

# SOFT PROPAGANDA

## Soft propaganda is [not] soft.

Soft propaganda is defined as the ability to achieve desired outcomes through attraction rather than coercion. People always recognize it as a powerful and effective mean to lead people's thoughts. It becomes prevalent in the medium of our living environment today – mobile, newspaper, TV, book, education, etc. However, it's actually a higher level of "brainwashing" even though people don't feel it's aggressive.

It's called "soft" because it deliberately avoids telling an open lie, but simultaneously distorting the truth sometimes even more effectively but providing only **selected info** to affect the target on a **subconscious** level. People will feel what they think is based on their own judgment, not media's **manipulation**. So I was going to dig into and expose its dark side in order to raise the awareness of rethinking the mental aggression and doubting info around us.

attraction and rather than coercion. it gives you a feeling that it doesn't affect your subjective judgment but, in fact, it does secretly affect your way of thinking. I would call it a higher level of "brainwashing."

# CHOOSE

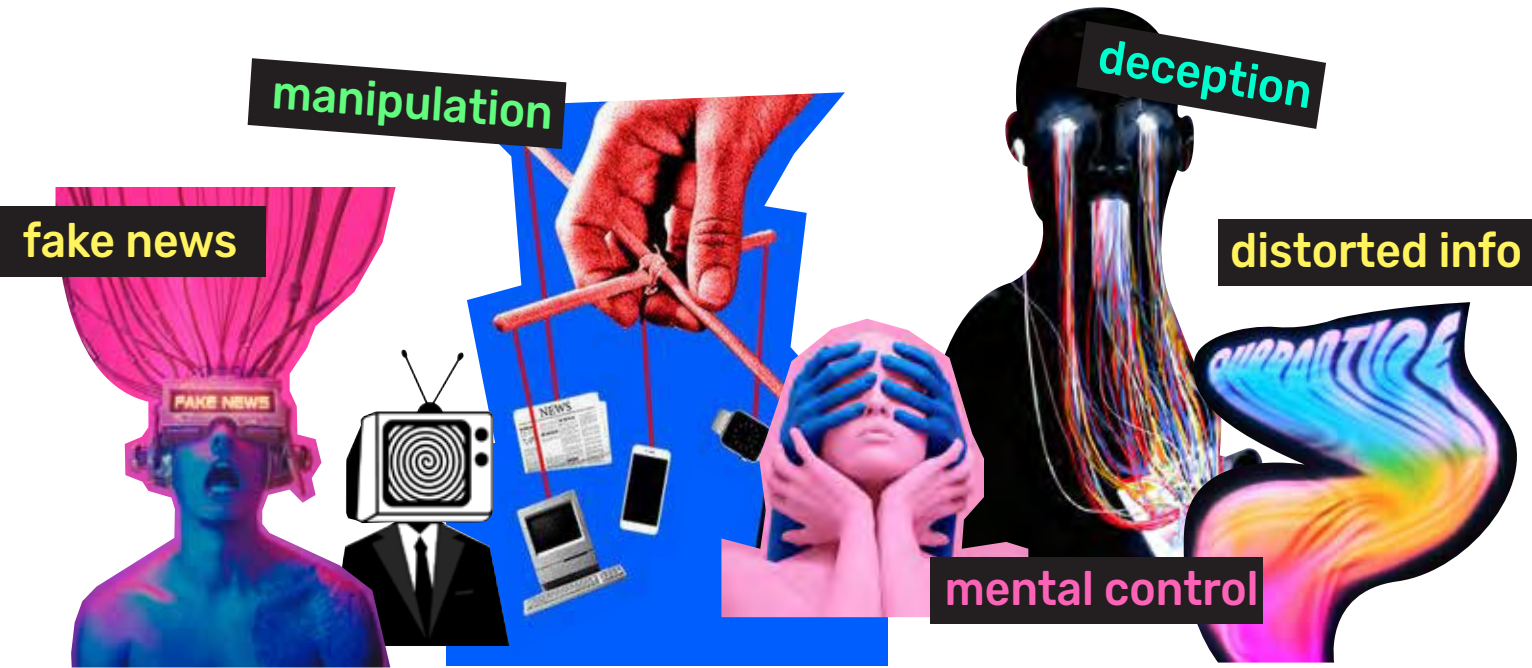
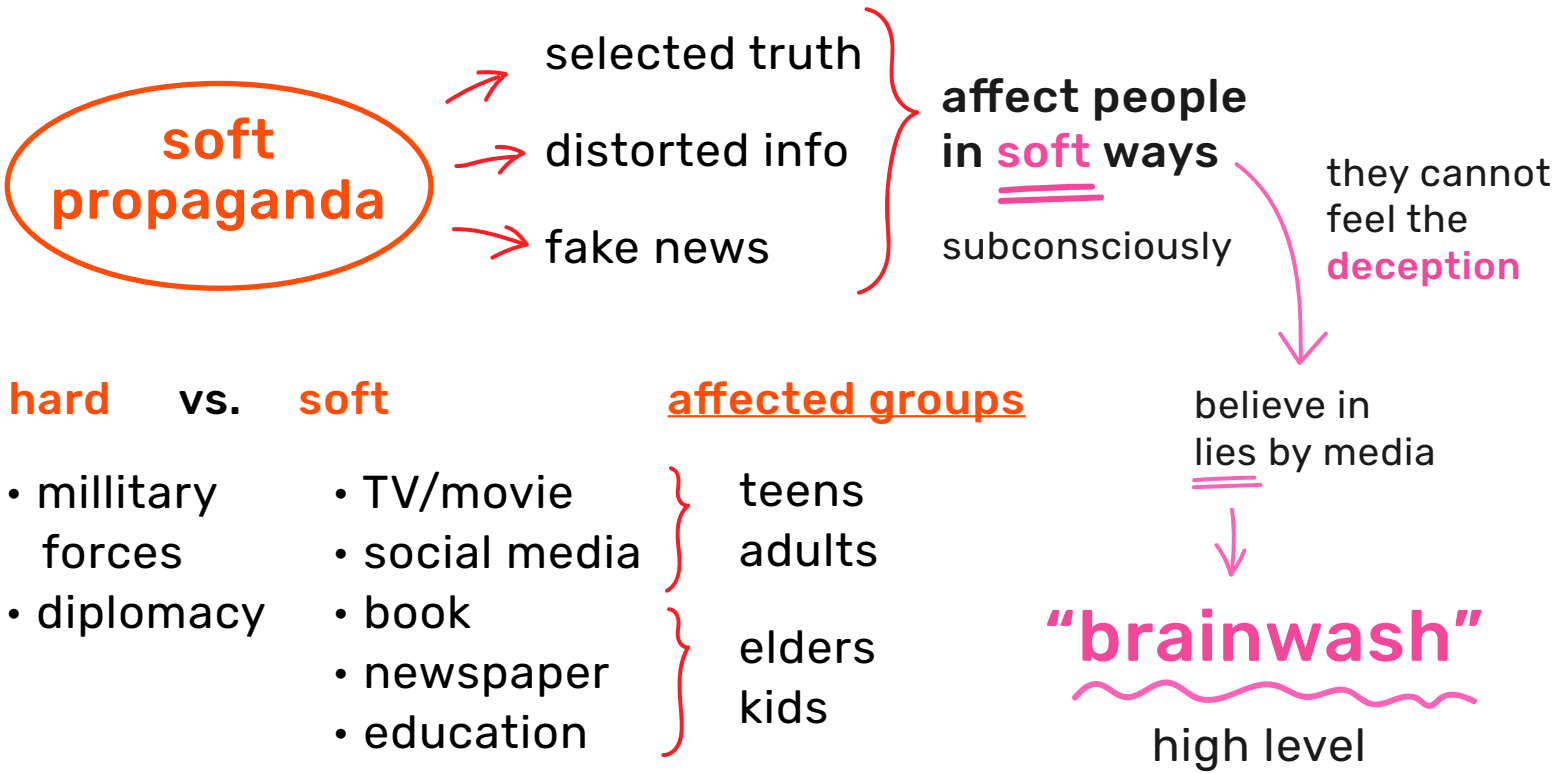


propaganda is not Soft.



