An insurgent is a person who revolts against civil authority or an established government; especially **as** a rebel not recognized as a belligerent. So how do we convince these radicals to lay down their weapons and support their government? The answer is fairly clear. We can use different types of propaganda. If we were selected to organize propaganda, we would use different themes, media, and techniques.

First of all, the resistance believes that they can take over the Afghanistan and have power over everything and everyone that is there. The message that we can convey is that by trusting the government power would be given to them. They will be happy if they stop fighting. An example, would be saying that the government is trustworthy and can be relied upon to help you out. This is the basic message that we would want for the resistance to hear and believe.

Next, media can be used to deliver the message about the people that we want to get rid of. If the people do not get the message, then we can’t work as a group. Television and radio are two main sources of media to get information to the Taliban or the other insurgents. Their Taliban want control but the people want democracy, land reform, education for children, gender equity, and common rights. Television is a main source because people might not have access to internet or enough money to get a newspaper. Radio is another main source because the radio is a common item that people have easy access to.

Finally, there are different types of propaganda techniques. We feel one of the most effective propaganda techniques that can be used is transfer and glittering generality. Transfer can be used to promote the situation through religion and a sense of power through government decisions. Transfer takes things that people like and associates them with an authority figure. Glittering generality can be used to promote all the good sides of democracy and women rights so they do not sound like such a horrible thing to the Taliban. Glittering generality can be described as name calling in reverse. An example would be calling someone trustworthy, kind, or a hero.

If we were selected to organize propaganda to convince insurgents in Afghanistan to lay down their weapons and support their government we would use different types of theme, media, and techniques. The theme of the propaganda would be that the government is trustworthy and reliable. We can use television and the radio to convey this message to the Taliban members. The specific techniques that we would use are transfer and glittering generality.