

PROPAGANDA AND YOU

(and your devices)

*How media is manipulated, and how
individuals can cultivate a healthier diet
of information*



Overview

- Propaganda definition and short history
- Propaganda fundamentals
- Propaganda in the 4th estate (mainstream media)
- Propaganda in 21st century (rise of the machines)
- Fighting back
 - Hardening the human hardware and software
 - Using our machines to help against the fight
- Conclusion remarks
- References

Propaganda - As defined for this talk



...and it goes by many other names

- Advertising
- Public Relations
- Lobbying
- Social Engineering
- Telemarketing
- Soliciting
- Manufacturing Consent
- Sexting

Propaganda - A history

- Etymology of the word (from etymonline.com)
 - "committee of cardinals in charge of Catholic missionary work," short for Congregatio de Propaganda Fide "congregation for propagating the faith," a committee of cardinals established 1622 by Gregory XV to supervise foreign missions

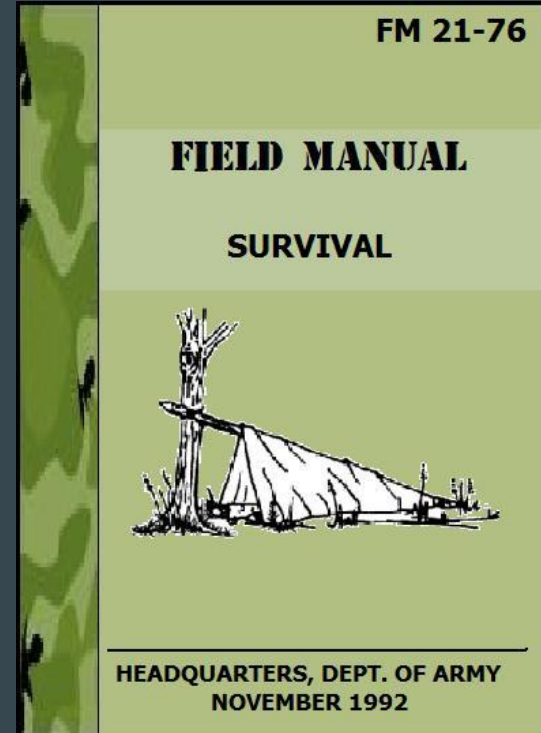
Propaganda - A history (cont)

- Fast forward to WWI (1914)
 - First major world power conflict since Napoleon (circa 1799-1815)
 - Each country needed to think of ways to motivate their populations into fighting a gruesome war of attrition
- Adolf Hitler
 - Recognized that the Germans failed in this department when compared to the British
 - Germans would do much better the 2nd time around
- Edward Bernays
 - Helped President Wilson's image by sculpting message about 'spreading democracy'
 - Encouraged by this success, started thinking about how to sell his services and expertise to businesses

Propaganda - A history (cont)



Propaganda - The Basics



Propaganda - The Basics (cont)

Appendix D

Propaganda Assessment

Propaganda is any form of communication in support of national objectives designed to influence the opinions, emotions, attitudes, or behavior of any group in order to benefit the sponsor, either directly or indirectly. By policy and practice, PSYOP forces use the term to indicate PSYOP, or information activities, conducted by enemy or hostile forces, elements, or groups against U.S. or coalition forces.