RESEARCH

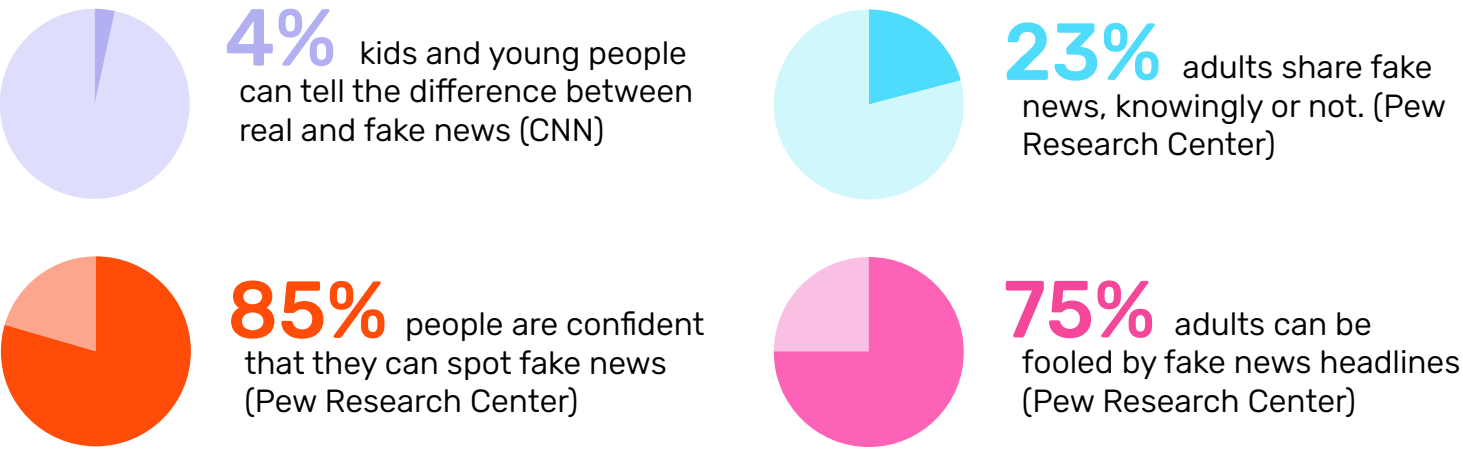
MINDMAP








KEYWORDS

lie	distort	aggression	brainwash
sub conscious	fake news	selected info	info withholding

TARGET/VICTIM



	Kids	<ul style="list-style-type: none"><li>inability to distinguish the real and fake news</li><li>impacts their assessment of news</li><li>affects their perception and behaviors</li><li>loses trust in media</li></ul>
	Teens	
	Women	<ul style="list-style-type: none"><li>be too confident they can spot fake news</li><li>gets used to accepting only their "wanted" info</li><li>be less-informed/uncomfortable to the truth</li><li>loses trust in media</li></ul>
	Men	
	Elders	<ul style="list-style-type: none"><li>being too confident/stubborn they can spot fake news</li><li>being reluctant to absorb new info</li></ul>

3 SERIES

**Impacts of SP**

Based on victims, showing how does SP invade people's mental world

**Techniques of SP**

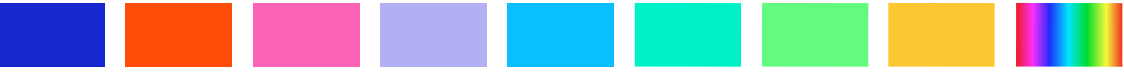
Using visual metaphors to show how fake news spread and how people absorb them subconsciously

**Manipulation of SP**

Using wooden jointed mannequins and gradient cords to visualize the evolution of brainwashing process


VISUAL LANGUAGE

COLOR & ELEMENT



Each color represents one piece of distorted info from different mediums and eventually constitutes a colorful info cube

