In order to persuade Afghanistan citizens to accept the new government and lay down their arms, a propaganda campaign must be developed. When developing propaganda, it is imperative to remember four key items: theme, media, technique, and audience.

Family and religion play an important role in Afghan society, and therefore, the propaganda’s main theme will be centered on these ideals. Familial ties are central to Afghani people because those ties are founded upon religion. Utilizing these two principles, the new government will be portrayed as the protector of these ideals. As a result, “Keeping the family safe,” will be one of our campaign slogans. Also, knowing that Islamic law mandates religious devotion, our secondary campaign slogan will focus on “Protecting the Islamic tradition.” As a result, the Afghani people will think that if they accept the government, their way of life and the values they hold dear will be secure.

In order for such thoughts to occur, Afghans must be exposed to the campaigns we designed. Afghani media utilizes three major information outlets: print, radio, and television. Newspapers, just as any other media, supply valuable information on topics such as people and politics, and they are also inexpensive. Radios, too, are inexpensive and supply the same information, but they last much longer. Since televisions are found primarily in Afghan cities where the people are more willing to accept the new regime, print and radio will be the primary methods for reaching outlying enclaves of citizens.

Certain techniques will be employed in the newspapers and over radio as the propaganda reaches completion. By using techniques such as glittering generality and plain folks hand in hand, the Afghans will see the government in a new light. Utilizing transfer, we will portray the government as religious and family oriented, encouraging the Afghans to begin to trust it because the government will appear to value the same ideals and customs.

By utilizing the customs of Afghanistan’s citizens, the Afghan government’s propaganda campaign is complete. The themes of religion and family directly tie in to the glittering generality, plain folks techniques, and transfer that will spread through local media. Now the Afghani government will have the proper tools to win over their people in a peaceable manner.





