Afghanistan Propaganda Campaign

The most effective method in making people bend to your will is fulfilled by reaching in their hearts, discovering their true desires, and appealing those desires. For years insurgents in Afghanistan have been violently resisting the U.S’ attempts to turn the Islam republic into a democracy. The majority of insurgents are against the U.S because they lost the insurgents' trust after not fulfilling their first proposal to aid Afghanistan after the removal of soviet forces. Insurgents in Afghanistan are also against the U.S because they feel insecure and weak in their ability to control their lives and they crave for power. We believe that the best direction to go in for the propaganda campaign is to appeal to the insurgents desire for more power, security and control in their lives. “ Unity not mutiny,” is our slogan. We will spread and preach this message through posters, television and radio broadcasts. Finally the techniques we will use are glittering generalities, lesser of two evils, and simplification.

Power, security and stability are the themes that will be stressed the most in this propaganda. A nation cannot gain power if they have an unstable government. A democracy is the most effective type of government that will bring stability in the nation of Afghanistan. The people will only be satisfied if they have a say in the way their country is ruled and who it is ruled by. This is where a democracy comes in, giving the people rights and security from the government. This allows them to feel more secure, knowing that their rights will be preserved and knowing that they are on the correct path to stability and power.

Our messages will be spread by posters and radio broadcasts because they are the most available sources to insurgents in Afghanistan. This is mainly because of the lack of electricity and the insurgents live in caves and other isolated forms of shelter. Posters can be spread through towns that support the Afghan government. Our posters will primarily use glittering generalities. Our word choices will be words like honor and power because those words are the key components of an Afghans pride. We will also use radio broadcasts to advertise commercials, that support the government, in the entertainment programs that air in Afghanistan. This is when we will use mostly simplification by sending ideas of unity being the path to gaining more power or control, and by saying that unity can mean less lives lost. Then we will use lesser of two evils by saying that having a stable government is better than the instability of not having one.

In conclusion getting the insurgent's on our side through propaganda is a difficult task, but with precise use of propaganda techniques and media it can be done. The key is to unify the insurgents in Afghanistan under a stable democracy. Remember “United we stand separated we fall.”

**Unity, not mutiny**

-tired of fighting

-tired of seeing your loved ones die

-tired of living in a nation of chaos

THEN STOP FIGHTING FOR CHAOS AND FIGHT FOR A DEMOCRACY!!



**United we stand**

S e p e r a t e d w e f a l l