Info Cube = the Collection of Distorted Info



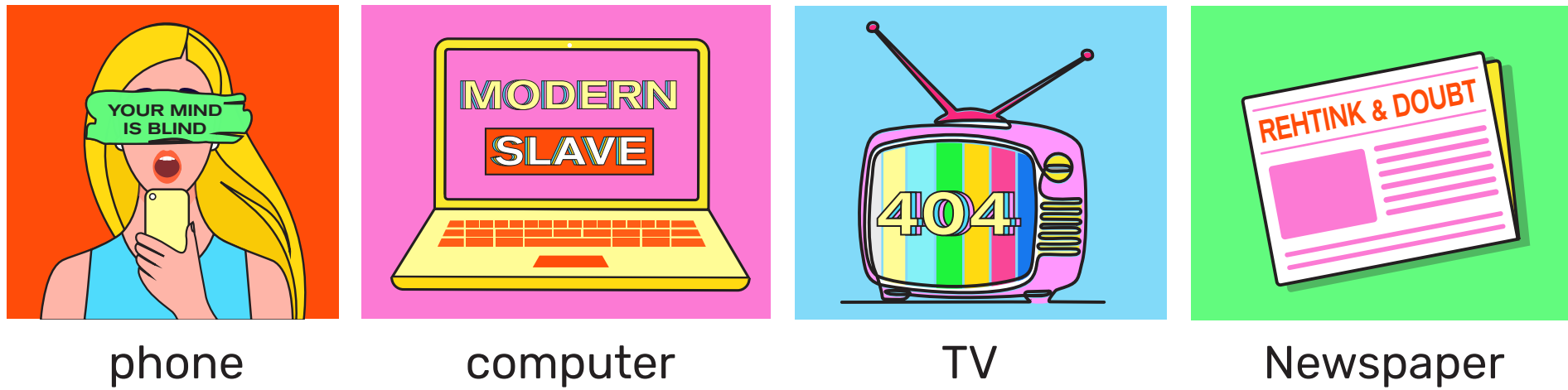
VISUAL METAPHOR

Uses smoking as the visual metaphor for soft propaganda

"Feels good but not healthy"



Techniques





# SERIES I: IMPACTS OF SP

Kids



Teens

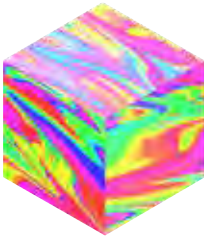
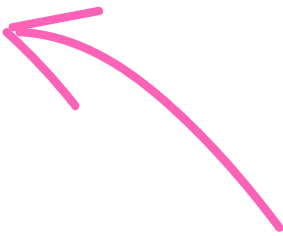


