What is propaganda?

"The systematic dissemination of information, esp. in a biased or misleading way, in order to promote a particular cause or point of view, often a political agenda." (Oxford En. Dict.)

In the context of the Ukraine war, propaganda refers to narratives or rhetoric used by various parties (such as Ukraine, Russia, or external actors) to sway public opinion, justify actions, and promote specific political goals.

It often employs:

- Polarization: Creating or amplifying divisions between groups (e.g., demonizing the West, glorifying Russia, or discrediting Ukraine).
- Manipulation: Presenting exaggerated or misleading claims to evoke fear, trust, or hatred (e.g., speculating on nuclear threats or discrediting international diplomacy).
- Repetition of Narratives: Reiterating certain themes (e.g., "The West is weak," "Russia is a victim") to create familiarity and acceptance.

In the context of climate change, propaganda can be defined as information intended to influence opinions or actions regarding environmental policies, technologies, or lifestyle changes.

It often employs:

- Distrust in Institutions: Criticizing governments, financial organizations, or climate scientists for perceived hidden agendas or exploitation.
- Conspiracy Narratives: Suggesting that climate policies are part of global elite schemes to enslave populations or harm national sovereignty.
- Fear-inducing narratives: Portraying climate actions as tools of control (e.g., "15-minute cities as prisons") or as economically disastrous.
- Discrediting climate initiatives: Framing climate actions or policies as harmful, fraudulent, or oppressive. Climate policies described as "The Great Climate Con."