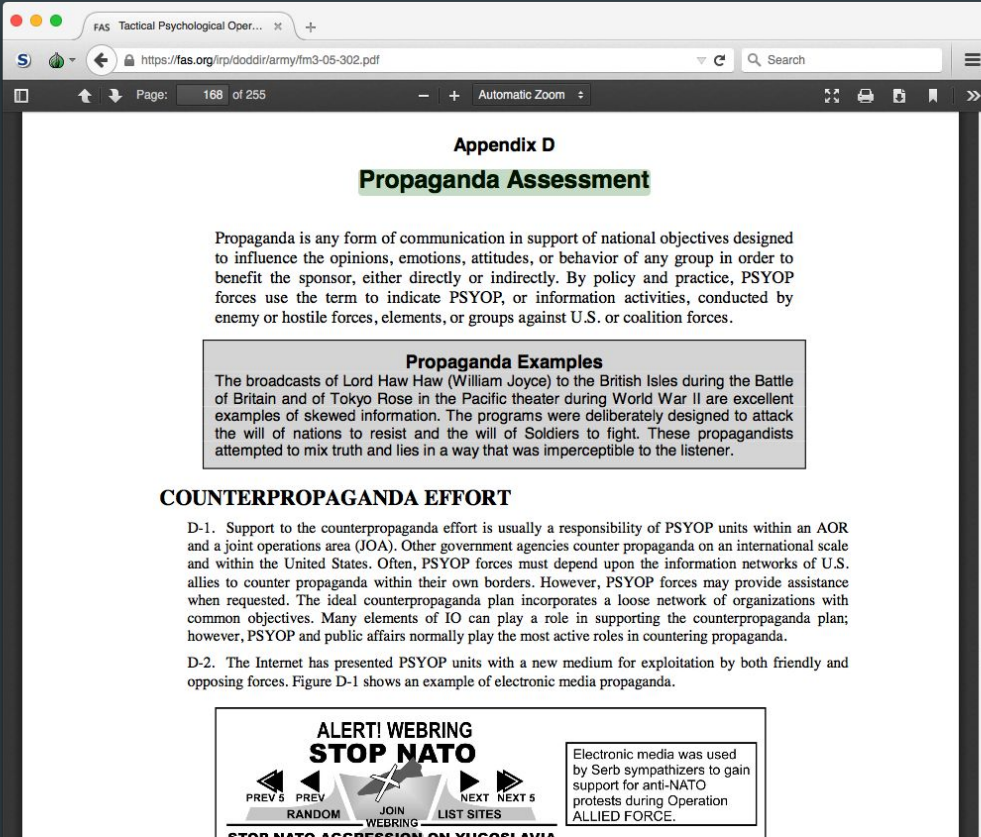
Propaganda Examples

The broadcasts of Lord Haw Haw (William Joyce) to the British Isles during the Battle of Britain and of Tokyo Rose in the Pacific theater during World War II are excellent examples of skewed information. The programs were deliberately designed to attack the will of nations to resist and the will of Soldiers to fight. These propagandists attempted to mix truth and lies in a way that was imperceptible to the listener.

COUNTERPROPAGANDA EFFORT

D-1. Support to the counterpropaganda effort is usually a responsibility of PSYOP units within an AOR and a joint operations area (JOA). Other government agencies counter propaganda on an international scale and within the United States. Often, PSYOP forces must depend upon the information networks of U.S. allies to counter propaganda within their own borders. However, PSYOP forces may provide assistance when requested. The ideal counterpropaganda plan incorporates a loose network of organizations with common objectives. Many elements of IO can play a role in supporting the counterpropaganda plan; however, PSYOP and public affairs normally play the most active roles in countering propaganda.

D-2. The Internet has presented PSYOP units with a new medium for exploitation by both friendly and opposing forces. Figure D-1 shows an example of electronic media propaganda.



ALERT! WEBRING STOP NATO

PREV 5 PREV RANDOM JOIN WEBRING LIST SITES NEXT 5 NEXT 5

Electronic media was used by Serb sympathizers to gain support for anti-NATO protests during Operation ALLIED FORCE.

