When placed with the arduous task of persuading a third-world country to surrender to a global hegemon, you must pay great attention to details. We are prepared to take this task full on. These people will not simply surrender they must be persuaded. To best influence these people, propaganda is a key factor. This implies using propaganda strategies to stress specific themes suitable for the Afghan people.

The propaganda strategies planned to be used in this campaign are the bandwagon appeal, glittering generalities, and the plain folk method. The bandwagon appeal method will be used in a sense that implies how the U.S. and Greeks, both successful governments, have also used democracy. Another one of the strategies, glittering generalities, will be used throughout our campaign to simulate optimism in the propaganda’s material while the third strategy. The plain folk method will also be used consistently throughout the campaign to promote the idea that all ordinary Afghani people will be able to support democracy. We will use these strategies to help emphasize certain points.

Important themes to the Afghans, such as hunger or freedom, have to be stressed to help in persuading them. According to an article written by William Lambers, “Afghanistan is a country with one of the worst rates of child malnutrition in the world.” This can be solved by a stable economy, which causes less food shortages, something the Afghans would need to support their government. The theme of this is desperation, these people have no one else to protect them, and with the help of propaganda, they will realize this before it is too late. But how do we communicate with such people? These themes are to be expressed using media convenient to the Afghans.

A recurring choice of media would be the Internet and television broadcasts, but these people don’t possess such luxuries. The dilemma we must pursue is finding a successful form of media. To get information to Afghanistan would require the use of radio and even leaflets that could be dropped into the country. This is both cost effective and efficient in seeing results. All it takes is printing cost, and a pilot to fly the delivering aircraft. Also, communication over the radio is simple and cheap. With these kinds of opportunities in store for the people who give up their guns, it’s guaranteed to get attention from those who hear.

The plan to persuade the Afghani’s to surrender in the war on terrorism is based upon propaganda. This aids us by helping us communicate in a way that the result will be in our favor. What these people need is structure and guidance. With our approach, these two things are guaranteed. These propaganda methods are sure to give the Afghans understanding of what surrendering could do for them.