The ongoing war on terror began on September 11, 2001 with the terrorist attacks on the World Trade Center. On October 7th of that very same year, the United States declared war on Afghanistan. The violence that ensued has done nothing to benefit either country. That being the case, I feel it is in the nation’s best interest to completely halt the war with Afghanistan for the simple fact that no progress is being made. Neither side is willing to compromise or quit, and with that in mind it is with good intentions that a campaign be launched to stop the Afghanistan war and to put an end to the struggle over seas.

If President Obama were to ask me to create a propaganda campaign to convince insurgents in Afghanistan to lay down their weapons and support the government, I would use two major techniques of propaganda. The first technique I would use would be Bandwagoning. I would use bandwagoning to convince the Afghan soldiers to lay down their weapons for the betterment of the people, and their own families. The second technique I would use would be transfer. I would use transfer by showing a picture of the Afghan and American soldiers hugging with the American and Afghan flag ripped apart but sewn together. This represents the unity of both countries.

The themes my ad would show would be peace, happiness, and coexistence. These three themes are very important to display in the campaign because we would need to convince the insurgents that ending the war would be for the betterment of both Afghanistan and the United States. The media source that would reach the broadest spectrum of citizens would be the newspaper and posters. One of the main forms of propaganda in WWII was posters, because they lined the streets and people always saw them, whether they were literate or not. The picture in the newspaper would be understood by most because it is simple, easy to figure out, and sends a clear message.

Throughout history, the use of propaganda has been crucial to the morale of a society. Our use of bandwagoning and transfer would directly influence the insurgents to lay down their arms in support of the US. With the choice of posters and newspapers to convey our message, it would guarantee that the largest target audience would be affected. The combination of our choice of technique and medium of propaganda would force the insurgents to realize they should choose to stop the fighting between their nation and ours.