Propaganda - The Basics

Steps for the propagandist

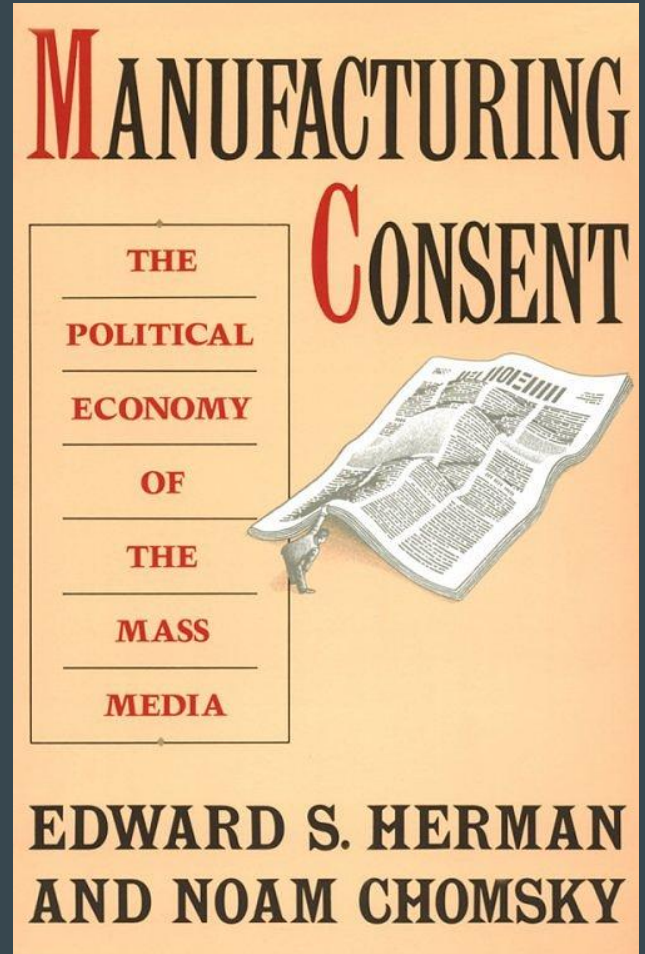
- ID target audience
- ID desired behaviour
- Scan for Vulnerabilities
- Choose the Theme of the message
- Plan for how to grab attention
- Test the message, measure impact, adjust the message as needed. Repeat.

Self-Defense steps

- Ask if the speaker can gain anything from having you listen to the message
- Ask if the source is verified
 - White - Source is identified
 - Grey - Source is unidentified
 - Black - Source is falsified
- Ask if the source is credible
- Ask if you've heard the message repeatedly
 - Repetition is key for propaganda, it builds familiarity

Propaganda - And the 4th estate

- Propaganda Model:
 - Ownership (size and concentration of media)
 - Advertising
 - Sourcing
 - Flak
 - Fear-based boogeymen



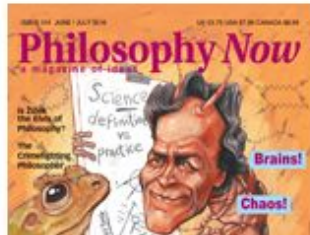
Propaganda - In the 21st Century

- Foucault's Heterotopia (Other spaces)
 - A physical representation or approximation of a utopia

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Modern French Philosophy

The Heterotopia of Facebook

Robin Rymarczuk is Michel Foucault's 'friend'.

Facebook was founded on February 4, 2004, by Mark Zuckerberg and his Harvard

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Propaganda - In the 21st Century (cont)

- How to read online comments:
 - Avoid reading online comments

Propaganda - In the 21st Century (cont)

The Kremlin's Troll Army

Moscow is financing legions of pro-Russia Internet commenters. But how much do they matter?



Israel to pay students to defend it online

AP 11:47 a.m. EDT August 14, 2013



JERUSALEM (AP) — Israel is looking to hire university students to post pro-Israel messages on social media networks — without needing to identify themselves as government-linked, officials said Wednesday.

The Chinese government cranks out 488 million fake social media posts a year in an effort to divert attention away from sensitive issues, a new study estimates.

Hillary PAC Spends \$1 Million to 'Correct' Commenters on Reddit and Facebook

FEC loopholes mean Correct the Record can openly coordinate with Clinton's campaign.

Propaganda - Fighting Back

- The human hardware
 - Sleep, exercise, diet
 - Attention spans and concentration levels are like a battery that drain throughout the day
 - Cognitive biases
- The human software
 - Vocabulary
 - Hit the history books
 - Understand statistics and common statistical deceptions
- Machines as our allies
 - Adblockers and other plugins
 - Softbots and scripting
 - Open source heterotopias allow us to create personal media consumption platforms

Propaganda - Fighting Back (cont)

- Vocabulary
 - Know the definition of words (i.e. do not skip over them)
 - Know the 'definition' of words (i.e. hidden connotations)

Sanders' backers want to exclude references to Jerusalem as belonging wholly to Israel, which Palestinians contest, and consider language that labels Israeli settlements in the West Bank "an occupation," a notion adamantly opposed by Clinton supporters who warn it would undermine the peace process.

At the hearing, Zogby and West clashed politely with former Florida Rep. Robert Wexler, who currently heads the S. Daniel Abramson Center for Middle East Peace. In Wexler's testimony, he argued that the Democratic platform was not the place to litigate views on Israel, nor should it diverge substantially from the United States' long-standing position in support of Israel.

