

[PROPAGANDA]

Royal Academy of Art and Martyrdom for the Faith

BASIC ELEMENTS OF PROPAGANDA

Repetition

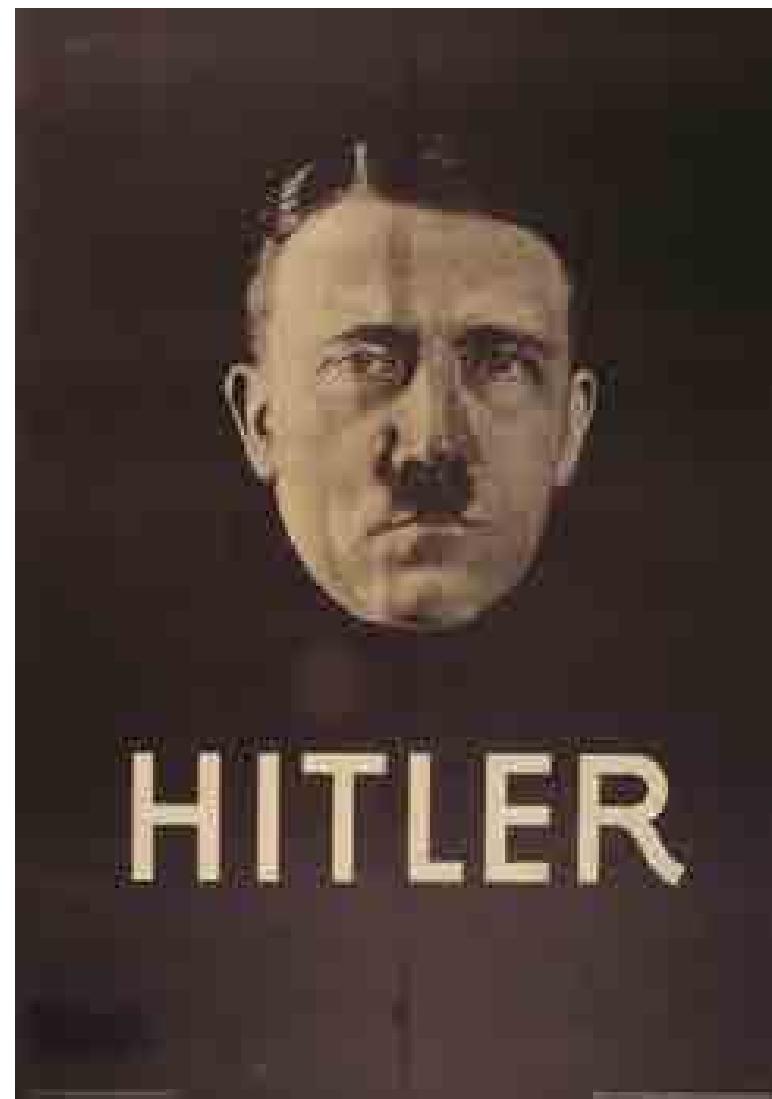
owing to the infantile limitations of collective memory, a message must be **continuously propagated** in order to take hold within the collective consciousness.



Simplicity

The message must be designed in such a way that it appeals to or is **quickly understood** by the **lowest common intellectual** denominator of the collective.

This is not only true because of the **vast ignorance** of the masses, but also because the collective attention span is virtually nonexistent. We now live in a world of sound-bite discourse. The simple lie always conquers the complex truth.



Imagery

The most powerful propaganda is embedded within **appealing imagery**. This imagery could be pictorial or descriptive. This is why movies and music are such potent forms of pr propaganda.



Sentiment

The message must contain as **little detail** as possible, and instead be designed in such a way that it appeals to some **strong emotion** or sentiment—such as sex or sympathy.

The exclusion of detail allows for the quicker processing of the message, while the underlying sentiment reinforces it. The message need not be logically or factually based, this only clouds the affective force of the message. If any logic or fact is included, it must be very simple and plain, requiring virtually no processing time — the use of cliches and platitudes is quite effective.



Vote, shoot, enemy



bullet, vote, enemy

Permanent Unreal Enemy



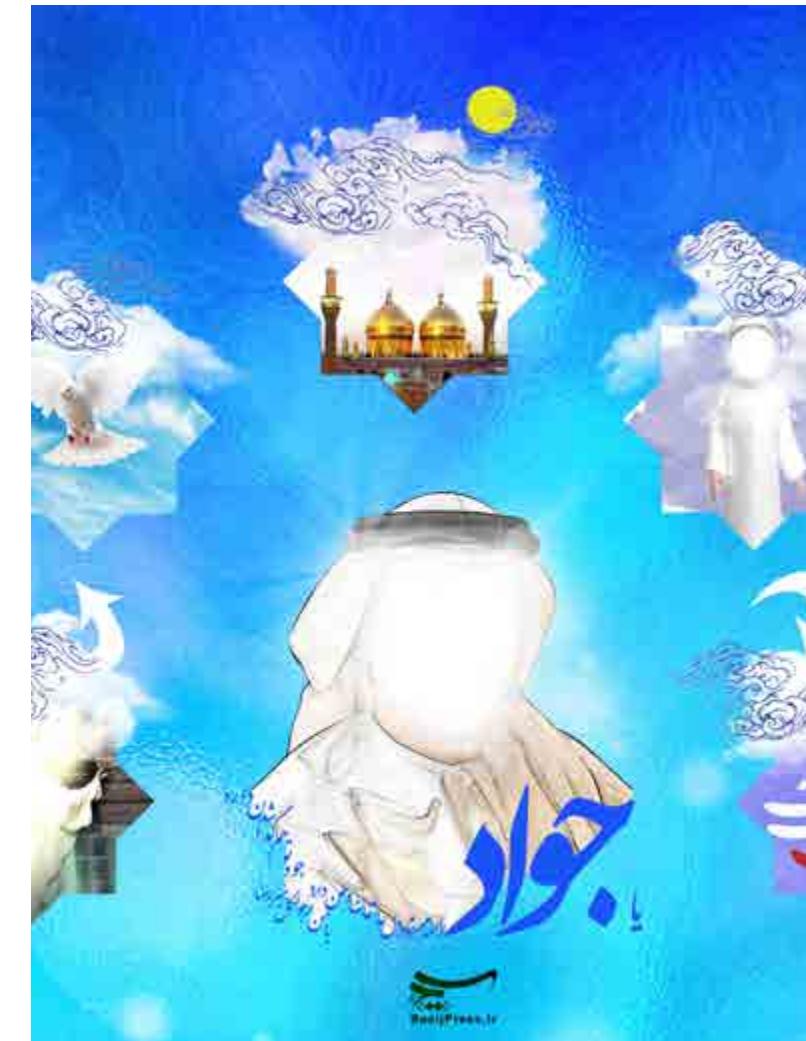
"Man is the only real enemy we have. Remove Man from the scene, and the root cause of hunger and overwork is abolished for ever." George Orwell/Animal Farm

Photoshopism



filters, effects, outdoor glow for the types, etc.

Stereotype/ Symbols



sky, blood, birth, etc

Equalization of Elements

Representing the content through moralist frameworks

