As assigned by President Obama, we have created a propaganda plan aimed towards insurgents in Afghanistan. The goal is to persuade the rebels to not only put down their arms but to accept their current government. In this memorandum, we will explain the plan we have chosen and what led us to these choices.

The first theme we will explore is getting the rebels to put down their arms. In order to do so, we chose to use the following propaganda techniques: bandwagon, glittering generalities, and transfer. The idea is that the rebels should feel like everyone else is giving up fighting and that if they do so it will make them a better person and associate them with something positive. To achieve this, we have chosen the slogan “A good Muslim is peaceful.” We feel this slogan will work because the majority of people are Islamic. It will be used on leaflets and posters.

The poster has the already mentioned slogan, written in Pashto or Persian, and portrays a man holding the Koran and putting down his weapon. We chose to use a strong image, because the literacy rate in Afghanistan is low. We decided to use a man because women do not have power in society. It will be placed near mosques. The leaflets will be the same as the poster, but will also have a quote from the Koran. The chosen quote is “Take not life, which Allah hath made sacred, except by way of justice and law.” (al-An’am 6:151). They will be dropped by helicopter, because many people in Afghanistan are isolated by the Hindu Kush Mountains making the transportation of people, goods, and ideas difficult.

The rebels accepting their current government is our second theme. Our approach is to convince them that their current president, Hamid Karzia, and the elected parliament are better for them than the Taliban. To do so, we will have a regular male citizen make a radio commercial that will tell about how bad his life was under the power of the Taliban versus his current good life. This approach incorporates the following propaganda techniques: plainfolk because it is a regular person telling their story; and card stacking because it only says negative things about the Taliban.

We believe this approach will work because the Taliban ruled by violence and people had very little choice. A man will share how his 7-year-old son was hanged to punish his family for taking a stand against the Taliban and how the Taliban still attacks current government employees who are trying to build needed roads to their town. We chose a radio commercial because literacy rates are low, there are no cables or networks for television or internet, and there are no good roads for personal visits. Radio is the way most people receive information.

In conclusion, we feel this plan will work because we focused it on the people and how they get communication.

