are a square and a circle? They are mere words and words can be molded until they clothe ideas in disguise."  
(Joseph Goebbels)**

Isaiah 5:20 **Woe to those who call evil good, and good evil; Who put darkness for light, and light for darkness; Who put bitter for sweet, and sweet for bitter!**

**"Ads that contain the words new, quick, easy, improved, now, suddenly, amazing, and introducing sell more products."  
(*Age of Propaganda*, Anthony Prathanis and Elliot Aronson, p.25)**

Acts 17: 21 **For all the Athenians and the foreigners who were there spent their time in nothing else but either to tell or to hear some new thing.**

### **III. Propaganda And Children**

**"Children below the age of eight demonstrate very good recognition of advertised brand names, poor recall of the specifics of the advertised claims, and are highly persuaded by advertising."  
(*Age of Propoganda*, Anthony Prathanis and Elliot Aronson p. 206)**

Matthew 18:4-6 **Therefore whoever humbles himself as this little child is the greatest in the kingdom of heaven. 5 Whoever receives one little child like this in My name receives Me. 6 "Whoever causes one of these little ones who believe in Me to sin, it would be better for him if a millstone were hung around his neck, and he were drowned in the depth of the sea.**

Ephesians 4:14-15 **that we should no longer be children, tossed to and fro and carried about with every wind of doctrine, by the trickery of men, in the cunning craftiness of deceitful plotting, 15 but, speaking the truth in love, may grow up in all things into Him who is the head — Christ —**