Afghanistan Essay

Americans are seen as a major threat to the Afghans. They feel as if we are constantly surrounding them, but they don’t see it as a form of protection. Afghanistan basically feels as if we are telling them how to govern their affairs; which we all know our government would not allow to happen. So in order to protect themselves they refuse to lay down their weapons. In order to persuade the Afghans to lay down their weapons, we must find what is most important to them and how it can be beneficial.

For a while now Afghanistan has been surrounded by wars and invasions. From civil wars to terrorist attacks, Afghanistan has seen it all. This not only makes the country stronger but it makes it harder for them to surrender as well. This just proves how strong our propaganda must be because they are obviously a very strong willed country. Family is one of the major focuses in the Afghan culture. They are closer to their families than anyone else. This is something that is extremely affected by the war. If we make it a point to show them just how many of their families are affected by this war it would be easier to get them to lay down their weapons. If we stress to them how much better their families can be, this controversial issue will be solved.

Through the means of television media we will get our propaganda through commercial. The technique we will use is bandwagon. This makes sense because everyone wants to protect their family and no one wants to see members of their family hurt physically or mentally.

The strategy would be as follows:

Unpaid actors, camera shots of real Afghans that have families, in each shot a person is saying one word of this line:

“Everyone wants to protect their family. Let’s put the guns down and put a stop to this ongoing tragedy.”

This is an effective way to get our point across to the Afghans. Seeing people who they can relate with, will really make the decision easier.