“Am I my brother’s keeper?” This memorable line from the Bible reminds us that the responsibility of maintaining the delicate balance of world peace falls to every nation and the political systems which govern them. However, when a nation demonstrates that it does not have the best interests of peaceful operation as its primary principle, another nation or entity may find it necessary to intervene and assist in establishing (or re-establishing) this nation to the ideas which will allow other nations to continue operating with a sense of security and stability. Are “brute” tactics such as invasions or terrorist strikes the most effective way of effecting change? Lessons learned throughout history have demonstrated that this is not the case. It is better to allow a person (or nation) to feel as though the decision has been reached of their own accord. Because the current regime in Iran has been engaged in the creation of nuclear weapons and has turned a deaf ear to the pleas of other nations, it has become necessary to turn the appeal to the Iranian people themselves. The use of skillful persuasion in the form of the plain folks and card stacking propaganda techniques can prove effective in urging Iran to halt the creation of nuclear weapons.

This team first recommends the plain folks propaganda technique. The main focus of this part of the campaign is the premise that Iranian families are just like the families in America. When and if Iran uses nuclear weapons against the United States, the U.S. government would have to employ a counter attack. The end result is the family unit is damaged or destroyed. The best way to communicate the information is to present pictures of happily united interracial families. This presents the idea of races coexisting peacefully with each other and allowing each group to continue enjoying the love and security of the family unit.

Another means by which to convey the need to cease the manufacture of nuclear weapons would be to have two different families. A simple American family could be looking into a mirror, and inside the mirror, a family from Iranian background would be reflecting back. Both families would be simple, middle class families. The family unit is at the center of most societies and therefore will be understood and accepted by the target audience. This represents that the family bond is indistinguishable wherever you may be. These examples touch on a more personal subject that is relatable to the majority of the population.

Another recommendation is to use card stacking propaganda. On a creditable site, there is information about Canada banning all trade with Iran due to its nuclear weapon program. The team decided it would be best to put light on the fact that Iran’s economy would actually worsen with more development of nuclear technology, rather than without. To demonstrate our point, we could use fliers with a political cartoon. The political cartoon could be the Iranian president holding a detonator, but he would also realize that he has no money. This explains how the hesitancy of other countries to trade because of Iran’s nuclear program affects Iran’s economy, damaging it.

In conclusion, we have presented fliers and propaganda designed to deter the manufacturing and proliferation of nuclear weapons of the Iranians. We, as a team, do strongly believe that plain folk and card-stacking techniques will be very effective in persuading the Iranians to stop their nuclear programs. These techniques will show the harmful sides of continuing the nuclear program and will also show the hope of coexisting happily and peacefully.



