It is almost impossible to function normally in modern technology-based society without having all of our information stored online. We are forced to trust that our information is secure and that our fourth amendment rights remain intact. The technology employed by the NSA to gather and document information allows them to remotely turn on and access microphones, cameras, and apps without the user’s knowledge. This is a violation of our trust. No other branch of government is allowed to go through a person’s effects without a warrant, yet the NSA is doing so.

As stated in the Constitution, the citizens of America have the right to the safety of their persons, houses, and effects. America’s government was established on the principal that power would rest in the hands of the people. This infringement of the fourth amendment by the NSA is a call to action for citizens to demand that trust be restored.

Propaganda is a useful tool to educate, notify, and rally the citizens of this country.

Catchy phrases and jingles that will use techniques such as card-stacking, bandwagon and transference, among other things, have been historically successful.

In a world of technology, pop-up ads are constantly appearing. As a society, we have learned to ignore them. To us they are annoying little blips getting in the way of our new high score on Angry Birds. Although pop-up ads can be effective, they are holding our attention less and less.

Oscar Mayer hit upon something genius. It is a known fact that people remember things better when they rhyme or are set to a catchy tune. That is why these ads have stuck around for so long. Everyone has heard “My bologna has a first name. It’s O-S-C-A-R…” and “Oh, I wish I were an Oscar Mayer wiener…” The parents of the ‘60s and ‘70s learned these ads when they were young, and yet they still sing them to this day. Their children know these songs by heart because of this. These are multigenerational ads and learning tools.

Most people listen to Pandora. Lots of people listen to the radio as well. If catchy phrases and jingles are actively played and aired, they will reach the masses. These ads will use techniques such as card-stacking, bandwagon, and transference to get the American people to start a change. By using these techniques, we will create feelings of national pride, and the use of card-stacking will help throw into light how badly the NSA is behaving.

A few examples of what these could look like are:

Joe, Nancy, Sue, and Ed,

The government knows every word that you’ve said

They don’t have the right

So put up a fight

The NSA doesn’t belong in your head

The right of the people to be secure,

Ed Snowden never felt sure

So, he went to the press

And, oh, what a mess

Now, the NSA needs structure

Don’t reach for the tissue

Help solve the issue!

Write to your senator today.