The dictionary definition of propaganda is “any systematic, wide spread dissemination or promotion of particular ideas, doctrines, practices, etc… to further one's own cause or to damage an opposing one.” Propaganda is a tactic that is often employed to promote specific religious, political views, or in public relations and advertising efforts. Interestingly, the word propaganda comes from the Latin name “Congregatio de Propaganda,” which literally means “The Congregation for Spreading the Peace” The Congregation was an arm of the Catholic Church whose primary objective was evangelization. However, today propaganda is seen as a tool which is meant to coerce and manipulate a specific group of people.

President Obama has requested that we create a propaganda campaign which targets the insurgents in Afghanistan and influences them in such a way that they will lay down their weapons and join forces with their government. In an effort to reach the insurgents, we will design an advertising campaign using print media and billboards which will display the message of hope and pride for their country. In addition, we will also utilize social media and create a Facebook page which will offer status updates that reflect the message of a new Afghanistan.

The theme of our media campaign will rest upon the tagline: A New Afghanistan is on the Horizon. The billboards will feature innocent Afghani children, whose blameless faces will tug at the heartstrings of these men who will recall their own childhood and a lost innocence. The techniques employed will include transfer, plain folks, and bandwagon. The message will plant a seed of hope in the insurgents and ultimately will encourage these men to lay down their weapons and seek peace within their country.

Social media will also be a strong line of offense for our propaganda campaign. In an interview on National Public Radio, author Tom Shanker asserts, “In addition, both the Bush administration and the Obama administration focused their attention on the Internet, where al-Qaida does its recruiting, fundraising, operational planning and propaganda.” In an effort to continue the progress begun by both Presidents, we will use the internet and social media to reach those men who are mere pawns in the insurgency. In his interview on NPR, Shanker also suggests, “It takes a network to carry out a terrorist operation, and not everyone in that network is willing to make the ultimate sacrifice—you look at the gunrunners, the weapon suppliers and, most importantly, the financial backers.” It is evident that many of the insurgents are not willing participants and that if given the opportunity scores of these men would return their loyalties to the country that they love.

In conclusion, we will create a propaganda campaign which coerces the insurgents of Afghanistan to lay down their weapons and rejoin the government forces. Through the use of billboards, print, and social media, the insurgents will receive a message of pride and hope. It will be understood and believed by all that: A New Afghanistan is on the horizon.