

Propaganda And Persuasion

Propaganda-Mass “suggestion” or influence through the manipulation of symbols and the psychology of the individual. Propaganda is the communication of a point of view with the ultimate goal of having the recipient of the appeal come to “voluntarily” accept this position as if it were his or her own.”

(Age Of Propaganda, Anthony Ptathanis and Elliot Aronson, p.9)

“The goal of modern propaganda is not to inform or enlighten but rather to move the masses toward a desired position or point of view.”

(Age of Propaganda, Anthony Ptathanis and Elliot Aronson, p.11)

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.

I. Make Yourself Likable And Tell Them What They Want To Hear

“making yourself likeable: Say what the audience thinks, make others feel comfortable, and control the atmosphere (the situation) for your best advantage.”

(Age of Propaganda, Anthony Ptathanis and Elliot Aronson, p.104)

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.

Romans 16:18 For such people are not serving our Lord Christ, but their own appetites. By smooth talk and flattery they deceive the minds of naive people.

Jude 16 These are grumblers, complainers, walking according to their own lusts; and they mouth great swelling words, flattering people to gain advantage.

2 Timothy 4:3 For the time will come when men will not put up with sound doctrine. Instead, to suit their own desires, they will gather around them a great number of teachers to say what their itching ears want to hear. NIV

Luke 6:26 Woe to you when all men speak well of you, for that is how their fathers treated the false prophets.

Jeremiah 12:6 For even your brothers, the house of your father, Even they have dealt treacherously with you; Yes, they have called a multitude after you. Do not believe them, Even though they speak smooth words to you.

Jeremiah 6:14 They dress the wound of my people as though it were not serious. ‘Peace, peace,’ they say, when there is no peace.

Proverbs 14:15 The simple believes every word, But the prudent considers well his steps.

II. The Use Of Labels

"labels can be used to pre-persuade."... "One serious consequence is that out-group members are dehumanized; they are represented in our mind by a simple, often derogatory label."
(*The Age of Propaganda*, Anthony Ptathanis and Elliot Aronson, p.168)

Acts 28:22 But we desire to hear from you what you think; for concerning this sect, we know that it is spoken against everywhere."

Acts 24:5 For we have found this man a plague, a creator of dissension among all the Jews throughout the world, and a ringleader of the sect of the Nazarenes.

Acts 24:14 But this I confess to you, that according to the Way which they call a sect, so I worship the God of my fathers, believing all things which are written in the Law and in the Prophets.

III. Following The Crowd

"To whom should propaganda be addressed? To the scientifically trained intelligentsia or to the less educated masses? It must be addressed always and exclusively to the masses."
(Adolf Hitler, *Mein Kampf*, p.179)

"rallies, and propaganda films always showed masses of cheering, applauding, saluting Nazi supporters....if everyone else agrees, so should I."
(*The Age of Propaganda*, Anthony Ptathanis and Elliot Aronson, p. 252)

Exodus 23:2 "Do not follow the crowd in doing wrong. When you give testimony in a lawsuit, do not pervert justice by siding with the crowd

"The receptivity of the great masses is very limited, their intelligence is small, but their power of forgetting is enormous. In consequence of these facts, all effective propaganda must be limited to a very few points and must harp on these in slogans until the last member of the public understands what you want him to understand by your slogan....""It must confine itself to a few points and repeat them over and over." (Adolf Hitler, *Mein Kampf*, pp.181-184)

Acts 19:27-29 So not only is this trade of ours in danger of falling into disrepute, but also the temple of the great goddess Diana may be despised and her magnificence destroyed, whom all Asia and the world worship." 28 Now when they heard this, they were full of wrath and cried out, saying, "Great is Diana of the Ephesians!" 29 So the whole city was filled with confusion, and rushed into the theater with one accord, having seized Gaius and Aristarchus, Macedonians, Paul's travel companions.

Acts 19:32 Some therefore cried one thing and some another, for the assembly was confused, and most of them did not know why they had come together.

Acts 19:34 But when they found out that he was a Jew, all with one voice cried out for about two hours, "Great is Diana of the Ephesians!"

Acts 13:50 But the Jews stirred up the devout and prominent women and the chief men of the city, raised up persecution against Paul and Barnabas, and expelled them from their region.

Matthew 27:20 But the chief priests and the elders persuaded the crowd to ask for Barabbas and to have Jesus executed.