An insurgent is a person who revolts against civil authority or an established government; especially **as** a rebel not recognized as a belligerent. Afghanistan is filled with these insurgents. So how do we convince these radicals to lay down their weapons and support their government? While there are many possible solutions, here is how we propose to convince them: propaganda. A successful campaign of this type requires that all aspects be carefully coordinated. As the task force created to influence governmental support by the insurgents, we chose to use the following themes, media and propaganda techniques.

First, we will persuade the insurgents that by supporting the government they will get the power that they crave. The government is not deaf to their concerns, only unable to hear them over the sounds of battle. The insurgents have been at this war for years and have made zero progress. So it would be in their best interest to lay down their arms. If embraced, this message could finally put an end to all of the bloodshed.

Next, our message will be delivered through two forms of media – radio and television. We will be consistent and utilize sources that are readily available. Initially we will saturate the air waves with profound statements not only affirming the initiatives of the government, but also guaranteeing the insurgents benefits for their compliance. We will follow this measure by introducing visual scenarios depicting a life in Afghanistan in which the advantages to the insurgents equal that of the government. We will be bold, convincing and take any necessary measures to infiltrate the country with our message.

Finally, our ultimate goal of persuading the insurgents will be accomplished by implementing a propaganda campaign which amplifies the themes delivered through our specified media. We will promote the benefits to the insurgents using propaganda techniques that will effectively illustrate our message. Transfer will be the technique applied to promote a sense of empowerment through governmental support. Democracy, land reform and gender equity will be associated with interests that are a priority to the insurgents. To continue with our message, we will make glittering generalities that resonates this same message. We will embed the minds of the insurgents with our message and visual images of a country free from the struggles of war and hardship.

Having been selected to organize propaganda to convince insurgents in Afghanistan to lay down their weapons and support their government we will use a specific theme, media, and techniques. The theme of the propaganda will be that the government is trustworthy and reliable. We can use television and the radio to convey this message to the insurgents in Afghanistan. The specific propaganda techniques that we will use are transfer and glittering generality.