Women



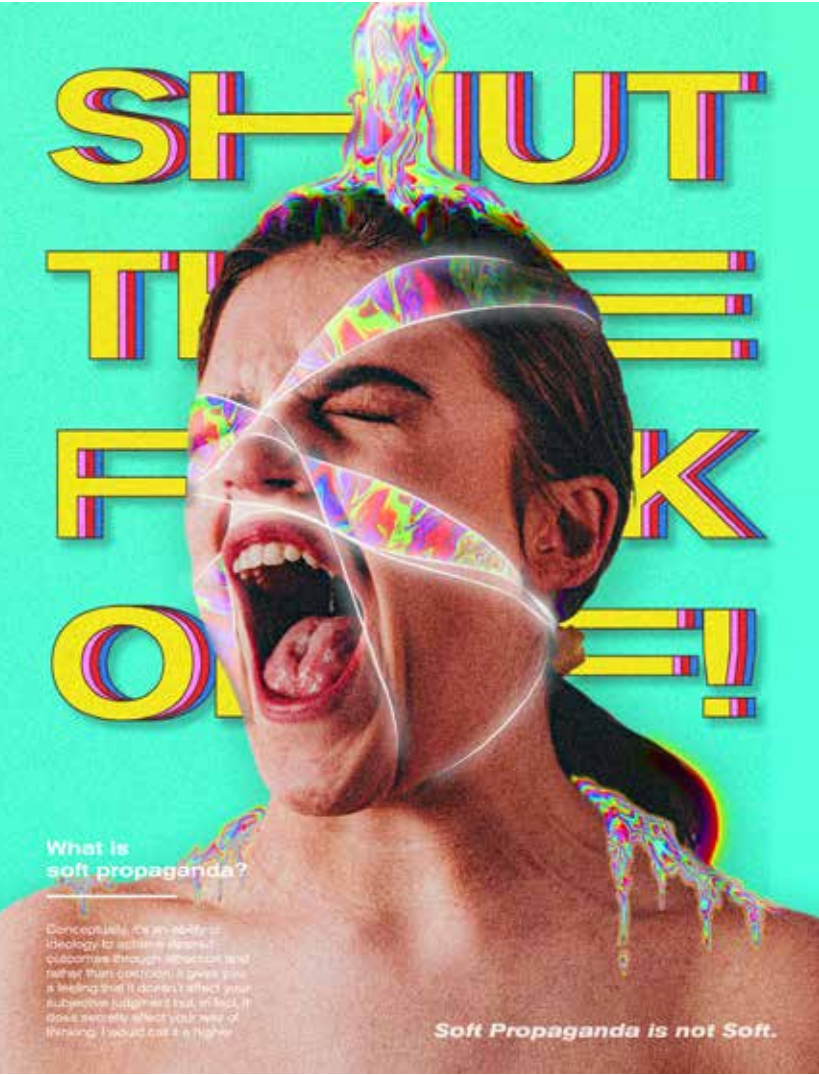
## POSTERS

Based on victims, I designed the series of posters about the impacts of soft propaganda. I play with the typo and design elements to visualize the concept and how it subconsciously affects their thoughts. They will be placed in public places to convey the message that “we know less than we think we do.”



The iridescent holographic texture represents the info transmitted by different medias

