Bombing, innocent lives being lost, a continuous struggle for power… issues such as these occur daily in Afghanistan. What causes these issues? The insurgents within the borders of Afghanistan cause the disturbances when trying to achieve their goals of driving out the United States forces and gaining control of their country. Due to their lack of cooperation and willingness to listen, propaganda is the only way to convince them to alter their decisions. In order to develop a propaganda campaign to convince the insurgents in Afghanistan to lay down their weapons and support their government, cunning uses of propaganda techniques through the media must be employed.

Radio broadcasting, an important way of communication insurgents use, enables propaganda techniques such as bandwagoning and cardstacking be brought to the insurgents. A bandwagon effect can be employed through the radio by informing the listeners of an idea or product that many people are beginning to familiarize themselves with, such as the idea of democracy. When promoting the idea of democracy, cardstacking would come in handy. We would only reveal the highlights of democracy in a way that is appealing to the insurgents; thus, sharing the wonderful aspects of freedom and safety as a result of democracy. Because of their yearn for power and freedom, knowledge of positive aspects of democracy would intrigue them.

Hanging posters around Afghanistan would be another form of media that can reach the insurgents. In these posters, the staging of two situations, life during the war and life after the war, can show insurgents how splendid life can if they were too put down their weapons and rejoin their families. Life of murder, blood, and hatred can easily turn into a life of love, family time, and joy by the simple act of laying the guns down. Another portrayal of war and post-war that can be displayed to insurgents is being under command of another nation such as the United States switching to having their own freedom. One side of the poster would contain President Obama pointing a finger, reprimanding the insurgents, while the other would contain a picture of the president flying back to the Unites States giving Afghanistan the freedom and security to run their own country. These posters would contain the techniques of cardstacking and plain folks.

Being the only way to reach the insurgents, clever propaganda techniques through the media must be used. Since radio broadcasts and posters are the main way insurgents receive information, bandwagon, cardstacking, and plain folks are the techniques that can best be used to make the insurgents receive the message that putting down their weapons will help them achieve their goals of having the freedom to run the country themselves.