While the Sanders' camp was not able to get language on "occupation" of the Palestinians into the platform, Zogby said he was happy the issue was debated and called the language "less egregious" than in the past. He said he would continue to make his case throughout the process.

Concerned that Zogby and West's viewpoint may be gaining traction at least in the public narrative, Bakari Sellers, a former South Carolina representative and now a CNN commentator, sent a letter signed by 60 African-American politicians around the country to the co-chairs of the Platform Committee last week urging them to stick to the traditional language on Israel -- a counterpoint to West, a prominent member of the black community.

"The Mideast planks of the previous platform were carefully crafted and have served us well," wrote Sellers, a Clinton supporter. "We would be well served to stick closely to our previous platform language and ensure that any changes ... do nothing to undermine the principles that have given such strength and clarity to our previous platforms."

Propaganda - Fighting Back (cont)

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2012 Benghazi attack

From Wikipedia, the free encyclopedia

This is an old revision of this page, as edited by Jason from nyc (talk | contribs) at 13:19, 15 September 2012 ("weapons" in box). The present address (URL) is a permanent link to this revision, which may differ significantly from the current revision.

(diff) ← Previous revision | Latest revision (diff) | Newer revision → (diff)

This article is about the deadly consulate attack in Benghazi, Libya. For worldwide protests in response to the movie trailer see 2012 U.S. diplomatic missions attacks

On September 11, 2012, the United States consulate in Benghazi, Libya, was attacked. The assailants used the protests against an anti-Islam film produced in the United States as a backdrop and attacked the U.S. Consulate with rocket-propelled grenades and small arms, killing the visiting United States Ambassador to Libya Christopher Stevens, Foreign Service Information Management Officer Sean Smith,^[1] American private security employee Glen Doherty,^[2] former U.S. Navy SEAL Tyrone Woods,^[3] and ten Libyan policemen;^[4] and injured two others.

In later reports, officials said that the Benghazi attack appeared to be "complex" and professionally executed.^[5] U.S. officials, speaking under anonymity, claimed that the Benghazi attack was planned in advance, and not prompted by the film.^[6] An early report suggested that the U.S. may have had credible prior information about the attack.^[7] although this was denied by the U.S. administration.^[8] Libyan officials alleged it was part of a planned two-part attack that also included a raid on a safe house.^[9]

2012 U.S. Consulate attack in Benghazi

Location	Benghazi, Libya
Date	September 11–12, 2012 22:00 – 02:00 CAT (UTC+02:00)
Target	United States consulate
Attack type	Armed assault, rioting, arson
Weapons	Rocket-propelled grenades, firearms
Deaths	14
Non-fatal injuries	2

V · T · E

Inter-civil war violence in Libya

[show]