Women



Men



Elders

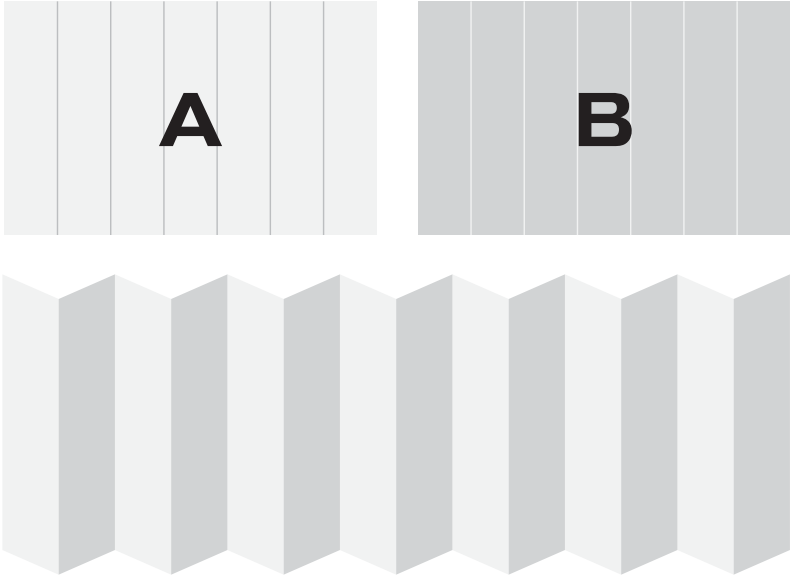




# SERIES II: TECHNIQUES OF SP

## ACCORDION FOLD BROCHURE

