Propaganda, in its barest form, can be defined as the “deliberate attempt to influence general opinion”. Since there was media, or any medium, there was propaganda; either used to sell “something”, gain personal power, or, if the situation demands, to influence public opinion. Such a situation has occurred, and the time is nigh. We, and the Afghanis, face an enemy that is surely an *ideological enemy* (an enemy that wins its war not with hegemony, but with ideals). To win this war, I strongly urge a strategically structured propaganda campaign to win this war of words, specifically, the campaign I shall outline. A three-pronged attack, ranging in levels of depth, predominantly utilizing posters and advertising, is surely what we need; it is surely what the people of Afghanistan need.

The first level that I shall outline is what I call *shallow*, meaning that the propaganda in itself is very prominent. I call this piece “We Demand Justice!”, and it consists of a lone, dirty insurgent possibly running into the desert from a major city (Kabul for example), carrying only two things with him: Freedom and Prosperity. In “We Demand Justice!” we will be able to utilize various forms of propaganda, such as “Bad names” and negative transfer. The purpose of this specific piece is to make the people wonder, and question, are the insurgents just thieves, stealing our future?

Of course, “overly-deliberate” propaganda, in some cases, fails. And when it does, there are more symbolic and more inconspicuous ways of swaying the public; what I call the *middle stage*—utilizing both deeper and literal interpretations. To take from both the literal and more of the sub-conscious I have created the piece “We Stand United!”, which details the triumph of The Afghanis—the police, the “Average Joes”, young men and future generations (even the U.S. forces)—who are all standing above the pitiful, cowering insurgent. Behind the Afghanis is a bright, Providential light, while the dastardly insurgent cowers in the shadow of triumphant Afghanistan. By using both incredibly literal representations and more miniscule, yet powerful details, the Afghani people will feel empowered. United, nothing can stop them: Freedom and Prosperity are theirs.

Finally, I would like to detail the final stage of my propaganda campaign, which is fulfilled in one piece of propaganda, which I will call “We Hold These Truths to be Self-Evident” (which, of course, will be written in Dari, Afghanistan’s most common language). In the piece, there is a direct quote from the Declaration of Independence, but one minute change is made; instead of “their Creator”, it will be change to “Allah”. Thus the Afghani people will know (as the poster will say), that these ideals-- Life, Liberty, and the Pursuit of Happiness-- are not only Western ideals, they are Afghani ideals, which is completely against insurgent propaganda, who believe Western ideals are unjust and against Islam. But the Afghani people will know that Allah commands them to be free, and wants them to be free.

**WE DEMAND JUSTICE!**



Prosperity

**Will you let him steal *our* future?**



**AFGHANISTAN FOR PEACE**

ما این حقایق بدیهی

*(We hold these Truths to be Self-Evident)*

“All men are created equal, that they are endowed by ***Allah*** with certain unalienable Rights, that among these are Life, Liberty and the Pursuit of Happiness.” - Thomas Jefferson

**These are not Western ideals. These are Allah’s ideals.**



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