Think Protect Connect

Workshop Five
Persuasion Versus Propaganda
Outline of Workshops

1. Personal Identity - Who am I?

2. Group identity, belonging and Shared (British) Values

3. Stereotyping

4. Extremist views and behaviour

5. Propaganda and the media

6. Staying safe online
Group Agreement

- Be open and honest
- Confidentiality
- Ask if you don’t understand
- Join in
Dealing with difficult issues

- Listen and respect the opinions of others - even if you don’t agree with them
- Challenge the issue not the person
- Agree/Disagree/Agree to Differ
The place to put questions and issues that need to be discussed at the end of the workshop

Parking Area
Workshop Five
Persuasion Versus Propaganda

Think
Protect
Connect
Learning Outcomes:

I will understand what propaganda is.

I will understand how propaganda is used by extremist groups.
Activity - The Art of Persuasion

Do what I want you to do!

Erm.... ok
What is Propaganda?

A range of techniques that are used to influence our thoughts, beliefs, emotions or behaviour.
Talking Point

What do these images have in common?

They are all used to influence you.

They are all examples of propaganda!

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Think

Propaganda comes in many different forms

It can tell us how much we should like something

Or how something might be for our health
Propaganda has been used to support various causes...

By different groups, at different times.
Who uses propaganda?

- The media
- Political parties
- Extremist groups
Talking Point

How is Propaganda Spread?

- Posters
- Newspapers
- Radio
- Songs
- Television
- Social Media
Talking Point

Different propaganda techniques

**Bandwagon**
Everyone is doing it. You must **join in** to **fit in**.

**Name-calling**
Labelling a person or group of people with **negative** words.

**Fear**
Using words or images to play on our **fears**.
Talking Point

Different propaganda techniques

Card Stacking
Presenting only one side of the argument.

Emotional Words
Using words that make you feel strongly about someone or something.

Compare & Contrast
People are led to believe that a person or thing is better than another.

Workshop Five
Persuasion Versus Propaganda
<table>
<thead>
<tr>
<th>Talking Point</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name-calling</strong></td>
<td>What type of propaganda uses negative words against a person or idea?</td>
</tr>
<tr>
<td><strong>Bandwagon</strong></td>
<td>What type of propaganda makes you want to jump in and follow everyone else?</td>
</tr>
<tr>
<td><strong>Compare &amp; Contrast</strong></td>
<td>This type of propaganda creates a ‘us’ and ‘them’ mentality.</td>
</tr>
<tr>
<td><strong>Fear</strong></td>
<td>When our fears are played upon what type of propaganda is being used?</td>
</tr>
<tr>
<td><strong>Card Stacking</strong></td>
<td>What type of propaganda only presents one side of the argument?</td>
</tr>
</tbody>
</table>
Activity - Did you get the message?
Activity - Did you get the message?

1. What beliefs of behaviour is the author attempting to influence?

2. Who is the propaganda/message aimed at?

3. What propaganda tricks are being used?

4. What is the key message being communicated?

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Persuasion Versus Propaganda

Think Protect Connect
Activity - Did you get the message?

1. What propaganda tricks are being used?

2. What is the key message being communicated?

3. Who is the author?

4. What beliefs of behaviour is the author attempting to influence?

Workshop Five
Persuasion Versus Propaganda
How can we avoid being used by propaganda?

- **Watch** for the use of propaganda
- **Read** and **listen** to reliable and trustworthy sources
Feedback
This resource was developed using the Home Office Innovation Fund for Prevent in partnership with the following organisation:

- Safer East Sussex Team
- Prevent
- Autism in Translation
- PRIORITY 1-54