Contents

1 Details

1.1 Background

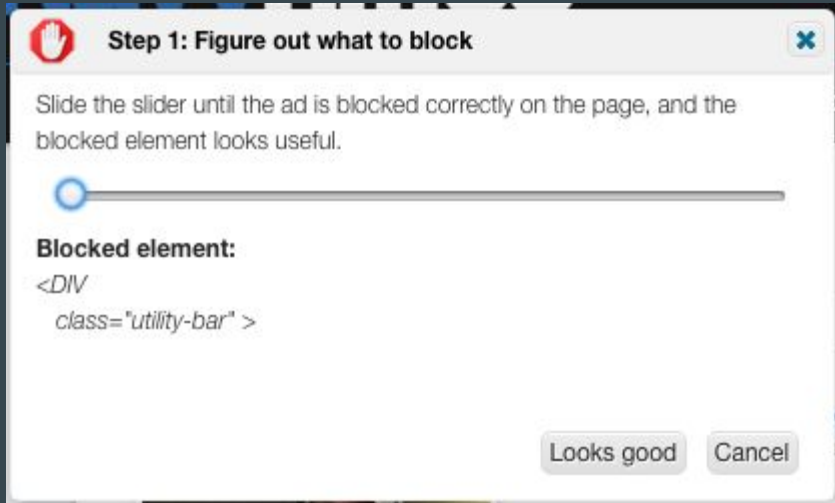
1.2 The attack

1.3 Fatalities

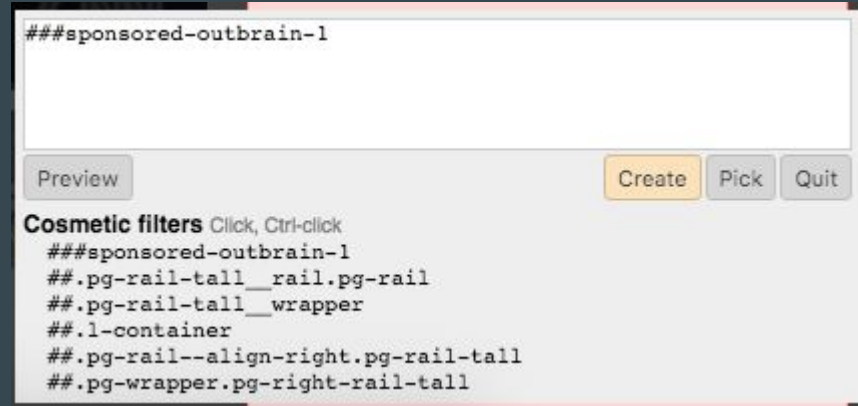
2 Aftermath

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Propaganda - Fighting Back (cont)



AdBlock



uBlock Origin

Propaganda - Fighting Back (cont)

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Attorney General Lynch: 'Do Not Let This Week Precipitate A New Normal'



By ALLEGRA KIRKLAND Published JULY 8, 2016, 12:53 PM EDT
1847 Views

Attorney General Loretta Lynch issued a call for unity on Friday, urging Americans to recognize their shared humanity after a week that saw two black men killed by police in two different states and five Dallas police officers gunned down by at least one sniper.

"To all Americans, I ask you, I implore you, do not let this week precipitate a new normal in this country," Lynch said at a Friday afternoon press conference. "I ask you to turn to each other, not against each other as we move forward. Let us support one another, let us help heal one another. I urge you to remember today and every day, we are one nation."

The city of Dallas was reeling on Friday morning after a peaceful Black Lives Matter protest was disrupted by at least one sniper opening fire on the marchers. A suspect, Micah Xavier Johnson, allegedly told police after fatally shooting five officers and injuring seven more that his aim was to kill white cops.

"To our brothers and sisters that wear the badge, I am deeply grateful for the difficult and dangerous work you do every day to keep our streets safe and our nation secure. Our hearts are broken by this loss," said Lynch.

The Dallas protest was organized to commemorate the lives of two black men killed in back-to-back fatal police shootings this week. Alton Sterling, a father of five, was killed outside a Baton Rouge convenience store, while Philando Castile was fatally shot in his car in the Minnesota suburb of Falcon Heights in front of his fiancé and her young daughter.

Lynch exhorted the country not to choose sides while mourning those lost lives and to recognize that "we are all Americans."

"Americans across our country are feeling a sense of helplessness or uncertainty and of fear," she said. "These feelings are understandable and they are justified. The answer must not be violence. The answer is never violence. Rather, the answer, our answer, all our answers must be action. Calm, peaceful, collaborative and determined action. We must continue working to build trust between communities and law enforcement. We must continue working to guarantee every person in this country equal justice under the law."

The attorney general promised that the Justice Department would do "all we can" to support law enforcement in the wake of the attacks, and urged "those who seek to improve our country through peaceful protest" to march forward.

Propaganda - Fighting Back (cont)

- Making our reddit platform
 - Digital Ocean Ubuntu Droplet
 - Reddit install script handles most of the hard work
 - EFF's certbot + Let's Encrypt ensure it can be run over ssl :D
 - Python softbots automate most of the dirty work



Propaganda - Conclusionary remarks

- “If we allow the information superhighway to bypass the less fortunate sectors of our society, even for an interim period, we will find that the information rich will get richer while the information poor get poorer” - Al Gore
- Without proper education of this information superhighway, then the gap between the information haves and have-nots will remain.

Propaganda - References

Books

- Firewall: The propagandists's guide to self-defense by Jack Nolan
- Manufacturing Consent by Ed Herman and Noam Chomsky
- Smarter than you think by Clive Thompson
- Propaganda by Edward Bernays
- Data Smog by David Shenk

Documentaries

- Manufacturing Consent - Can find it on youtube
- Century of Self - Also on youtube

Propaganda - Fin