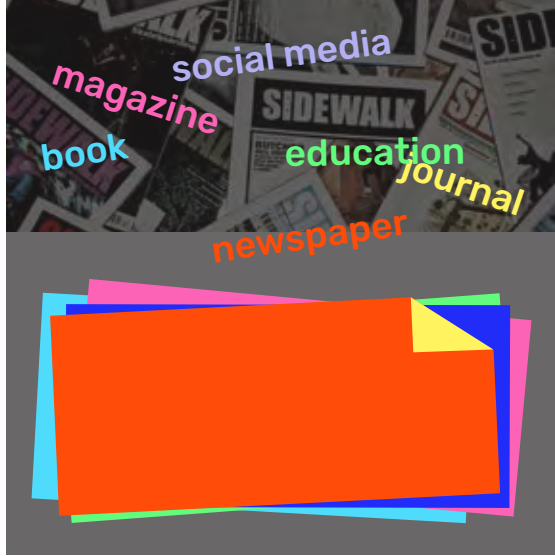
concept



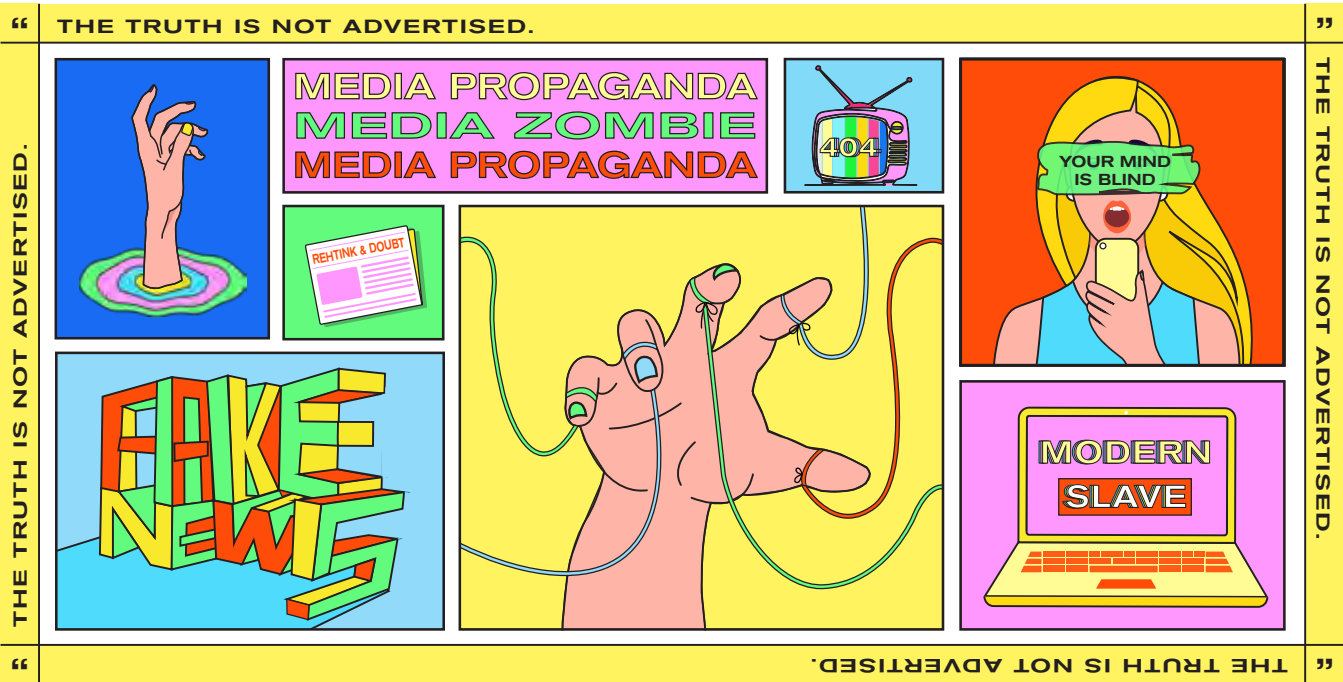
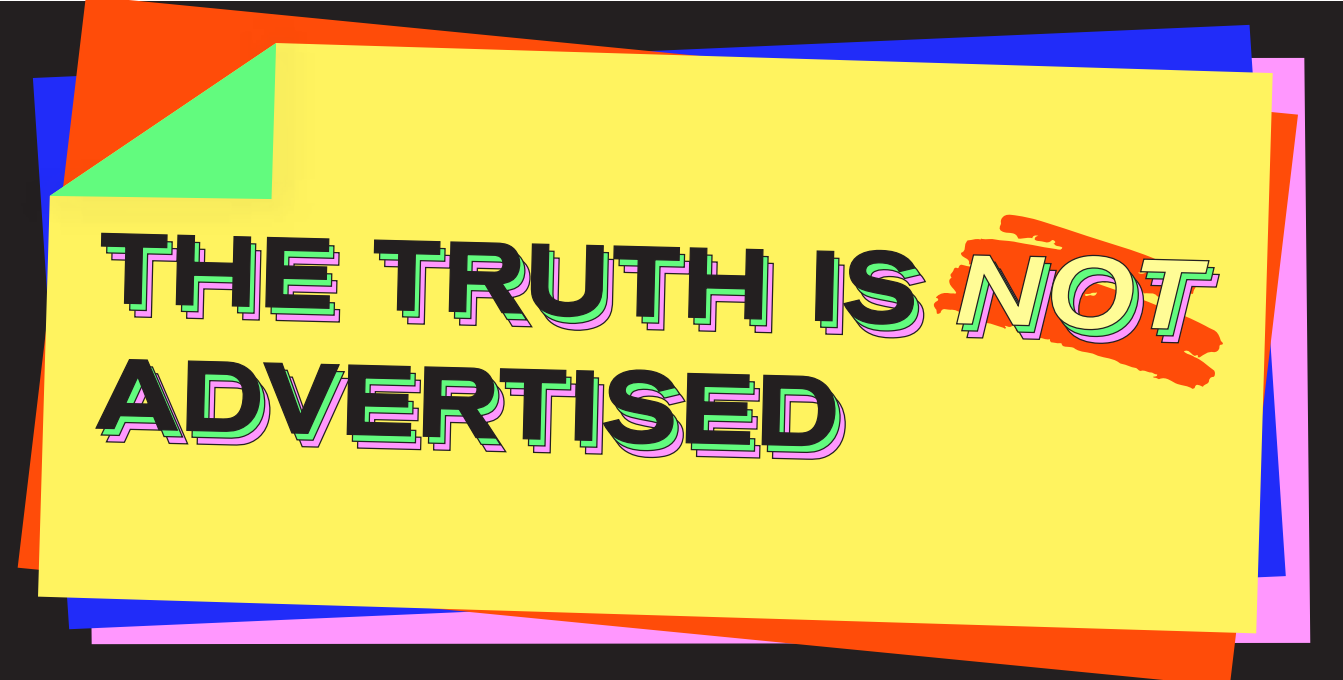
fake news medium



cumulation of "lies"



2 versions of visuals



There will be different visuals from different perspectives





# PRODUCTS

sticker



wristband



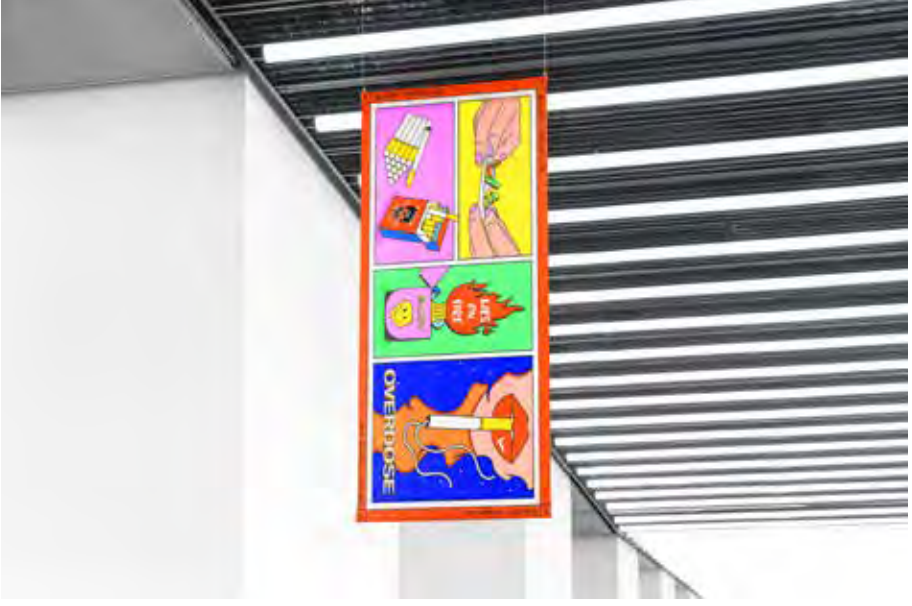
t-shirt



installation

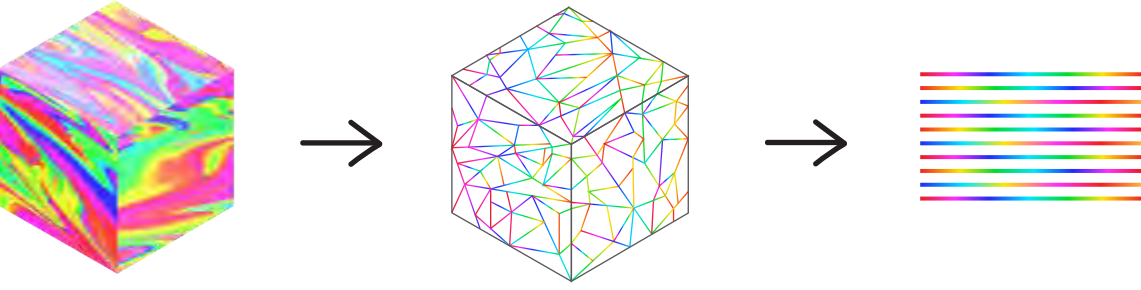


banner

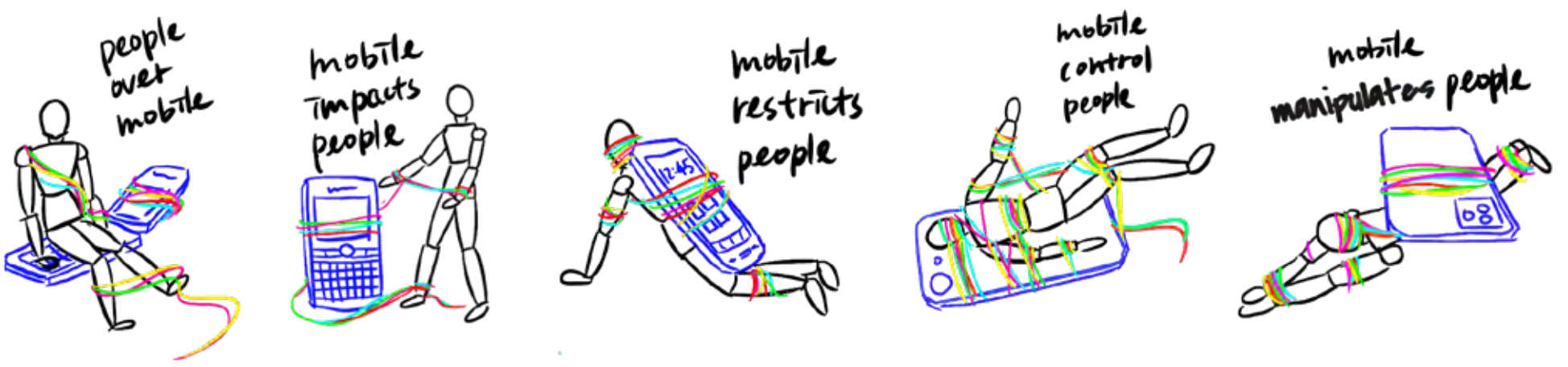


# SERIES III: MANIPULATION EVOLUTION OF SP

## STORYBOARD



By taking the element from the info cube, I use **gradient cords** representing the info, and **dolls** representing the audience. In this case, we can see how the info gradually controls us with the evolution of **AI (artificial intelligence)**, the nowadays primary medium of soft propaganda.



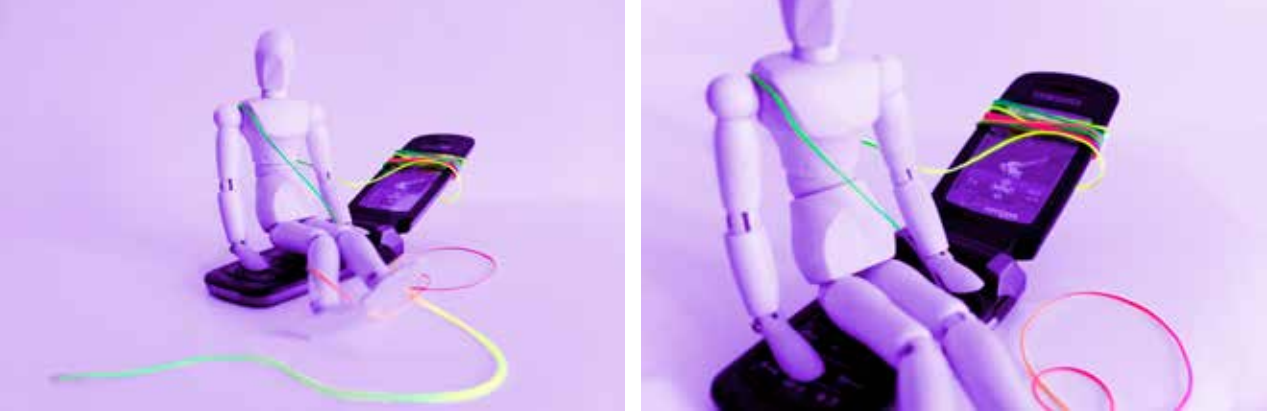
### 3 AI Restricts Human



### 4 AI Manipulates Human



### 1 Human over AI



### 2 AI Invades Human



### 5 AI Defeats Human

